



CITY OF FRISCO

2016

**PARKS & RECREATION
OPEN SPACE MASTER PLAN**

*Parks & Recreation:
Fundamental for a
Vital, Vibrant and
Connected Community*



**MASTER PLAN REPORT
APRIL 2016**

FRISCO PARKS & RECREATION

OPEN SPACE MASTER PLAN



FRISCOFUN
FUNDAMENTAL FOR A VITAL, VIBRANT,
AND CONNECTED COMMUNITY

APRIL 2016

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FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



EXECUTIVE SUMMARY

APRIL 2016

FriscoFun: Fundamental for Frisco



FriscoFun is fundamental for a Vital, Vibrant and Connected Community

The Frisco Parks and Recreation Department, branded as **FriscoFun**, plays a fundamental role in making Frisco the **vital, vibrant, and connected community** that it is. The insight garnered from Frisco residents resoundingly reiterated the importance they placed upon preserving open space, accessing nature, and maintaining the sense of community that residents deeply value here in Frisco especially due to the project growth in the near future. Residents view these desirable attributes as being associated with making Frisco a good place to live, raise a family, and locate a business.



Economic Vitality

One of the reasons for the continued or renewed economic viability of communities is the attention paid to elements that once were considered “soft” factors such as parks, nature, places to gather, and cultural offerings among others. In fact, locally-inspired public spaces and other quality-of-life factors have a real effect on economies.

The Gallup/Knight Foundation’s “Soul of the Community” 2008-2010 study found that social offerings, openness and beauty are the primary drivers for community attachment, which was found to demonstrate a strong positive correlation between resident attachment and local GDP growth.

Vibrant Communities

The key to economic vitality is closely tied to the vibrancy of individual communities. Most people are drawn to places where vibrant public spaces such as neighborhood parks, community markets, and downtown squares are available. Such places are achieved with “placemaking” which is defined as “the art and science of developing public spaces that attract people, build a community by bringing people together, and create local identity.” Residents of Frisco attending a variety of public input meetings cited the possible loss of identity and sense of community as key concerns related to the projected growth in Frisco. It is recommended that the City of Frisco focuses on placemaking as a successful tool to create vital, vibrant, and connected communities for live, work, and play.

Connected Community

The residents of Frisco attending public and focus group meetings expressed concerns that as Frisco grew, that the important sense of community among residents might be in jeopardy. This Parks Master Plan recognizes that public places along with the key attributes of social offerings, openness and beauty serve as primary drivers of community attachment and connectedness. In fact, residents that are highly attached to their community, will spend more time there, spend more money, and are more productive and tend to be entrepreneurial.

The value of parks as an economic, environmental, and equitable benefit cannot be understated. Whether it is recruitment of business, citizens, or their retention the parks are as important as the schools and the jobs. Parks, recreation and cultural assets are truly the “soul of the community!”

Frisco's Opportunity

The importance of parks and public spaces to the vitality, vibrancy, and connectedness of a community will challenge the mindset of past practices. The over-arching basis for this report and its subsequent recommendations is the emerging importance of placemaking as a catalyst for building and maintaining economically viable communities, coupled with the sustainable, healthy, and connected communities that placemaking supports.

The City of Frisco has before it the opportunity to be and continue to be the vital, vibrant, connected community with its sterling reputation as an outstanding place to live, work, and play. Parks and recreation can and does play an integral role in Frisco's preferred future.

About the Plan

This Parks Master Plan was guided by a Steering Committee, represented by the Frisco Parks and Recreation Board, local sports organizations, Chamber of Commerce, Public Art Board, Senior Center Advisory Council, Rotary Club, City Council, and interested citizens. The ultimate goal of the Steering Committee was to champion the Parks Master Plan not only with their input and guidance, but also by promoting its importance to City Council and the public at large.

The Planning Team was led by Halff Associates, Inc. with the assistance of Brinkley Sargent Architects, CEHP, Lifestyle Leisure Consulting, and National Service Research.



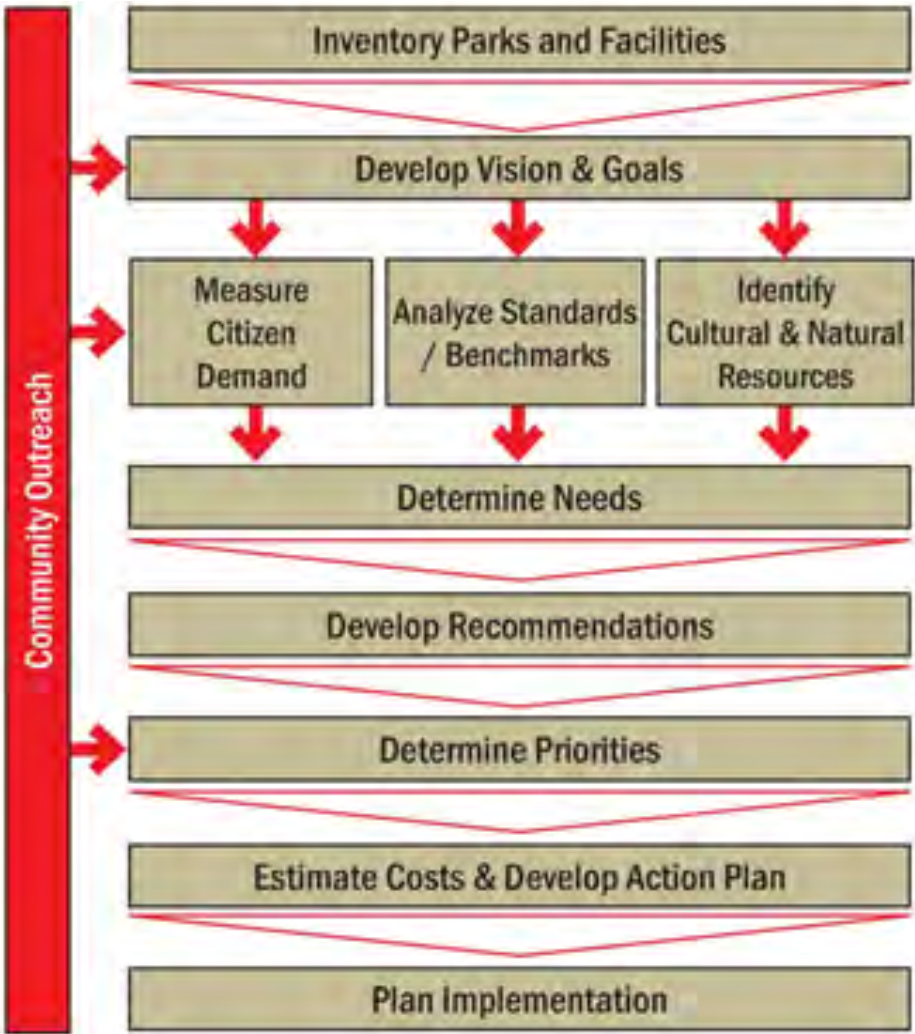


Goals of the Plan

The goal of this Master Plan is to identify **preferences and needs** of the community, and provide **guidance for the continued development** of Frisco’s parks, recreation, and open space system, while **addressing the existing facilities as well as the need for future facilities**, as an integral part of a growing city.

Planning Process

The planning process followed during the preparation of this Parks Master Plan (illustrated in the diagram below) follows a number of steps in a linear fashion as shown from top to bottom. Community outreach (left side column) informed the Plan throughout the planning process.



Common Vision of Residents

One of the objectives of the Master Plan is to create a preferred vision for the City of Frisco and its parks and recreation department as the City prepares to undergo rapid population growth. Such growth can bring with it change and the challenges and opportunities inherent within such change. When it comes to the perceptions and preferences around such changes within a community there are no greater authorities than the people who live, work, learn, and play in that community.

The visioning process for the Frisco Parks Master Plan reached out to individuals and groups who live, work, learn, and play in Frisco as they have great insight into the qualities, both tangible and intangible, that are important to the continued success and well-being of their community.

There were two major approaches used for developing this vision: community outreach and a randomized citizen survey.

Community Outreach

A variety of groups and individuals were included in the community outreach process including: The Parks Master Plan steering committee; two public meetings; and four focus groups which included representatives from the business sector, community leaders, sports, and nontraditional activity interests.

Targeted interviews with individuals and organizations included the Convention and Visitors Bureau, Mayor's Youth Council, Public and Community Services and an Inter-department discussion with members from various city departments such as planning, public works, library, and others.

MindMixer, an online opportunity for people to share comments and suggestions, was used as part of this process.

The results of the community outreach are summarized as follows:

- **Citizens value** the forward thinking of local government that has contributed to Frisco being a high quality, friendly, and affordable city to live and raise families making Frisco a highly desirable place to live, work, learn, and play.





- **Citizens recognize**

- the challenge of meeting higher demand for services that may result in doubling infrastructure and services, while maintaining the new and clean appeal of existing infrastructure, and
- loss of that small town, family-friendly feel along with the loss of open space and farmland and the sense of overcrowding it may bring.

- **Citizens suggest** that Frisco PARD continue the good work that it does within the challenging environment of growth by:

- acquire open and natural spaces before they are gone;
- expand and connect the bike and hike trail system;
- continue to address the need for additional fields for youth sports;
- meet the challenge of balancing parks: new and old; active and passive; changing expectations and preferences; and
- continue to provide programs and activities that help preserve that friendly, small-town feeling so highly regarded by residents.

Citizen Survey

While community outreach can form the basis for visioning, the use of a community survey helps to refine the aspects of that vision. For this survey, residents could complete the survey through mail or online with a password protected survey. Eight thousand surveys were distributed to households in Frisco with respondents totaling 569.

The purpose of the survey was to identify priorities of citizens for facilities and amenities as well as support for funding options for future development of PARD services and facilities.

The following summarizes the results of the citizen survey:

Facilities and Amenities Residents Willing to Add

- Hike/Bike/Walk/Jogging Trails
- Amphitheater/Performing Arts Space
- Botanic Garden/ Arboretum
- Large Nature Preserve
- Lakes for water recreation (canoeing, paddle boats, fishing, etc.)
- Leisure use trails (birdwatching, nature walks, etc.)

Residents' Perceptions of Most Needed Athletic Facilities

Over 30% of respondents cited the following: Tennis courts, Open play spaces for practice or other uses, and Practice fields (football, soccer, cricket, lacrosse)

The eight remaining facilities were deemed as high priorities by 20% to 25% of respondents and included horse rental stables, trap and skeet range, sand volleyball courts, archery range, extreme sports/skate park, youth baseball, youth soccer fields and practice baseball/softball fields.

Virtual 50% - 50% Tie: The issue as to whether the Frisco PARD should build additional small parks - often referred to as neighborhood parks - rather than fewer but larger-sized parks - often referred to as community parks - resulted in a tie among respondents. The main difference between the two groups (small park preference vs. larger parks) is that the younger age groups and the households with children preferred to have fewer parks but larger in size with amenities for older children.

Use of Undeveloped/Newly Acquired Park Land

Three suggested uses as follows:

- Over 90% residents' responses reflected support for passive use and protection of the environment;
- 86% expressed support for protecting the natural environment and habitat;
- 60% suggested space be used for active purposes including athletic fields.

Funding Support Options

Nearly 60% (57.8%) of respondents preferred corporate advertising/naming rights. Some of the other options were increased park dedication fees by developers (34.4%); voter approved bond programs (30.2%); and the application of user fee revenue to improve parks and recreation.



Vision for Frisco Parks Master Plan

Bringing together and analyzing the results of the information secured from Frisco residents in a variety of different ways resulted in a vision that contains a number of critical components. The following elements are the significant components of the residents' vision for parks, recreation and open space:

1. Preservation of natural and open spaces;
2. Connected biking/hiking/walking/jogging trails;
3. Parks and facilities maintained at the high standards that support Frisco as a quality place to live and work; and
4. A preference for parks and facilities to be supported through corporate contributions.

These four elements: natural and open spaces; connected trails; high standard of maintenance and appearance of existing amenities; and availability for corporate contributions serve as important reference points when determining the goals and actions associated with this plan.



Lifestyle Benchmarking and Marketing

Marketing guru Philip Kotler refers to ‘profit’ in his definition of marketing and the ‘profit’ as it relates to a community is how well the community satisfies the needs of residents in such a way that the community remains a highly desirable and economically viable place to live, work, learn, and play.

In order to identify and determine the needs of current and future residents will require a broad approach of marketing that addresses marketing both internally and externally. The areas of marketing addressed in this plan include: demographic and lifestyle factors of current and future residents; general trends as well as specific trends in leisure patterns and preferences, as well as insights and lessons from benchmarked communities within Texas and across the country.

Demographics and Lifestyles

Frisco will likely remain younger than the rest of Texas as is currently the case, but will experience a shift towards older children and young adults than is currently the case. Two of the ESRI lifestyle segments, Boomburbs and Up and Coming Families, make up 77% of all residents in Frisco and are among the fastest growing lifestyle groups in the country and among the wealthiest and best educated in the United States. It stands to reason that this pattern will follow in Frisco with some modifications. The advent of greater density in housing may result in the community becoming more diverse especially related to ethnicity, level of education and income, and differing household and generational make-up.

Trends

Trends in parks and recreation reflect the trends, changes, and shifts in the general, transformational and individual patterns and preferences. Some specific trends related changes in sports, recreation, and leisure activities include, but are not limited to the following: growing emphasis upon individual activities, walking, biking, swimming, etc.; increasing desire to be out-of-doors; changing participation patterns in youth team sports; growing interest in lifetime physical activity skills such as tennis, walking, biking; continuing popularity of ‘non-traditional’ activities and events; wellness and health replacing the traditional concepts of exercise and fitness; changes in the arts overall due to cultural and ethnic changes in the population.



Lifestyle Benchmarking



There were five communities selected as benchmarking communities: Aurora, CO; Cary, NC; Chandler, AZ; Gilbert, AZ; Plano, TX; and Round Rock, TX. The communities that are closer in demographics and lifestyles to Frisco vary and should be applied on the basis of lifestyle groupings. Family recreation decisions would be most closely related to either Gilbert, AZ or in part to Cary, NC. Need and interest comparisons for 'enterprising professionals' would be Cary, NC; Plano, TX; and Round Rock, TX. The recreation and entertainment expenditure patterns for Frisco, Cary, NC: and Plano, TX are nearly identical in all categories.

Lessons Learned



There were four communities used for the 'lessons learned' interviews that were part of this project and these communities were Arlington, TX; Aurora, CO; Chandler, AZ; and Plano, TX. The purpose of this phase of the project was to seek advice from communities who experienced similar patterns of growth in the past few decades to more fully identify challenges of growth and strategies to address them. Among the most commonly cited issues by these communities were making land acquisition a number one priority; determining methods for funding operating costs of new initiatives; and the ability to address the needs for youth sports fields. Two parks & recreation departments reported great success with strong school-community partnerships that allowed them to save money on neighborhood parks and some facilities. There were a number of alternatives suggested for the financial challenge balancing new developments with operating and maintenance costs that are included in the body of this chapter. Every community interviewed admitted that they decided rather early on that the parks & recreation department could only provide game fields for youth sports, most especially soccer.

Pitfalls to be avoided consisted of sufficient funding to balance the land acquisition, renovation, and park and facility development simultaneously; incorporating flexible design into areas and facilities so changes in recreation trends could more easily be addressed; and placement of athletic fields away from highly residential areas.

There is a great deal of information within this chapter as well as a list of conclusions that are incorporated into the recommendations within the plan.

Parks and Open Space

Frisco's parks and open space are the foundation of the city's recreational programs, activities and events that are essential to a vital, vibrant and connected city. The current and target level of service of parks is key in acquiring adequate park land and making provision for facilities and events needed and desired in the community.

Parks in Frisco are categorized as neighborhood, community or "other" parks. The latter are designed to meet special needs, capitalize upon opportunities, and/or complete the parks system.

Neighborhood Parks

In order to accommodate Frisco's projected population of 350,000 at build-out, it is recommended to acquire 220 acres of land for the construction of 29 additional neighborhood parks. While some of the land to be acquired might need to be purchased outright by the City, it is the intent that the majority of the necessary land acquisition for neighborhood parks will occur through parkland dedication during the development process (either through outright dedication or acquired fees in lieu of land) so that accommodating the needs of additional residential growth is shared between the City and the development community.

For the development of new neighborhood parks, it is recommended to allocate funding on a consistent basis for that purpose. However for the next couple of years place priority on the development of the following four neighborhood parks: Boulder Draw NP, Independence / Rolater NP, Pearson NP, and Southwest Area NP.

Community Parks

Frisco has a need for more than 450 additional acres of land for community parks. In order to address these needs, the acquisition of additional community park land is recommended in the northern and eastern portion of the City. Other than addressing the acreage deficit, the 450 acres additional community park land can also help to address the need for athletic facilities (e.g. baseball and soccer fields, practice space, tennis courts, lacrosse, and cricket) for which about 306 acres are needed, and non-athletic facilities like pick-up games, walking, bird watching, or the protection of natural areas that may be acquired as part of a larger park area.

For the development of new community parks, it is suggested that the City develops at least three phases of the Northeast and Northwest Community Parks, or newly acquired land during the next 5 years.



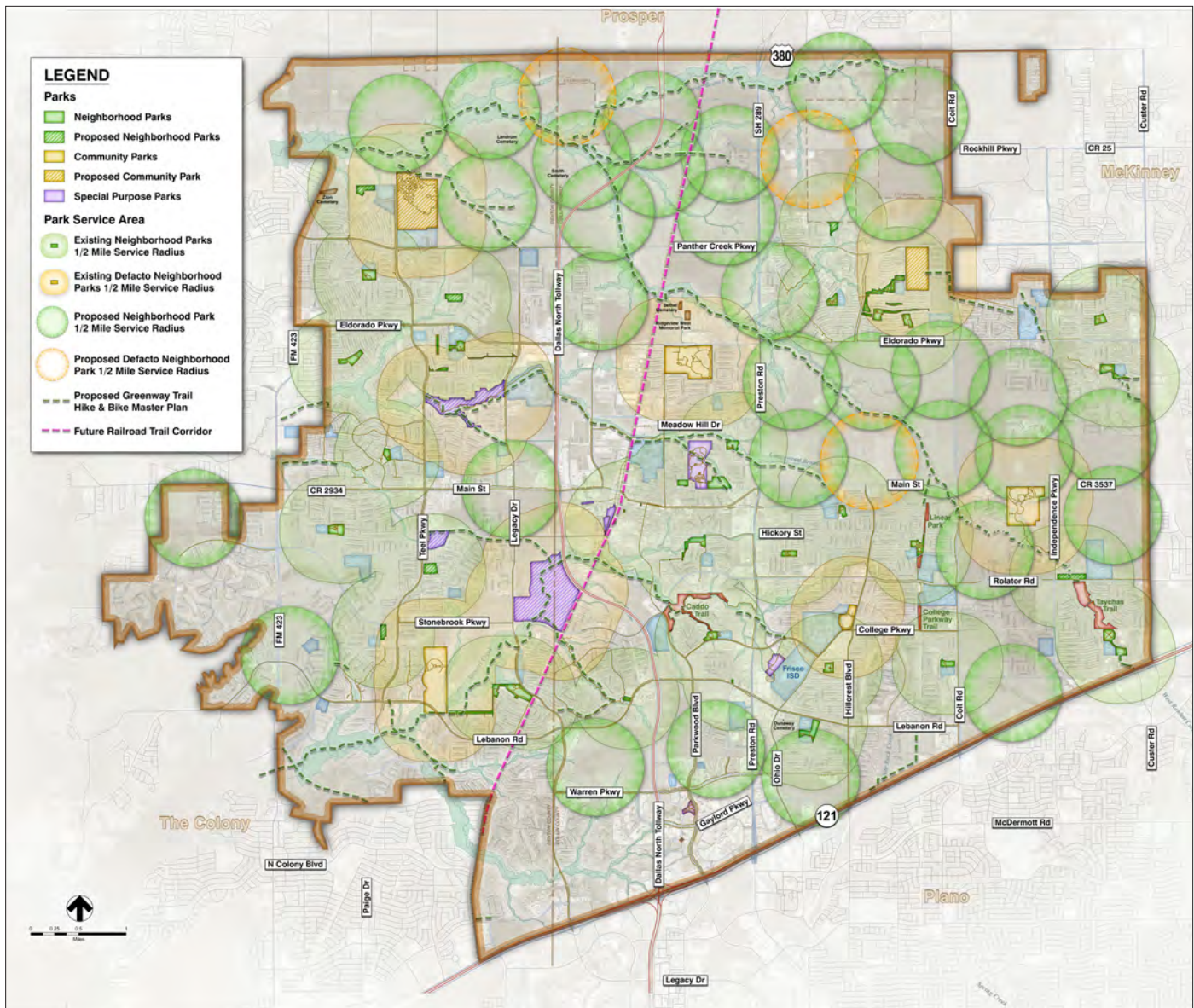


Figure ES-1: Existing, Proposed & De Facto Neighborhood Parks

Figure ES-1 shows locations of existing and potential neighborhood parks, including “de facto” neighborhood parks, which are community parks with amenities similar to what are typically provided in neighborhood parks. The proposed locations for new parks are based on perceived land availability, proximity to natural features and potential trail corridors, and their ability to provide service area coverage for existing and future residential areas.

Figure ES-2 depicts the location of existing community parks, as well as the general location of 3 proposed community parks.

Other Parks



One of the top priorities for the Frisco community is the protection of natural areas and wildlife habitat. It is recommended that the City acquires land to ensure the protection of key pieces of natural open space along creek corridors for use as greenbelts, trails and wildlife corridors. In general, the City should target land that is along a planned trail corridor or that has unique ecological value.

In terms of development, place priority on the currently undeveloped Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks. Grand Park is categorized as a large urban park, for which funding and development is already underway. With trails being one of the top priorities for the community, it is recommended that the City develops an average of 3 miles of trails annually.



Protection of Creek Corridors

For the protection of creek corridors it is important to protect the 100-year floodplain calculated at build-out conditions, and to establish creek buffers of 75-feet measured from the edge of the floodplain to allow for the migration of creek alignments, provide for slope stabilization, and to ensure adequate space for maintenance access.

Upkeep of all existing parks

During the public input meetings, major concern was expressed about the ongoing upkeep of infrastructure and amenities. In order to prevent the situation where the City is overwhelmed by the amount of effort required, it is recommended that the City allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.



Mixed-Use development

Countrywide the trend is to create mixed-use places that contain a mix of residential, office, and retail. Such places have potentially many issues of living conditions. The adequate provision of parks and recreation opportunities and facilities is one of the most successful means to improve living conditions in mixed-use environments. In addition to improved living conditions and quality of life for mixed-use residents, the outcome of such actions will also benefit the bottom line of developers. For that reason it is suggested that public/private/partnerships be considered as a strategy to provide adequately for parks and recreation in mixed-use developments.

Access to Parks and Open Space

Single loaded roads is a tool that is very effective in providing physical and visual access to parks and open space. Such roads support the visibility of parks including informal surveillance of park user activity; and provide easy and direct physical access for both park users and emergency vehicles. The implication of single loaded roads is that no development (residential or otherwise) back up to parks and open space, including creeks and natural areas.

Athletics

The City of Frisco, Texas and its Parks and Recreation Department (PARD), have done an excellent job of keeping a balance between rapid population development and the available park assets. It would appear from all indicators that the slowing of the rapid development is likely to end and the new challenge will be to obtain lands that will be, at minimum, suitable in quantity and quality to develop additional athletic facilities and related amenities.



Athletic Fields Needs

In order to meet the demand for athletic facilities at build-out it is calculated that an average of 306 acres are need to accommodate these facilities and their associated amenities including restrooms, concession stands, parking, buffer areas, etc. This is breakdown is shown in the table below.

Future Athletic Fields Needs Summary				
Facilities based on size and user groups	Existing number of fields	Additional fields needed at build-out (demand minus existing)	Need for fields and Amenities translated in acreage	Higher need for additional acreage at build-out
Baseball/Softball	24	29	145 acres	203 acres
Soccer	33	15	75 acres	105 acres
Football	4	4	20 acres	28 acres
Cricket	1	5	35 acres	45 acres
Practice Fields	194	43	108 acres	129 acres
Total			383 acres	510 acres
Average Number of Acres Needed at Build-out				447 acres
Total Existing (buildable land) Acres				138 acres
Total New Acres Needed for Athletic Fields ¹				306 acres

¹The number of acres account for all future athletic fields and associated amenities including restrooms, concession stands, parking, buffer areas, etc.; it does not include areas that can be used for non-athletic activities like pick-up games, walking, bird watching, or the protection of natural areas that may be acquired as part of a larger park area.



Athletic Trends

National trends in sports activities are important indicators to consider. A few highlights are as follows:

- The youth is primarily motivated by fun.
- Fun is completely absent as a motivator for adults.
- For adults, sports are mostly goal focused, specifically for health and fitness benefits.
- Families with active parents have youth and teens in more sports.
- Generation Z – born between 2000 and 2008 (6 to 14 year olds) – dominate the team sports category and are significant participants in outdoor and individual sports.
- As youth transition to teens, social issues become more important with “friends don’t play” increasing as a motivator to quit a sport.
- As teens move into adulthood, life’s pressures become more of a motivator to quit sports.
- For adults, individual sports and team sports show some declines overall with racquet sports, outdoor sports, water sports and fitness sports continuing at similar levels to previous years.
- Inactivity by age shows some interesting trends:
 - The 13 to 17 age group has continued to become more inactive.
 - Ages 25 to 34 is also trending that way.
 - All of the age groups older than 45 have shown an increase in activity, so the active message is getting across to the older age groups.
- More than 115 million Americans (37% of the US population) walk for fitness.
- This national trend about “walk for fitness” is confirmed by Frisco residents; in the citizen survey, almost 80% of respondents indicated that they run, walk, jog, or hike on Frisco’s existing trails. As Frisco grows and ages out over the next ten years there will be more demand for facilities that support these activities.
- Nationally, youth and high school sports are declining; for the first time in its history the Participation Rate Survey conducted by the Sport and Fitness Industry Association found no team sports in the top ten list of activities; basketball was rated the highest at 14.

Recreation Facilities

Frisco currently has a centrally located 100,000 square foot Frisco Athletic Center that offers health and wellness opportunities for all ages of the community. Areas include cardiovascular equipment, free weights, gymnasiums, multiple classrooms, day care facility, aerobic rooms, indoor aquatics, and a recently expanded outdoor aquatic park. Health and wellness facilities play an important role in quality of life for the Frisco community. Cities in the immediate and in general the North Texas area surrounding Frisco are also providing such facilities in response to demands of its citizens.



The current Frisco Athletic Center has experienced great success as evidenced by its attendance numbers, but the attendance numbers trend would also suggest that perhaps size and travel distance have created an attendance top for the facility. In response, the planning team recommends that Frisco begin a feasibility study for a center to be located in another geographic area that is expected to experience rapid growth. This first step would allow a facility to be opened by 2020. Size would be in the 80,000 square foot range with mostly dry side health and wellness and no aquatics. For the long term, Frisco should consider a third center with approximately 95,000 square foot to maintain the LOS provided by other North Texas cities.



Frisco's 17,000 square foot Senior Center is well utilized to the point that some programs are experiencing overcrowding. This fastest growing age segment of the population is more active and understand the value of health, wellness and socialization in their quality of life. This reality places greater space demands on senior oriented facilities. Because of these facts, combined with the continued growth of Frisco, the planning team recommends the development of a new 30,000 square foot center in the near future, opening in 2018. The planning team further recommends that this first phase be planned to allow expansion capabilities for an ultimate 60,000 square foot center. This would allow Frisco to maintain a LOS consistent with current facility. The current facility should be repurposed for other City uses.



Operations and Maintenance

Maintenance Objective

The primary maintenance goal is to provide sustainable maintenance for all assets assigned to maximize their expected life cycle. This is a function of balancing adequate resources to address the workload responsibility.



There are three key components to balancing resources with maintenance workload:

1. adequate and properly trained staff;
2. adequate work and storage space; and
3. appropriate equipment for the jobs assigned.

These three allow the Department to optimize their productivity and provide cost effective services for the City.

The City of Frisco with a population near 140,000 is roughly 40 % of the way to the build out target of 350,000 residents. The current park and open space numbers are 36 % of the target goal recommended in this document. The park and open space acres are a considerable economic value to the City both for the growth of population and retention of the residents that move to the City before build-out. Consequently, it is important to match the growth of the parks and open space with the development of the residential and commercial real estate.

Administration and Maintenance Facilities Needs

A summary of Park Administration and Maintenance Facilities needs include:

- Total building of approximately 16,680 square feet. This represents combination of park administration (13,484 SF) and park operations (3,201 SF);
- Total size equipment yard of approximately 218,000 square feet including support structures for the yard;
- The total area needed for the Park Administration and Maintenance Facilities comes to about 377,003 or 8.7 acres.

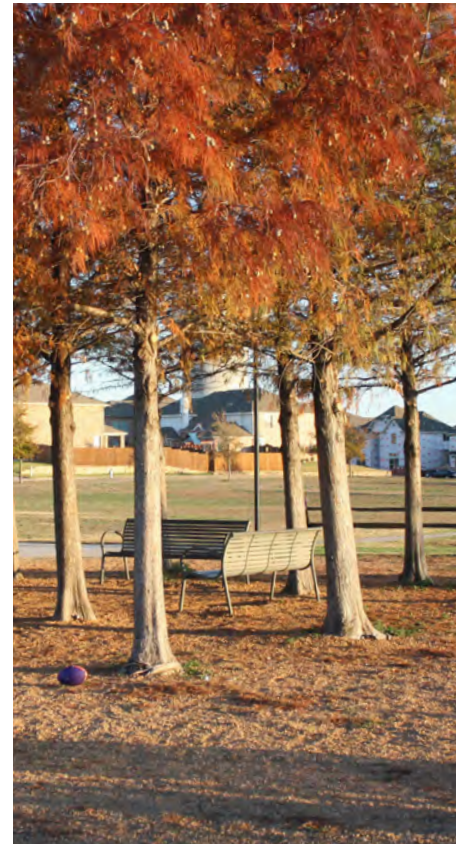
The current maintenance facility will probably be functional as a location for the next ten years. However, there are two issues to consider:

1. The maintenance yard is currently at capacity;
2. At build out a minimum of three and possibly four maintenance facilities will be needed to serve the City.

Operations Peer Review

A summary of the key findings of the Operations Peer Review, include the following:

- Frisco is the only department that achieves 100 % revenue to cost operation for a recreation center facility.
- Frisco's total revenue to total operating cost ratio is the highest among the peers. Frisco recovers a total of 45.5 % of its operating cost resulting in a net per capita cost to taxpayers of \$43.90 per year. This is not only the best among the peers but it is well below the median of \$69.87, the median for all parks departments in the nation.
- Frisco at 14.5 developed acres per staff person has the best acreage-to-fulltime staff ratio for its maintenance. This number may be a bit deceptive since most of the other peers contract a significant amount of their grounds maintenance, a consideration for the future.
- At 85.5 sq. ft. of programmable indoor space Frisco ranks second only to Plano with its four recreation centers. However, Plano is the only City that approaches the accepted design standard of 1 sq. ft. of indoor space per capita. In the near term with expected growth Frisco will need to consider an additional facility or an expansion to keep pace with demand for such facilities.
- Frisco also leads all peers with the number of registrations for athletic teams. The high demand for sports participation will also require additional development of athletic fields.
- Joint Use agreements for both program spaces in schools, during after-school hours, and on grounds for after-school use of fields and courts, prove to be a more cost-effective approach than expending capital funds for the Frisco PARD to meet all of the demand.



- Peers have been aggressive in applying impact fees and processes to ensure that land remaining to be developed are contributing the lands and facilities needed to keep pace with the influx of residents and their recreational demands.
- Some peers, particularly Gilbert and Round Rock, include Home-Owner Association lands in calculating their total parks acreage. National trends have shown this strategy to be risky as facilities age and are removed creating park and recreation lands and amenity deficits. The citizens generally petition the government for relief in order to maintain the viability and values of the development.
- Chandler, AZ in recognition of their climate has a number of stormwater basins in their parks. Rainwater captured by these basins is injected by pumps back into the aquifer to retain ground water levels.

Implementation

Business Plan / Capital Improvement Plan

As a method of maintaining the relevance of the Parks Master Plan, the City of Frisco will need to adjust the city's business plan or capital improvement plan (CIP) to address the recommendations out of this Master Plan with specific reference to parks, recreation, open space, and trail projects, including the acquisition of land as needed for the future.

Action Plans & Cost Estimates

Each of the four main components of this Parks Master Plan describes actions for implementation. These actions for Parks & Open Space, Athletics, Recreation Facilities, and Operations & Maintenance for the next 5 years, including cost estimates, are described in table format as follows. Cost estimates are based on a projected build-out population of 350,000 to be reached by 2030 (or 15 years from now).

Parks & Open Space

Table ES-1 Neighborhood Parks Action Items & Cost Estimates (next 5 years)

Action	Acres	Estimate of Probable Cost	Main Source of Funding	Additional Funding Sources
Land for New Neighborhood Parks¹				
Acquire land for 12 new neighborhood parks (average of 7.5 acres).	90	\$9,000,000	CIP, Park Land Dedication	-
Development of New Neighborhood Parks				
Develop 12 neighborhood parks at an average cost of \$1,250,000 per park as development occurs, with priority placed on Boulder Draw NP, Independence/Rolater NP, Pearson NP, and Southwest Area NP.	-	\$15,000,000	CIP, Park Improvement Fee	TPWD Outdoor Grant, Private Donations
Existing Neighborhood Park Improvement				
Replace and repair existing facilities on a regular basis.	-			
TOTAL	90	\$24,000,000		

¹Assumed cost of land = \$100,000/acre. The cost of the land can vary considerably depending on whether it is urban or rural, the size of the parcel, and frontage access along a major roadway. \$100,000 is chosen for purpose of budgeting with the intent to secure land at fair market value and to account for instances of high-value land.

Table ES-2 Community Parks Action Items & Cost Estimates (next 5 years)

Action	Acres	Estimate of Probable Cost	Main Source of Funding	Additional Funding Sources
Land for New Community Parks¹				
Acquire land for three future community parks.	450 ²	\$45,000,000	CIP, Park Land Dedication	-
New Community Park Development				
Develop three phases on undeveloped community park land at a cost of \$8,000,000 per phase.	-	\$24,000,000	CIP, Park Improvement Fee	TPWD Outdoor Grant, Private Donations
Community Park Improvement³				
Replacement and repair of existing facilities at a cost of an average of \$1 million per year.	-	\$2,000,000 ⁴	CIP	TPWD Outdoor Grant, Private Donations
TOTAL	450	\$71,000,000		

¹Assumed cost of land = \$100,000/acre. The cost of the land can vary considerably depending on whether it is urban or rural, the size of the parcel, and frontage access along a major roadway. \$100,000 is chosen for purpose of budgeting with the intent to secure land at fair market value and to account for instances of high-value land.

²Of the 450 acres needed for new community parks, 306 acres are earmarked for athletic fields and associated amenities; the additional acreage is needed for non-athletic activities or the protection of natural areas that may be acquired as part of a larger park area.

³For existing community parks, it is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

⁴Due to the newness of the community parks, it is anticipated that it may be another 3 to 5 years before the full \$1 mill per year is needed; from that point forward, it should be carried at \$1 million per year.

Table ES-3 Other Parks Action Items & Cost Estimates (next 5 years)				
Action	Acres	Estimate of Probable Cost	Main Source of Funding	Additional Funding Sources
Land for Special Purpose Use¹ Acquire land for special purpose parks including trail heads, trail gateways, and other as yet unforeseen special purpose use.	20	\$2,000,000	CIP, Grant Funding	Park Land Dedication, Private Donations, Land Trusts
Open Space Acquisition and Protection Acquire creek corridors within the 100-year flood line at build-out conditions; assumed \$25,000 per acre.	750	\$18,750,000	CIP, Grant Funding	Park Land Dedication, Private Donations, Land Trusts
Development of Other Parks² Develop five phases of Other Parks over the next 5 year period at an average cost of \$750,000 per phase with priority place on the currently undeveloped Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks.	-	\$3,750,000	CIP, Park Improvement Fee	TPWD Outdoor Grant, Private Donations
Trails Develop an average of 3 miles ² of trails every year at a cost of \$1.2 million per mile.	-	\$18,000,000	CIP	TPWD Outdoor Grant, Private Donations
Natural Resource Survey Purpose: to determine the existence of prairieland and natural tree cover worthy of protection.	-	\$25,000	CIP, Grant Funding	-
TOTAL	770	\$42,525,000		

¹Assumed cost of land = \$100,000/acre. The cost of the land can vary considerably depending on whether it is urban or rural, the size of the parcel, and frontage access along a major roadway. \$100,000 is chosen for purpose of budgeting with the intent to secure land at fair market value and to account for instances of high-value land.

²Both the number of trail miles per year and cost per mile may change per refinements expected from the Trails Master Plan currently under preparation.

Athletics

Table ES-4 Capital Budget for Athletic Fields (next 5 years)		
Priority	Action	Estimate of Probable Cost
1a	Add one additional adult softball field OR	\$175,000 (no lighting)
1b	Lighting of existing fields	\$175,000 (lighting per field)
2	Perform a Tennis Club Feasibility Study	\$30,000
3	Add one additional girls softball field	\$150,000
4	Add two regulation soccer fields	\$260,000
TOTAL		\$790,000

Indoor Facilities/Buildings

Table ES-5 Implementation of Facilities (next 5 years)		
Action	Timeframe	Estimate of Probable Cost
New Senior Center		
Feasibility/Site Study/Cost Projections	2015-2016	\$25,000
Planning and Design	2016	\$850,000
Construction	2016-2017	\$9,000,000
New Fitness Center		
Feasibility/Site Study/Cost Projections	2016-2017	\$60,000
Planning and Design	2017-2018	\$2,300,000
Construction	2019-2020	\$26,500,000
Administration and Maintenance Facility		
Feasibility/Site Study/Cost Projections	2015	\$25,000
Acquire 5.5 acres ¹	2016	\$550,000
Planning and Design	2016	\$950,000
Construction	2017-2018	\$12,950,000
TOTAL		\$53,210,000

¹It is recommended that the existing (3.2 acres) parks administration and maintenance facilities and support yard be enlarged by 5.5 acres to a total of 8.7 acres by 2016 for improvement by 2018. Acquisition cost = \$100,000/acre for a total of \$550K.

Operations and Maintenance

Maintenance cost for parks and recreation facilities may vary greatly depending on staff salaries and benefits, seasonal conditions, development intensity, quality of materials, level of improvement, etc.

The following is a summary of an estimation of O & M costs for the next 5-year period. In order to account for the development and implementation of new parks and athletics fields, escalation cost is projected at 10% annually.

Table ES-6 Operation and Maintenance Cost (next 5 year period)

	5-year Subtotal
Parks	
Neighborhood Parks	\$8,800,000
Community Parks	\$16,500,000
Other Parks	\$8,000,000
Subtotal Parks	\$33,300,000
Athletic Fields	
Diamond Field	\$1,700,000
Rectangular Field	\$800,000
Practice Field	\$2,700,000
Subtotal Fields	\$5,200,000
TOTAL	\$38,500,000

Summary of Actions and Costs

Table ES-7 Summary of all Parks Actions and Cost Estimates (next 5 years)

Action	Acres	Estimate of Probable Cost
Land Acquisition	1,315.5	\$75,300,000
Development/Improvement		\$111,960,000
Studies/Surveys/Planning/Design		\$4,265,000
Operations & Maintenance		\$38,500,000
AGGREGATE TOTAL	1,315.5	\$230,025,000

Implementation Strategies & Funding Sources

Implementation with Vision and Commitment

A large amount of funding is required to accomplish the goals of the Frisco Parks Master Plan, but with vision, commitment, and a concerted effort to secure funding from available sources, many of the recommendations can be accomplished. The Parks Master Plan itself provides the City with a visionary tool to motivate the citizens of Frisco to support, participate, and collaborate with park development, recreation and open space programs.



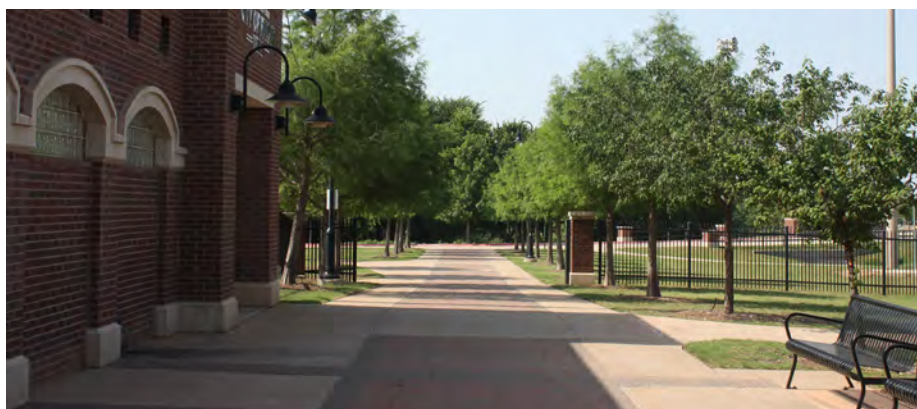
Implementation Strategies

While the optimization of existing resources has always been a desirable practice in the public sector, it has become an even higher priority in today's economy. These resources can be physical, human, and even intangible, but they can and should become a priority for the community.

Potential Funding Sources

Potential funding sources are described in terms of:

- City Generated Funding;
- Governmental Grants;
- Local Government;
- Federal Government;
- Other Governmental Sources of Funding;
- Other Private and Quasi Private Funding Sources.



High Priority Needs

The top priorities for parks, recreation, open space, and trails in Frisco are described in **Table ES-8**. They have been developed for the specific purpose of grant applications and are presented into two lists: one for outdoor facilities and one for indoor facilities.

Table ES-8 High Priority Parks & Recreation Needs

Outdoor Facilities	Recreation Facilities
1. Acquire and preserve open space and nature areas and make them publicly accessible from both a physical and visual point of view.	1. Senior Center New senior facility to open 2018
2. Develop currently undeveloped neighborhood parks with playgrounds, pavilions, loop trails, and open play areas.	2. Health and wellness center New recreation facility to open 2020
3. Acquire land for new community parks.	
4. Acquire land for new neighborhood parks in areas of future development.	
5. Develop Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks.	
6. Develop an average of 3 miles of trails every year.	
7. Consider and create public/private partnerships as a strategy to provide adequately for parks and recreation in mixed-use developments.	

Plan Updates

This Parks Master Plan is a guide to be used by the City to develop and expand the existing parks, recreation, trails, and open space system for future needs over the next five to ten years. Since recreation trends and needs change over time, it is necessary to consider this Master Plan as a living document that should be updated regularly.

The three key areas for focus of these periodic reviews include:

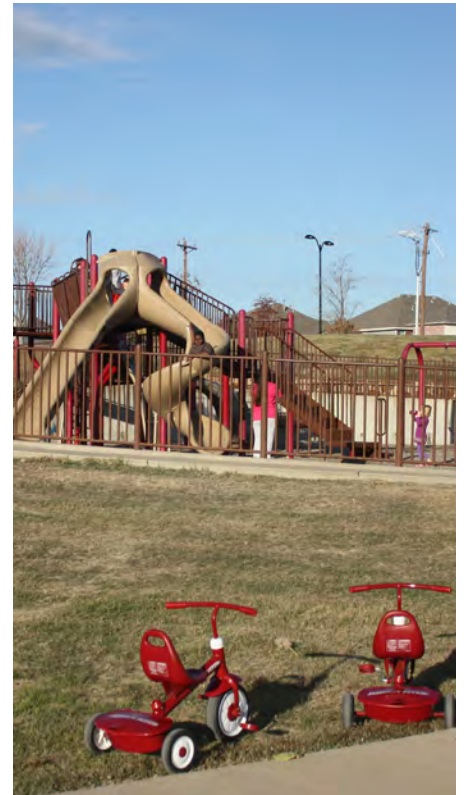
1. Facility Inventory
2. Facility Use
3. Public Involvement

Conclusions

Frisco has successfully weathered the challenges of rapid change over the past several years coupled with a nation-wide economic recession. The City has not only survived but successfully continued progress toward maintaining excellence and providing the best for its citizens. Both the immediate and long-term future hold additional challenges associated with population growth, demographic diversification, and economic competition from nearby jurisdictions seeking their own growth solutions.

The biggest challenge is to optimize the growth opportunities and retain the natural, cultural, recreational and economic viability and vitality that makes Frisco a great place to live, work, and play. This master plan document is a way forward in the face of coming challenges. The professional research, analysis and recommendations reflect focused thought concerning the varied possible futures for Frisco. To that end, we have envisioned through citizen engagement the need to retain the sense of community, the open spaces that are rife with recreational opportunities, and actions that will optimize the economic value of the parks and open spaces for both the tax dollars and the community's sense of place.

The future will bring many hard decisions. Frisco decision-makers will probably face financial choices that make balancing the resources and the need difficult. To that end the land acquisition and park development choices need to be made on the basis of informed decisions. Operationally, productive and cost effective practices are essential to citizen confidence that their funds are being spent wisely. While technological, financial, or natural circumstances may arise that require a change to this plan. This Parks and Recreation Open Space Master Plan contributes to Frisco as being a vital, vibrant, and connected community, and is the best way forward to the preferred future of Frisco.



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Many individuals volunteered a significant amount of their time and energy in the preparation of this 2016 Frisco Parks and Recreation Open Space Master Plan. This plan would not have been possible without the leadership and guidance provided by Frisco's citizens, elected and appointed officials, and city staff.

Acknowledgements

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FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



1 - INTRODUCTION

APRIL 2016

1.1

Frisco Fun

FUNdamental for a Vital, Vibrant and Connected Community

Residents of Frisco are accustomed to clicking on the FriscoFun link or reviewing the FriscoFun brochure. However, they are less likely to consciously be aware of the critical and fundamental ways in which the Frisco Parks and Recreation Department supports Frisco to be and remain a community that is vital, vibrant, and connected.

Economic Vitality

Frisco is a unique and special place. While some communities struggle with economic instability and the complexities brought about by that condition, communities such as Frisco don't face those challenges. One of the reasons for the continued or renewed economic viability of communities is the attention paid to elements within a community that once were considered "soft" factors such as parks, nature, places to gather, and cultural offerings among others. In fact, locally-inspired public spaces and other quality-of-life factors have a real effect on economies.¹

As Frisco moves towards further growth and development, it will be necessary to continue to perform well on those soft factors that contribute to higher economic rates of growth such as open space, public spaces, and sense of community, as well as attachment to community that those factors generate. The Gallup/Knight Foundation's "Soul of the Community" 2008-2010 study found that social offerings, openness and beauty are the primary drivers for community attachment. Community attachment was found to demonstrate a strong positive correlation between resident attachment and local GDP growth.

The significant point is that communities scoring well on these "soft" factors also foster a higher economic rate of growth upon the local "GDP" than jurisdictions which offer less "quality of life" assets.²

Vibrant Communities

The key to economic vitality is closely tied to the vibrancy of individual communities. Talent, especially the talent working in the information and technological sectors, are able to live and work almost from any location. The locations that they are most drawn to are places where



1. <http://www.forbes.com/sites/ashoka/2012/08/16/the-economic-secret-of-vacant-city-spaces/>
2. <http://citiwire.net/columns/the-fall-and-rise-of-great-public-spaces/>

vibrant public spaces such as neighborhood parks, community markets, and downtown squares are available. This approach is often referred to as “placemaking”.

According to the Project for Public Spaces that pioneered this approach, placemaking is defined as “the art and science of developing public spaces that attract people, build a community by bringing people together, and create local identity.” Residents attending a variety of public input meetings cited the possible loss of identity and sense of community as key concerns related to the projected growth in Frisco.

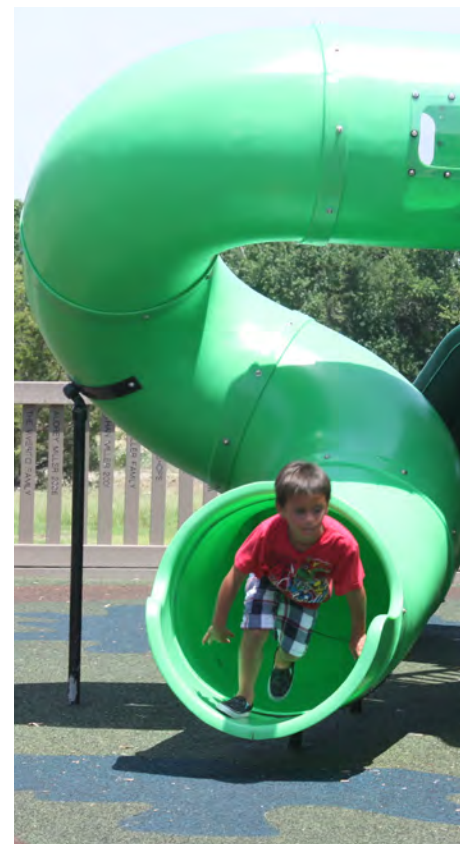
There are a number of examples where providing a community with place and access has led to the turnaround of neighborhoods, such as Bryant Park in New York City, Discovery Green in Houston, and Eastern Market in Detroit.

Recognizing the positive impact that a vital, vibrant, and connected community has upon the well-being of its employees, where they live and customers’ choices for where they visit, Southwest Airlines embarked upon a program called “Heart of the Community” in April 2014. The purpose of this outreach generosity on the part of Southwest is specifically to foster the elements within placemaking that make these communities better places to live, work, and play.

Connected Community

Frisco residents attending public and focus group meetings expressed concerns that as Frisco grew, that the important sense of community among residents might be in jeopardy. The Gallup/ Knight Foundation’s “Soul of the Community”, cited previously found that public places along with the key attributes of social offerings, openness and beauty serve as primary drivers of community attachment and connectedness.

The MIT Department of Urban Studies and Planning’s recent effort: “Places in the Making”, reinforces that community involvement is as important for strengthening and empowering local communities as the physical outcome of the space itself. A significant outcome of the “Soul of the Community”, surveys was that “when a community’s residents are highly attached to their community, they will spend more time there, spend more money, and are more productive and tend to be entrepreneurial”.¹



1. <http://citiwire.net/columns/the-fall-and-rise-of-great-public-spaces/>

Frisco's Opportunity

There are many competing market and economic forces in today's world. Consequently, the importance of parks and public spaces to the vitality, vibrancy, and connectedness of a community will challenge the mindset of past practices.

The over-arching basis for this report and its subsequent recommendations is the emerging importance of placemaking as a catalyst for building and maintaining economically viable communities, coupled with the sustainable, healthy, and connected communities that placemaking supports.

The City of Frisco has before it the opportunity to be and continue to be the vital, vibrant, connected community with its sterling reputation as an outstanding place to live, work, and play. Parks and recreation can and does play an integral role in Frisco's preferred future.





1.2 Background & Purpose

Background

For the past 15 years, Frisco has boomed in population and has become a very desirable place to live within the Dallas-Fort Worth Metroplex. Starting from a small town just over 6,000 prior to 1990, by 2009, it was the fastest-growing city in the United States. In 2011, Frisco was named “Best Places to Live”, along with being named “Best Place to Raise an Athlete” by Men’s Journal. Frisco prides itself on the designation of being named “Tree City USA” by the National Arbor Day Foundation and receiving the National Arbor Day Foundation Growth Award for three straight years. Frisco is very unique in its own way. Despite having a population of over 140,000, Frisco’s residents claim it has a “small town feel” with friendly people and something for everyone. The citizens of Frisco appreciate the City leaders’ forward thinking which is part of the reason for this update of Frisco’s Parks and Recreation Open Space Master Plan.

Purpose & Goals

The purpose of this master plan is found in the mission statement of the Frisco Parks and Recreation Department (PARC):



Frisco Parks & Recreation Department Mission Statement

- *To improve the quality of life and enhance the City’s livability by providing superior services and offerings through premier parks, trails, facilities and programs.*
- *Enrich, empower, enhance and value the lives of the City’s citizens, aged 50 and older, through a variety of quality recreational programs, activities, trips and educational opportunities.*
- *Be a community leader in helping our residents become happier and healthier by providing beneficial fitness, recreational and life-long learning opportunities.*
- *Offer and provide support for youth and adult athletic opportunities, leagues and tournaments for the City of Frisco’s residents and visitors.*

The goal of this Master Plan is to identify preferences and needs, and provide guidance for the continued development of Frisco's parks, recreation, and open space system, while addressing the existing facilities as well as the need for future facilities, as an integral part of a growing city. The specific objectives of this Master Plan are to:

1. Identify the needs of existing parks, and recreation facilities;
2. Identify the need for additional parks, park land, trails, and recreation facilities;
3. Evaluate the spatial location of Frisco's parks and recreation facilities and recommend measures to ensure a balanced distribution of facilities within the City that are easily accessible to pedestrians;
4. Prioritize key park, recreation, and open space improvements;
5. Guide City staff and City leaders in determining appropriate funding levels;
6. Develop goals and objectives for improving quality of life within the City; and
7. Provide a plan which is consistent with the funding and grant requirements for the Texas Parks and Wildlife Department.



This plan will also help the City of Frisco compete for grants from various regional, state, and federal sources, including the North Central Texas Council of Governments and TPWD.



1.3 Methodology

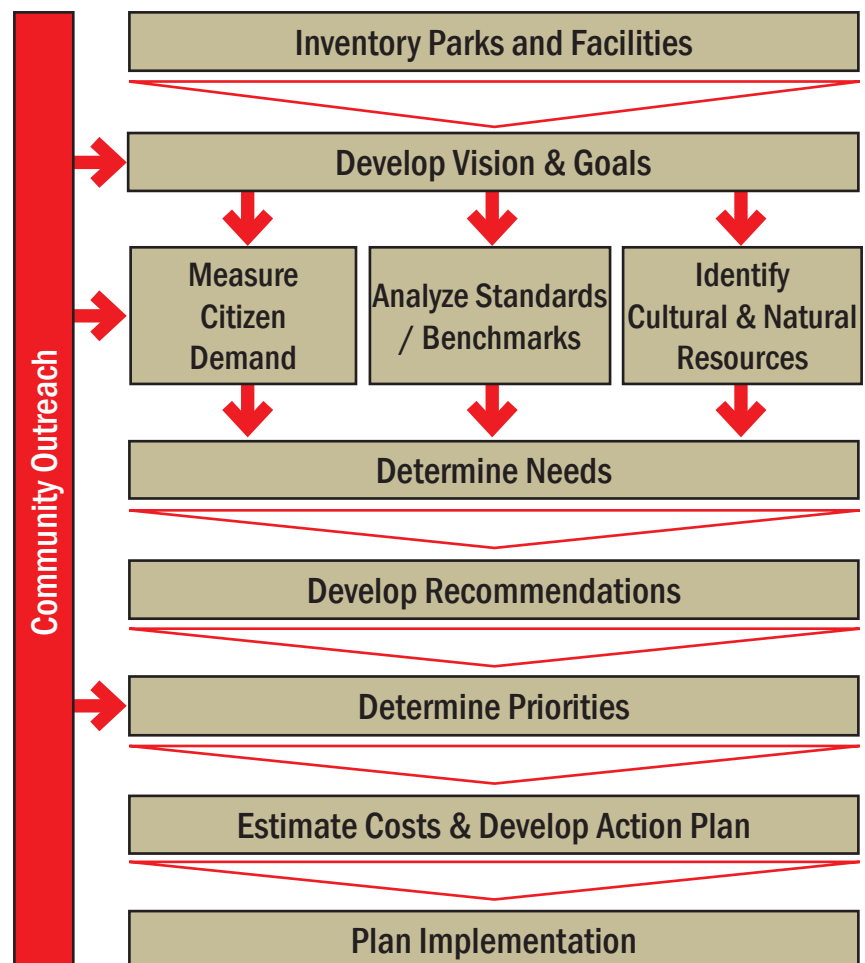
Planning Process

This Master Planning process is illustrated in **Figure 1.1**. The development of the Master Plan was guided by a Steering Committee, represented by the Frisco Parks and Recreation Board, local sports organizations, Community Development Committee, Chamber of Commerce, Public Art Board, Sr. Center Advisory Council, Rotary Club, City Council, and interested citizens. The ultimate goal of the Steering Committee was to champion the Master Plan not only with their input and guidance, but also by emphasizing its importance to City Council and the public at large.

The Planning Team was lead by Halff Associates, Inc. with the assistance of Brinkley Sargent Architects, CEHP, Lifestyle Leisure Consulting, and National Service Research. The analysis performed as part of this Master Plan and the resulting recommendations and priorities are based on the needs of the citizens as identified through a wide-reaching public involvement process. The Master Plan results in an Action Plan, which includes specific items to be implemented in the near-term (5 year) and long-term (10 year) future.

Figure 1.1 – Planning Process

This diagram illustrates the planning process followed during the development of this Master Plan.



Report Outline

This Master Plan is organized into nine chapters. Each of these chapters details a major component of the master planning process.

Chapter 1: Introduction

In addition to defining the purpose of this Master Plan, this chapter also reflects how Frisco PARD supports the various ways in which Frisco is and will remain a community that is vital, vibrant, and connected.

Chapter 2: Context

Chapter 2 briefly describes the natural and cultural resources of Frisco, with an analysis of the community's demographics followed by a review of several of the City's previous studies.

Chapter 3: Visioning

Visioning in terms of community outreach and public involvement is a core component of master planning. This chapter describes the process, findings and results of this visioning effort.

Chapter 4: Lifestyle and Marketing

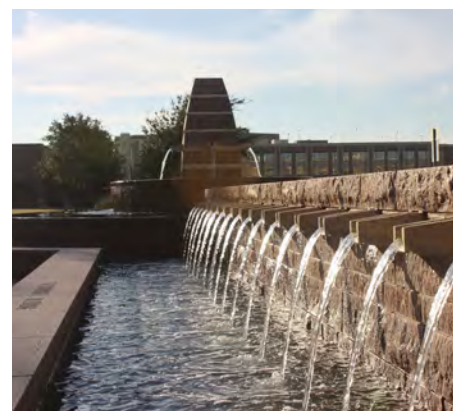
This chapter explores the factors that contribute to Frisco being a unique and special community; lifestyle benchmarking with other similar communities; the patterns and preferences of Frisco residents; and how Frisco PARD can continue to provide open spaces, programs and events that make Frisco the highly desirable community that it is.

Chapter 5: Parks & Open Space

This chapter focuses on the provision of parks and open space, with an analysis of needs, recommendations, cost estimates, and prioritized future actions.

Chapter 6: Athletics

Chapter 6 analyzes athletics in terms of benchmarking, level of service and current and future needs. This is followed by recommendations for improvements.



Chapter 7: Recreation Facilities

Frisco's aquatic and indoor recreation facilities are analyzed in terms of benchmarking and demand needs based on the growing population, followed by recommendations for improvements.

Chapter 8: Operation & Maintenance

This chapter includes O&M benchmarking, a maintenance activity analysis, and an O&M facility needs assessment followed with recommendations.

Chapter 9: Implementation Plan

This chapter includes a summary of the key actions and priorities resulting from this Master Plan and the costs associated with its implementation.

Appendices

Detailed data for information described and/or discussed within the report, is provided and referenced as appendices to a particular chapter. Not all chapters have appendices associated with them.



FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



2 - CONTEXT

APRIL 2016

2.1 Background

Location

The City of Frisco is located 28 miles north of downtown Dallas, just off the Dallas North Tollway in Collin and Denton County. Frisco's neighboring cities include Plano, McKinney, Prosper, Little Elm, and The Colony, some of which have grown immensely over the last 20 years. The current size of Frisco, including the Extraterritorial Jurisdiction (ETJ), is approximately 69 square miles.

History

Three factors, namely transportation, water, and soil/land are key to the history and growth of Frisco¹.

Transportation: The Shawnee Trail, which would ultimately become Preston Trail, then Preston Road, was used by wagon trains as early as 1838 to move between Austin and the Red River. The railroad came in 1849. Part of the St. Louis, San Francisco Railroad men at depot stations along the line soon shortened the name of the line to "Frisco".

Water: Steam locomotives brought the need of watering holes about every twenty to thirty miles. Since water was not as available on the higher ground along Preston Ridge, the Frisco Railroad dug a lake called Frisco Lake on Stewart Creek, four miles west.

Soil/Land: A subsidiary of the Frisco Railroad subdivided their property into lots and sold to potential settlers in 1902, the official founding date of the city. In 1904, the name "Frisco City" shortened to "Frisco" was selected in honor of the railroad that founded the city. Frisco was incorporated on March 27, 1908.

1. Source: <http://www.ci.frisco.tx.us/aboutus/Pages/friscohitory.aspx>



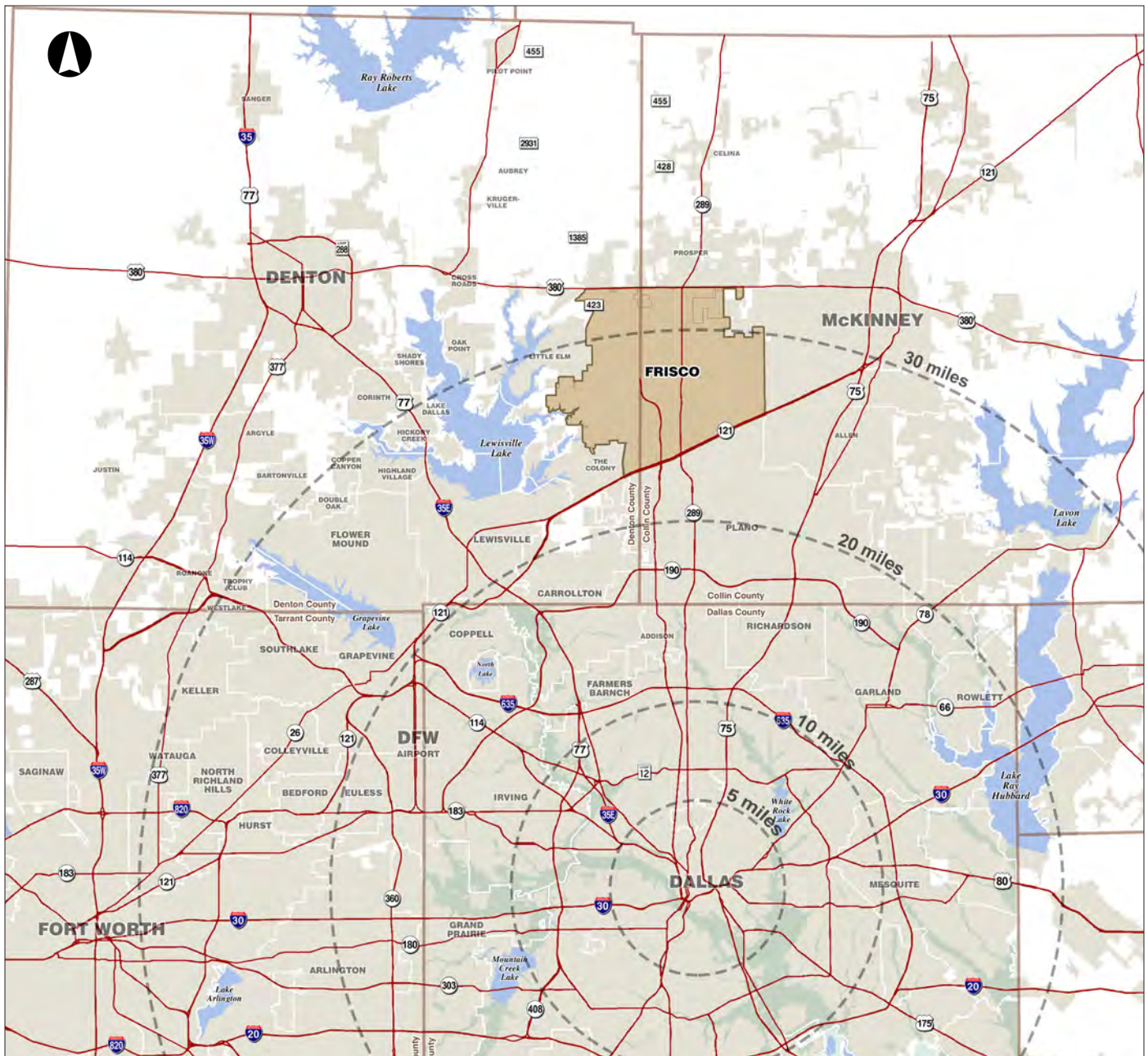


Figure 2.1 – Regional Context

Frisco is located 28 miles north of downtown Dallas along the Dallas North Tollway straddling Collin and Denton County. The City is bordered by The Colony to the south west, Lewisville Lake and Little Elm to the west, McKinney to the east, and Plano to the south, and the Town of Prosper to the north.

2.2

Natural & Cultural Resources

The City of Frisco was founded in the early 1900s, but is considered relatively new, not in terms of age, but in terms of its modernity and its state of rapid growth. Once a small rural city, it has grown into one of the most pleasant and popular cities in the Dallas/Ft. Worth Metroplex.

The natural and cultural resources in Frisco are varied and provide ample opportunities for recreational use. These resources serve to influence and define the character of the community.

Natural Landscapes

As with many cities, Frisco is transforming from a once rural community to a highly-urbanized area. In order for the community to recognize and sustain its cultural roots, it is important to protect the cultural landscapes that are representative of the City's rural and farming history.

The National Park Service describes cultural landscapes as:

Settings we have created in the natural world. They revive fundamental ties between people and the land—ties based on our need to grow food, give form to our settlements, meet requirements for recreation, and find suitable places to bury our dead. Cultural Landscapes are intertwined patterns of things both natural and constructed: plants and fences, watercourses and buildings... They are special places: expressions of human manipulation and adaptation of the land.

Historically, the area of Frisco is home to the Blackland Prairie Ecoregion. This band of heavy clay soil was once dominated by vast prairies of tall native grasses and was managed by frequent fires and migrating herds of bison. This area provided habitat for many small mammals, predatory birds, and waterfowl. However, due to the productive soil and gentle rolling topography, much of the land was converted for agricultural use and is what many residents see in some undeveloped areas of the city.

Topography

Frisco is characterized by gentle rolling topography. This expansive area that has changed from grassland prairie to prime agricultural land is now desirable for commercial and residential development. Frisco's topography provides opportunities in some places for larger panoramic views such as at Frisco Commons and west Frisco where higher elevations occur.

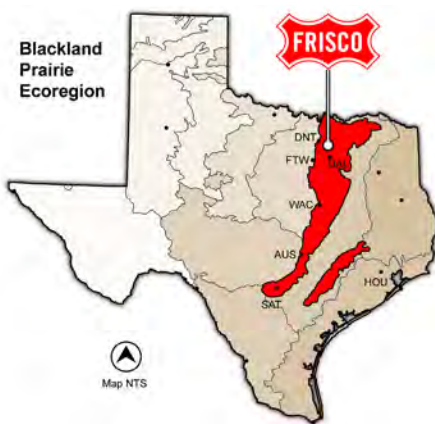


Figure 2.2 – Blackland Prairie Ecoregion Map

The map shows the area of the Blackland Prairie Ecoregion (in red). The Blackland Prairie follows Interstate 35 as it stretches from San Antonio in the south to the Red River in the north. Source: USGS Ecoregions of Texas

Creeks, Streams, and Lakes

Water associated ecosystems contain the most biodiversity and provide many ecological benefits within developed areas. Panther Creek, Stewart Creek, and Cottonwood Branch are the main creek corridors that run west through Frisco on their way to Lake Lewisville. West Rowlett Creek flows south east towards Lake Ray Hubbard. There are also several smaller tributaries within Frisco. These seamless natural areas of creek corridors contribute to the image and quality of recreation within the City.

Frisco's creeks and floodplains provide environmental services such as flood protection, wildlife habitat, and improved water quality through natural filtration. In addition, these corridors provide excellent recreation opportunities for trails, linear parks, and connections throughout the City.

Lake Lewisville can be accessed from within Frisco's city limits on the west side of the city. This is the only area Frisco has direct access to this popular recreational destination. There are many ponds throughout the city that provide various stormwater management benefits as well as multipurpose recreational opportunities. They provide habitat for wildlife as well as opportunity for passive recreation.

It is necessary to ensure that Frisco's creeks, streams and lakes stay intact to provide the full recreational, ecological and economic benefits for the community.

Protecting Natural and Cultural Landscapes

Preservation of Frisco's natural character and cultural history does not mean turning away from new development. Rather, it means focusing on preserving key components of the landscape for future generations to continue to experience Frisco's natural qualities and cultural history.

It is important to make a determined effort to identify and preserve the most valuable components of the natural and cultural landscapes within and around the city. This may mean acquiring land where possible and partnerships between the City, landowners, and homeowners to preserve Frisco's natural and cultural landscapes. Future development can also help to preserve such landscapes through applying the principles of Conservation Planning and Design¹ to the development's layout.

1. See: Arendt, Randall, and Holly Harper. Conservation Design for Subdivisions: a Practical Guide to Creating Open Space Networks. Washington, D.C.: Island, 1996. Print.





One of the key measures to ensure the preservation of creek corridors, is to protect the 100-year floodplain calculated at build-out conditions, and to establish creek buffers of 75-feet measured from the edge of the floodplain to allow for the migration of the creek alignment over time, slope stabilization, and to provide for adequate maintenance access.

Cultural resources help define a City. In Frisco, culture is expressed through many different forms of diverse and unique characteristics that provide the City with its own identity.



Historic District

The Historic District of Frisco is in the geographic center of the city. This area along Main Street has a number of historical buildings and homes and is popular due to its walkability to shops and restaurants. Some of the oldest parks are within this area of the city including First Street Park and Gallegos Park.

Frisco Square

Located just west of the Historic District along Main Street, Frisco Square is a master planned development. This 147 acre, multi-generational development, provides mixed-use opportunities for office, retail, restaurants, multi-family residential, and municipal facilities. The Square was conceptually inspired by a European village providing walkability and proximity to many cultural and entertainment events.

Frisco Square hosts a number of community events throughout the year. It is a destination for many locals in and around the area to enjoy music festivals, parades, and a farmers market. Frisco Square is home of the annual Merry Main Street Festival.



Frisco Heritage Museum

The Frisco Heritage Museum is located within Frisco Square. Their mission statement is “exploring the past, imagining the future” and their mission is “to collect, preserve, study, interpret, exhibit, and stimulate appreciation for and knowledge of the history and culture of Frisco and the North Texas region to all people of the region and visitors attracted to the area.” The Museum tells the rich history of Frisco and exhibits artifacts and articles contributing to Frisco’s culture.

Frisco Discovery Center

The Frisco Discovery Center opened in October of 2010. It was developed and funded by the Frisco Community Development Corporation and the City of Frisco. The Center was formerly a warehouse before it was renovated into an arts, science, and cultural center for the City. The Frisco Discovery Center is managed by Frisco Association for the Arts and includes a Black Box Theater, Art Gallery, and the location of Sci-Tech.



Museum of the American Railroad

Construction for the Museum of the American Railroad is currently underway and is expected to open in June 2015. The original museum was founded in 1963 in Dallas, but will soon call Frisco its new permanent home. This brings more opportunities for recreation, economical growth, and popularity to Frisco. When completed, the museum will be iconic for Frisco's history and cultural ties to the railroad.



Public Art

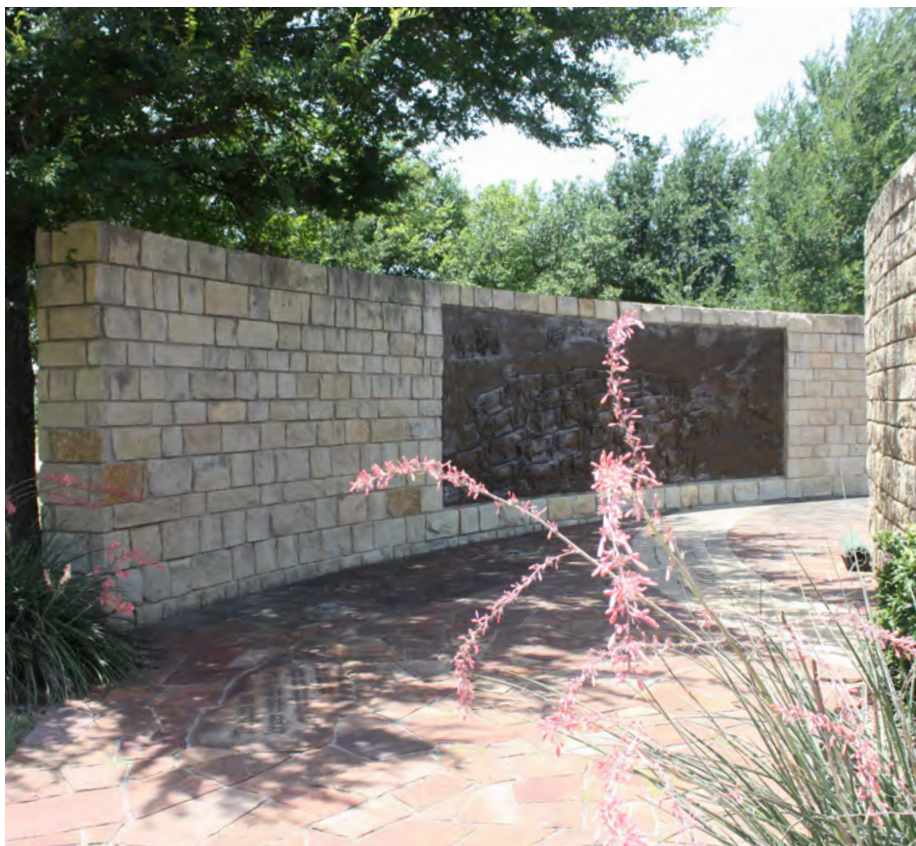
Many parks within the City of Frisco have some form of public art. These pieces help commemorate Frisco's rich culture, and help develop the awareness of, and interest in, the visual arts. Some of the art pieces are more subtle than others, but all add character and cater to a diverse variety of interests, which allows users of all age groups and ethnicity to enjoy.



Public art has both intrinsic and instrumental value. Instrumental value addresses the ability of art to educate, stimulate commerce, increase real estate value, build better citizens, increase tourism and provide other benefits. There are a number of examples of such instrumental value. When Volkswagen chose to build in Chattanooga, the arts environment was a deciding factor. According to the city's Imagine Chattanooga 20/20 Cultural Plan, "It was the intangibles in Chattanooga that became the tangibles and gave the community the edge." A Project for Public Spaces report found that "Chicago Cows on Parade", which is a world-renowned temporary public art installation, brought an estimated additional 2 million visitors to the city. During the three-month exhibit, these tourists spent approximately \$500 million on hotels, food, and sightseeing. One store in Chicago reported a \$40,000 profit over its weekly projections due to thousands of additional customers generated by the exhibit. Other retail shops, restaurants, and hotels reported a 20% increase in sales.

Community art can also create attachment to one's community. The Knight Foundation's Soul of the Community initiative surveyed some 43,000 people in 43 cities and found that "social offerings, openness and welcome-ness," and, importantly, the "aesthetics of a place – its art, parks, and green spaces," ranked higher than education, safety, and the local economy as a "driver of attachment."





2.3 Demographic Analysis

Frisco is one of the fastest growing cities in the United States. Understanding the current and future size and characteristics of the population to be served is a key part of the park and recreation master planning process. Demographic characteristics and projected populations contained in this section are derived from the 2010 U.S. Census as well as the City of Frisco. The population projections displayed are approximate, but they do indicate the general size of the service area population.

Population Growth

Table 2.1 shows the population growth of Frisco since 1980. The population figures of Collin and Denton Counties are included for comparison. The table shows an extreme growth between 1990 and 2010 where the population of Frisco grew by over 110,000, growing from a small farm town to a big city in a short period of time. In contrast, the growth rate of Collin and Denton Counties is markedly less than Frisco's growth rate between 1990 and 2010, although both counties have seen steady growth since 1980.

Table 2.1 – Population Growth in Frisco

Year	<i>Frisco</i>		<i>Collin County</i>		<i>Denton County</i>	
	Population	Growth	Population	Growth	Population	Growth
1980	3,420	--	144,576	--	143,126	--
1990	6,138	79.5%	264,036	82.6%	273,525	91.1%
2000	33,714	449.3%	491,675	86.2%	432,976	58.3%
2010	116,989	247.0%	782,341	59.1%	662,614	53.0%
2014	141,550*	21.0%	834,642 ⁺	6.7%	707,304 ⁺	6.7%

Source: United States Census Bureau; 2010 Census

*Population as of August 1, 2014 Source: City of Frisco

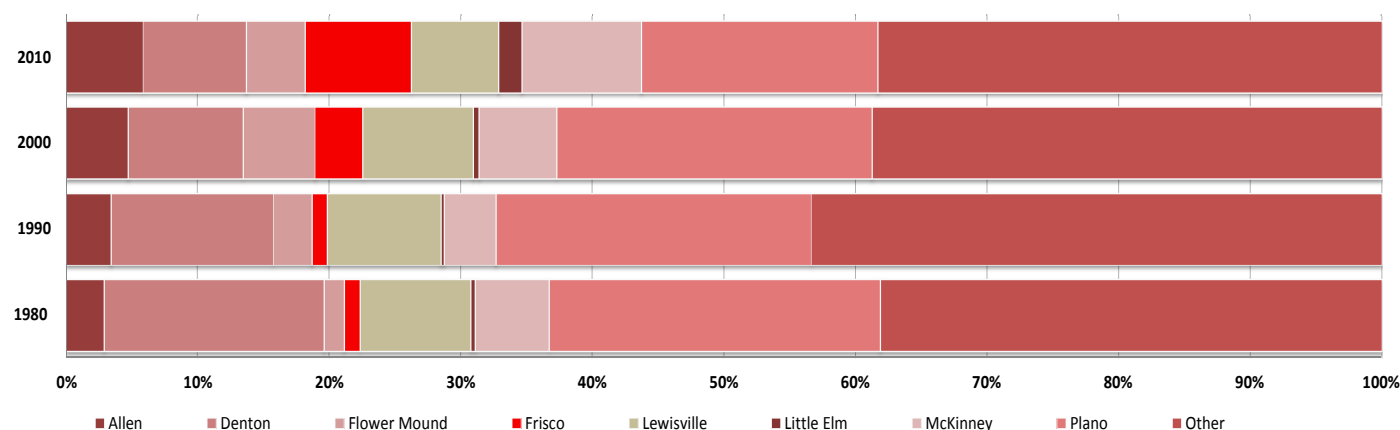
⁺2012 Population estimate Source: United States Census Bureau

Population Distribution

Figure 2.4 shows the distribution of population by percentage between Frisco and other neighboring cities within Collin and Denton Counties between 1980 and 2010. During this time period, the population distribution has shifted to cities such as Frisco, Allen, McKinney, Flower Mound and Little Elm, while other neighboring cities such as Denton, Lewisville, and Plano have decreased in percentage. As of the most recent census, these eight cities alone make up over 60 percent of the entire population of Collin and Denton Counties.

Figure 2.4 – Population Distribution of Collin-Denton Counties

This figure illustrates the distribution of the population between major cities (more than 20,000) within Collin and Denton Counties during the 1980 to 2010 time frame.

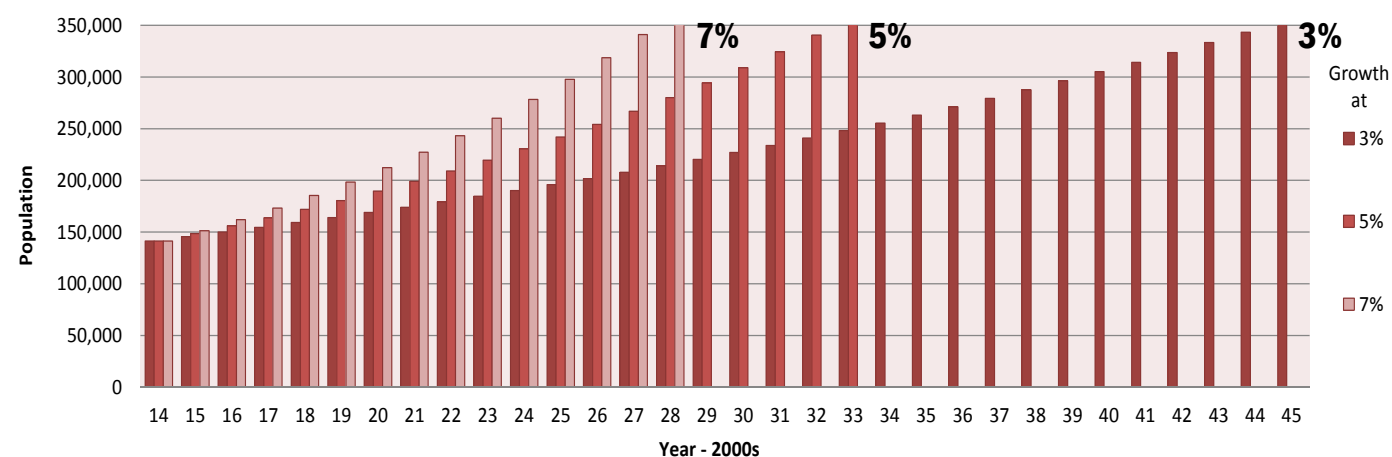


Projected Population Growth

The 2010 population is from the 2010 Census and the estimated population for 2014 is sourced from the City of Frisco. The population of Frisco will increase over the next 25 years. Although there has been an exponential growth in the past 20 years, the rate of growth is expected to decline as the City approaches its build-out projection of 350,000. The projected population shows significant growth is expected to continue for the next decade; that is, through the lifespan of this Master Plan. At its current rate, Frisco is growing at about 5.25% per year.

Figure 2.5 – Projected Population Growth

This figure below illustrates the population projection of Frisco to build-out at three, five, and seven percent annual growth rate. Based on a 7% growth, the population of Frisco could more than double by the year 2025.



Source: United State Census Bureau; 2010 Census; City of Frisco - Based on current population as of August 1, 2014

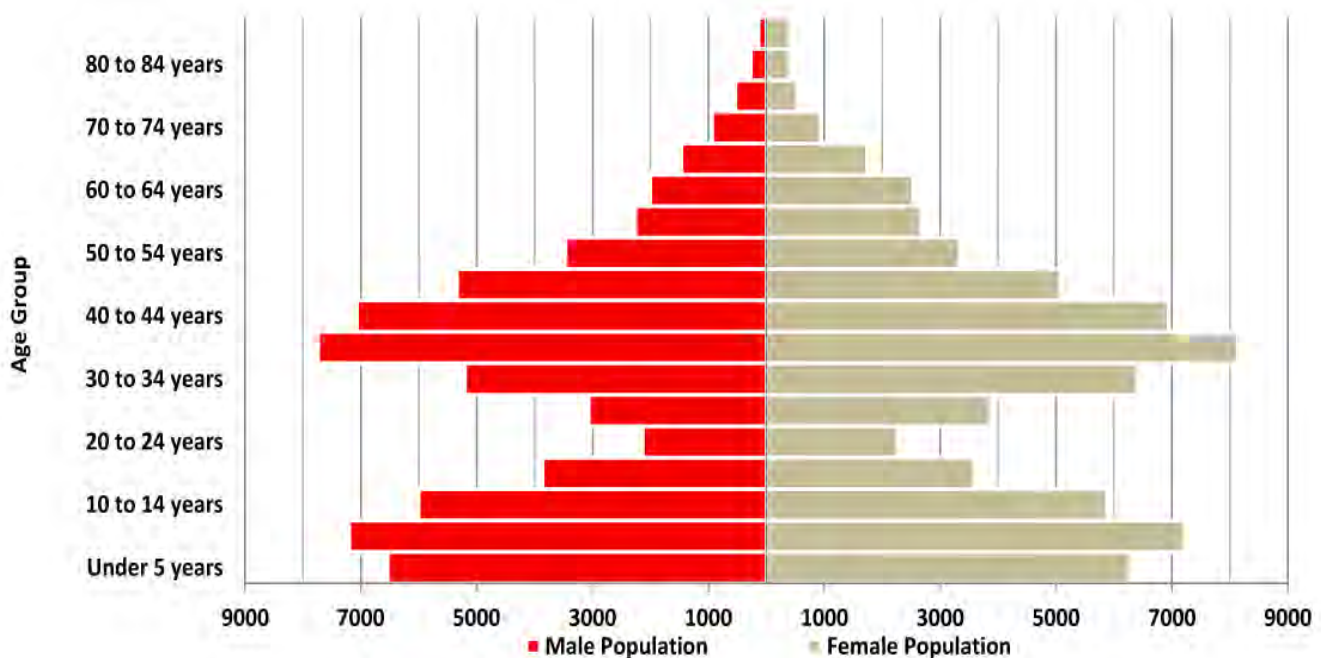
Age Characteristics

Frisco will likely remain younger than the rest of Texas, but will shift towards older children and young adults.

Frisco's population distribution by age is very similar when compared to the state of Texas. One-third of the total population is made up of children 19 and younger. The largest portion is comprised of adults between the ages of 25 and 44. These two groups make up the typical family population, which is important to consider when determining the types of recreation and programs to offer. Young families with children and adolescents are significant users of recreation facilities and point to the need for active recreation facilities and programs within the City.

**Figure 2.6 – Population Pyramid
(Population by Age and Sex)**

This figure below shows the population distribution of Frisco between male and female, broken down by 5-year age groups. The shape is typical of communities where young adults typically move away and return when they are ready to start a family.



Source: United State Census Bureau; 2010 Census; City of Frisco - Based on current population as of August 1, 2014

Table 2.2 – Age Characteristics

Age Group	<i>Frisco</i>		<i>Plano</i>		<i>Texas</i>	
	Population	Percent	Population	Percent	Population	Percent
19 and Younger	40,873	34.9%	72,997	28.1%	7,621,714	30.3%
20–24	3,853	3.3%	13,648	5.3%	1,817,079	7.2%
25–44	45,545	36.4%	76,060	34.6%	7,071,855	28.1%
45–59	19,464	16.6%	60,529	23.4%	4,858,260	19.3%
60 and Older	10,254	8.8%	36,607	14.2%	3,776,653	15.0%

Source: United State Census Bureau; 2010 Census

Table 2.2 – Age Characteristics

This table shows the comparison between the City of Frisco and the State of Texas. The percentage of 20-24 and 60+ age groups is significantly less, than in Texas.

Racial Characteristics

The racial and cultural characteristics of a city are very important to understand in terms of their recreational needs. Different races and cultures require different needs for outdoor recreation. The racial characteristics of Frisco are shown in the Table 2.3. The United States Census Bureau considers Hispanic/Latino an ethnicity rather than a race. A person of Hispanic/Latino ethnicity may be of any race. Therefore, in the table, the percentages add up to more than 100%.

Table 2.3 – Racial Characteristics of Frisco

Race	Percent of Population
White	77.4%
Asian	10.3%
Black/African American	8.3%
Other	4.0%
Hispanic/Latino (of any Race)	12.1%

Source: United State Census Bureau; 2010 Census

2.4 Overview of Previous Plans

This section serves as an overview of the City's previous plans that are most relevant to the development of this Master Plan.

2006 Parks, Recreation, and Open Space Master Plan

The City of Frisco 2006 Parks, Recreation, and Open Space Master Plan focused on the projected growth throughout Frisco and develop a park system that was both diverse and balanced that could be implemented with various resources of funding. The Master Plan was to also support and fulfill the seven Strategic Focus Areas as established by the Frisco City Council in the summer of 2003.

The purpose of the Master Plan was to:

- Provide the framework for orderly and consistent planning and development.
- Provide detailed research facts concerning the community and the role of Parks and Recreation.
- Establish priorities and statements of direction based on researched and documented facts and a community based needs analysis.
- Provide direction in the area of acquisition and development of park land to meet future needs, including identifying environmentally sensitive sites and proposing development standards sensitive to environmental issues.
- Conform to the preparation suggestions and/or guidelines for Local Park, Recreation and Open Space Master Plans as identified by the Texas Parks and Wildlife Department for the Texas Recreation and Parks Account Local Park Grant Program.

Some of the key goals and objectives for the Master Plan included:

1. Provide a Parks and Recreation program to meet the diverse needs of the citizens of Frisco.
2. Determine practical means of maintaining and upgrading existing areas and facilities to a prescribed standard and purpose.
3. Acquire park land and develop outdoor recreational facilities, including orderly development of existing park areas.
4. Enlist community interest by encouraging individuals and citizens groups, funds, property, manpower and input for the development and operation of parks and recreational facilities.
5. Provide new and traditional parks and recreation experiences for current and future community residents.



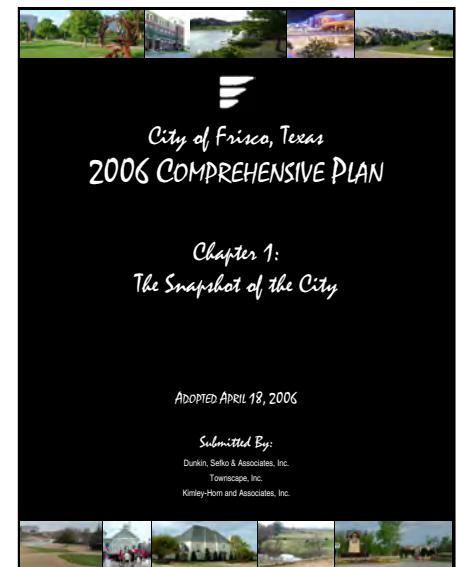
The 2006 Parks, Recreation, and Open Space Master Plan featured a Steering Committee which supported the team throughout the key steps of the planning process, including communication with public officials, boards, councils, and citizens of Frisco.

2006 Comprehensive Plan

The City of Frisco 2006 Comprehensive Plan guides the City's leaders and decision makers as they address issues facing the community. The Comprehensive Plan helped identify areas of success as well as potential problems with growth and development as the City of Frisco expanded. The Comprehensive Plan included demographics, development patterns and trends, traffic and transportation, future land use, City initiatives, livability, sustainable analysis, and several specific goals and objectives related to parks, recreation, and open space planning.

As part of a public process, the 2006 Comprehensive Plan included a Strengths-Weakness-Opportunity-Threat (SWOT) Analysis, that was developed to identify characteristics and issues affecting the community. This included a variety of characteristics related to population, economic, development and housing, and systems and infrastructure.

Some of the key strengths for the City of Frisco as identified by this SWOT analysis were, the progressiveness of Frisco's government operations, the heritage and history of Frisco celebrated through local art, uniqueness of Frisco through sports venues, public art, retail opportunities, and local parks, various elements of identifying and protecting the natural environment through ordinances such as Creek Ordinance and Green Building Program, population growth and the perception as a family-focused community, high quality education, job opportunities, well-regarded diverse recreational opportunities, and unique parks, which are an essential factor when determining where to live. Among the opportunities were the amount of vacant land in which to encourage sustainable development, opportunities to create gateways and distinguishing elements along major thoroughfares, the awareness and increase of public art, many environmentally significant areas, diversified housing/areas to widen its perception as not solely family-focused, but a place for all ages, success of public-private partnerships, the City can differentiate itself through unique parks, and developable/vacant land creates opportunities for the City to incorporate the concept of walkability to and from parks and in between neighborhoods. The Plan also includes different strategies for land use, livability, transportation, growth, and implementation for Frisco as the city continues its success.



2008 Hike and Bike Trail Master Plan

In 2008, the City of Frisco adopted the updated version of the 2002 Hike and Bike Trail Master Plan. This document was prepared to facilitate the movement of pedestrians and cyclists in a safe and efficient manner. The main goal of the Hike and Bike Trail Master Plan was to make Frisco a bicycle and pedestrian friendly community by providing safe linkages between schools, businesses, parks, and open space. This plan was derived using information from the 2006 Comprehensive Plan.

The plan provides additional design and guidelines for bicycle and pedestrian trails and connections from on-street trails to parks and open space areas. It provides important information concerning vehicular and pedestrian safety and traffic coordination.

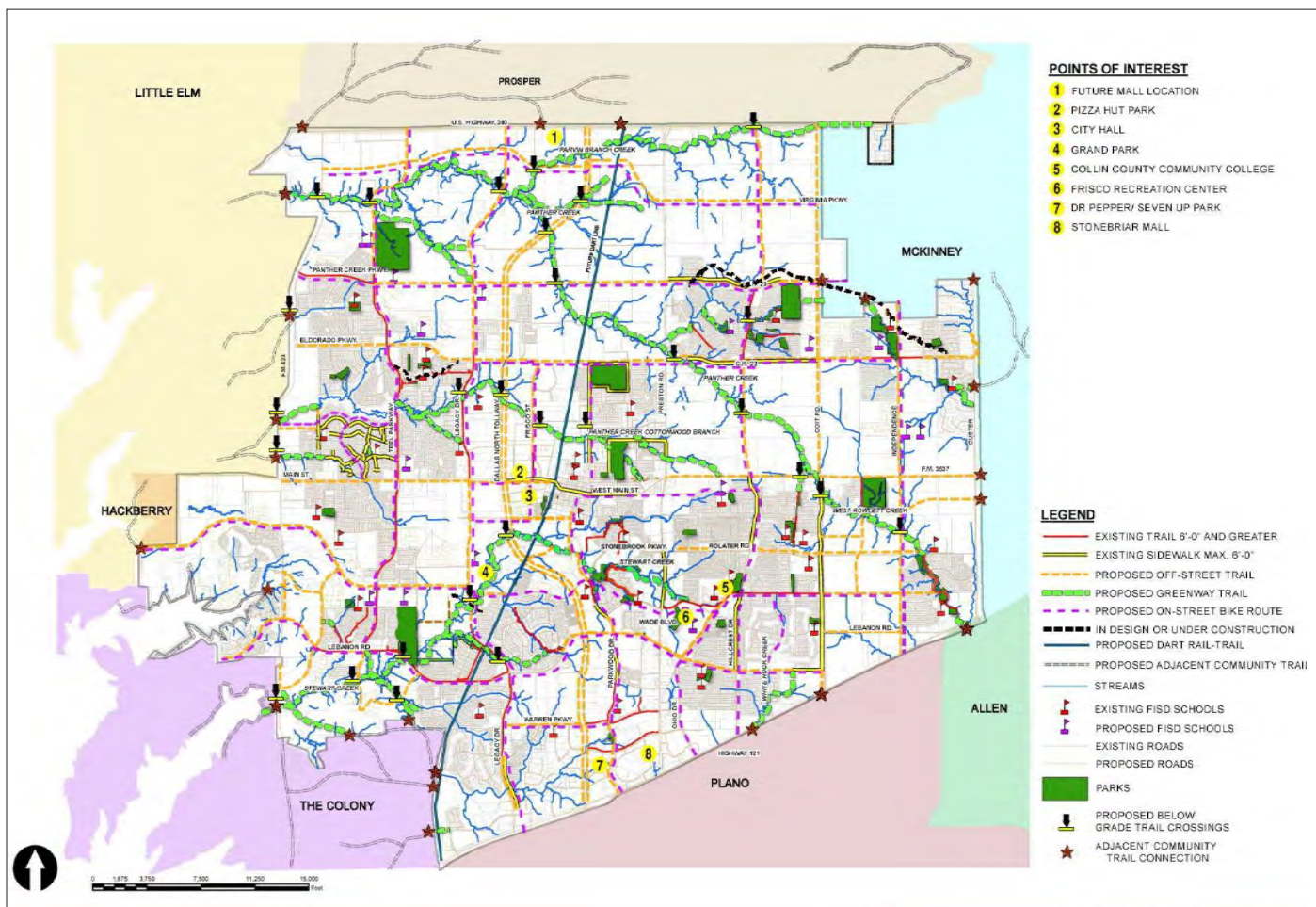


Figure 2.6 – Hike and Bike Trail Plan from the 2008 Hike and Bike Master Plan

This map shows the 2008 existing and proposed routes for the hike and bike trails throughout the City of Frisco.

FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



3 - VISIONING

APRIL 2016

3.1 Introduction

*“A city is not gauged
by its length and width,
but by the broadness of
its vision and height of
its dreams.”*

-Herb Caen

How does Frisco continue to be the highly desirable community where residents recognize and highly value the assets and attributes of Frisco, and where businesses and corporations choose to locate and people elect to live and visit? These are the answers addressed through visioning.

When people take the time to attend a meeting or complete a survey, it reflects the investment those individuals have made with the topic under consideration. In this case, the topic was creating a preferred vision for the City of Frisco and its parks and recreation department as the City prepares to undergo rapid population growth. Such growth can bring with it change and the challenges and opportunities inherent within such change. **When it comes to the perceptions and preferences around such changes within a community there are no greater authorities than the people who live, work, learn, and play in that community.**

The visioning process for the Frisco Parks Master Plan reached out to individuals and groups who live, work, learn, and play in Frisco as they have great insight into the qualities, both tangible and intangible, that are important to the continued success and well-being of their community.

There were two major approaches used for developing this vision: community outreach and a randomized citizen survey.





3.2 Community Outreach



Visioning

Beginning Monday, September 30 through Thursday, October 3, 2013, a series of meetings were held for the purpose of developing the Frisco Parks and Recreation Open Space Master Plan. A similar set of questions were asked in these meeting and this summary reflects the common themes identified by participants collectively. The information secured from the groups was obtained by using a nominal group technique.

Who participated in the visioning meetings? There were a variety of groups and individuals included in the community outreach process that kicked off the visioning process including: The Parks Master Plan steering committee; two public meetings, one conducted in the morning and one in the evening; and four focus groups which included representatives from the business sector, community leaders, sports, and nontraditional activity interests. In addition, there were targeted interviews with individuals and organizations that have a connection to parks and recreation. These groups included the Convention and Visitors Bureau, Mayor's Youth Council, Public and Community Services and an Inter-department discussion with members from various city departments such as planning, public works, library, and others.

MindMixer, an online opportunity for people to share comments and suggestions, was used as part of this process.

While the specific record and comments of each of these methods will be included within the Appendices associated with the Visioning Chapter, the following is a concise rendition of the main themes and major findings of these collective efforts. **Appendices 3.1 to 3.12** provide a record of questions and comments made during the community outreach meetings.

Common Themes for the Vision

The various groups were asked to provide insight into three areas:

- Assets and attributes associated with living in Frisco
- Challenges anticipated for the future of Frisco due to rapid growth
- Specific suggestions for parks and recreation

The following is a consolidation of the responses from these groups to three critical components of the vision.

Assets and Attributes

Important Assets of Frisco Frisco is a city with many assets including location and accessibility; School District with its Class 4A status; forward thinking local government; and positive economic conditions and outlook.

Desirable Amenities of Frisco Frisco is a community where residents appreciate and value the amenities within the community. The tangible amenities the residents identified were shopping, public arts, youth sports, affordable housing, and good infrastructure that has a ‘new feel’ to it.

The more intangible attributes of Frisco that were consistently cited by attendees was the way in which Frisco was a family-friendly community with a small town feel. Residents were especially concerned that growth would alter the small town feel and involvement that Frisco now enjoys.

Challenges Facing Frisco in the Future

Responses about challenges facing Frisco in the future included:

- the strain and cost for building and maintaining infrastructure and providing expanded services, and
- the potential loss of the assets and attributes residents felt were unique and important to Frisco.

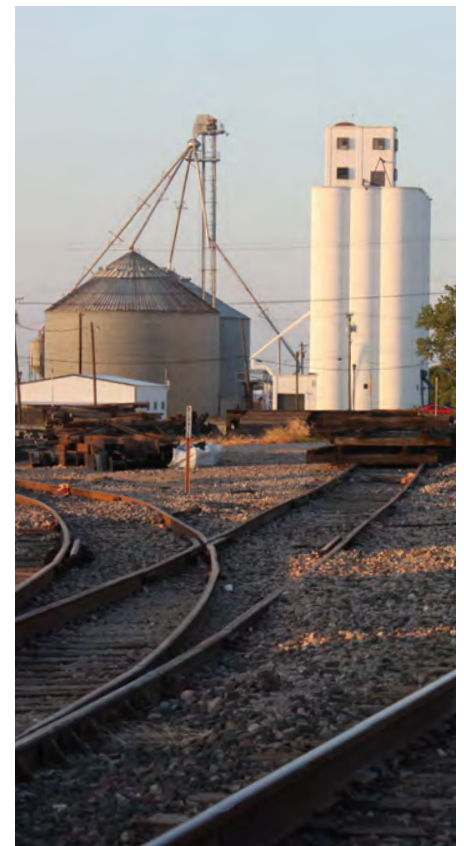
The areas of responses could be segmented into impact upon resources and changes to positive attributes.

Infrastructure The infrastructure concerns expressed by the attendees centered upon:

- the expense and effort involved in building new infrastructure while repairing and replacing existing infrastructure,
- the challenge of maintaining an infrastructure that has a ‘clean and shiny look’ that appeal to residents and newcomers, and
- the potential shortage of water.

Assets and Services Frisco residents clearly value and enjoy the services provided by the City. This led them to identify challenges such as:

- How to “double” the amenities and services provided by the city?
- How to address the higher demand for amenities and services particularly with available resources?



- How the population growth would affect that small town, family feel?
- How the population growth would affect the clean, new look of the infrastructure?
- The impact of changing demographics.
- The potential loss of wildlife and natural habitats
- Maintaining high quality city leaders and a
- Affordability of housing costs and taxes.

Specific Suggestions for Parks and Recreation

Depending upon the size of the group or its focus, there was not always time for the following questions to be asked of every group. However, this query was addressed to most of the groups. This area of questioning related to specific suggestions for parks and recreation and ideas for new or expanded facilities and services.

Attendees strongly stated their preferences for acquiring additional open space and natural areas, and for improving a connected hike and bike trail system. They also mentioned the challenge of balancing parks in terms of:

- new and old;
- active and passive;
- changing expectations and preferences; and
- providing quality fields for youth sports.

When asked about new or expanded facilities the connected trails and additional practice field for soccer were the most common. There were a few other facilities mentioned including (in no particular order) public golf course, skateboard park, tennis center, disk golf, another fitness facility, and a natatorium.

It is worth noting at this juncture that the MindMixer conversations resulted in two major themes. The two areas with most significant responses were “trails” as the topic with over 25 paths generated, and “community center in the Northwest” which was the topic with the largest number of positive points.

“Improving a connected hike and bike trail system and acquiring additional open space and natural areas were strongly stated preferences.”



Common Vision Components from Community Outreach

The high level of agreement and consistency of responses from the residents make the identification of common components of a vision easily identified and particularly strong. It is clear that residents of Frisco recognize and appreciate the assets and amenities within the community and are aware of the challenges that future growth may create.

"We value the forward-thinking of our leaders."

Citizens value the forward thinking of local government that has contributed to Frisco being a high quality, friendly, and affordable place to live and raise families making Frisco a highly desirable place to live, work, learn, and play.

Citizens recognize the challenge of meeting higher demand for services that may result in doubling infrastructure and services while maintaining the new and clean appeal of existing infrastructure AND loss of that small town, family-friendly feel along with the loss of open space and farmland and the sense of overcrowding it may bring.

"Acquire land before it is gone."

Citizens suggest that Frisco PARD continue the good work that it does within the challenging environment of growth by:

- acquire open and natural spaces before they are gone;
- expand and connect the bike and hike trail system;
- continue to address the need for additional fields for youth sports;
- meet the challenge of balancing parks: new and old; active and passive; changing expectations and preferences; and
- continue to provide programs and activities that help preserve that friendly, small-town feeling so highly regarded by residents.



3.3

Community Survey

While community outreach can form the basis for visioning, the use of a community survey helps to refine the aspects of that vision. National Services Research (NSR) conducted a survey of residents for this purpose. The survey ensured that a reliable representation of community households and their opinions are included in the visioning effort.

In this instance, randomly selected residents could complete the survey through mail or online with a password protected survey. The survey was conducted in January 2014, as eight thousand surveys were distributed to households in Frisco with respondents totaling 569. The survey provides a margin of error of plus or minus 4.4% at a 95% confidence level.

The purpose of the survey was to identify priorities of citizens for facilities and amenities as well as support for funding options for future development of PARD services and facilities.

The survey itself and the data secured from responding households including an overview of the major findings can be found in **Appendix 3.13**. The survey instrument, which includes various means to obtain information, including specific questions, is provided in **Appendix 3.13a: Survey Instrument**. A summary of the findings is presented in **Appendix 3.13b: Summary of Survey Findings**.

Among the findings related to identifying citizen priorities for facilities and amenities the following results were compiled.

Frequency of Park/Facility/Events Use

One of the lessons learned from the randomized survey is that the residents of Frisco use the park and recreation facilities to a great extent. Trails, open space, and playgrounds are the most frequently used facilities. In fact, 45% of respondents indicate they use the hike/bike/walk/jog trails monthly or more and 79% of respondents used the trails at least once during the past year.

Half of the respondents reported that they attend special events several times a year and as expected, younger respondents with children are the most frequent users of playgrounds. Among the older adults, almost one-fourth (23%) use the Senior Center once a month or more.



Facilities or Amenities Residents Willing to Add

One of the survey questions asked respondents to identify what additional facilities or amenities should be added in Frisco and their sense of priority for these additions. The facilities or amenities that respondents felt were the highest priorities to add in Frisco included:

- Hike/Bike/Walk/Jogging Trails
- Amphitheater/Performing Arts Space
- Botanic Garden/ Arboretum
- Large Nature Preserve
- Lakes for water recreation (canoeing, paddle boats, fishing, etc.)
- Leisure use trails (birdwatching, nature walks, etc.)

Most Needed Athletic Facilities

In a similar manner, a survey question asked that respondents indicate the athletic facilities most needed in Frisco and the priority associated with each. The highest priorities to add for Frisco included:

Over 30% of respondents cited the following:

- Tennis courts
- Open play spaces for practice or other uses
- Practice fields (football, soccer, cricket, lacrosse)

The eight remaining facilities were deemed as high priorities by 20% to 25% of respondents and included horse rental stables, trap and skeet range, sand volleyball courts, archery range, extreme sports/skate park, youth baseball, youth soccer fields and practice baseball/softball fields.

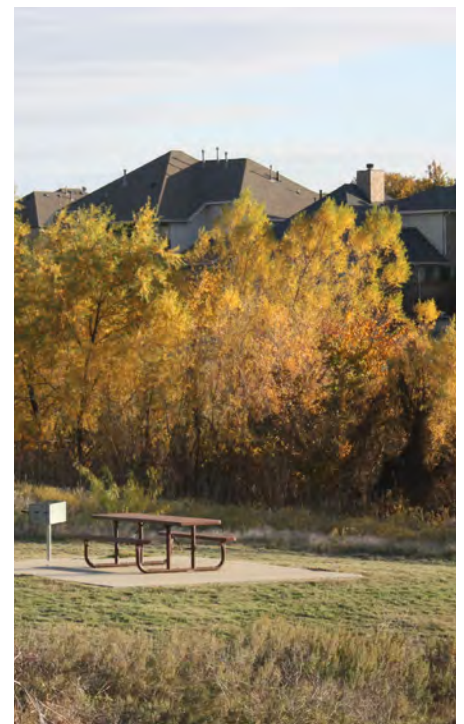
Preference for MORE Small or FEWER Large Parks

The issue as to whether the Frisco PARD should build additional small parks often referred to as neighborhood parks rather than fewer but larger-sized parks often referred to as community parks resulted in a tie among respondents.

The main difference between the two groups (small park preference vs. larger parks) is that the younger age groups and the households with children preferred to have fewer parks but larger in size with amenities for older children.



Over 90% support passive use like trails, bird blinds, and protecting natural areas.



Use of Undeveloped/Newly Acquired Park Land

There were two questions related to this topic and the responses in both questions reflected very strong support for passive use including trails, bird blinds, benches, etc. and the protection of the natural environment and habitat. Over 90% of residents cited the passive use and 86% of residents expressed support for protection of the natural environment. These two uses are closely related to one another.

The third use suggested for new or undeveloped land was space for active use that included athletic fields. This usage was supported by 60% of residents responding.

Funding Support Options

An additional area of query was respondents' preference for how these park and recreation improvements should be made. Nearly 60% (57.8%) of respondents preferred corporate advertising/naming rights.

Some of the other options were increased park dedication fees by developers (34.4%); voter approved bond programs (30.2%); and the application of user fee revenue to improve parks and recreation (21.8%).





3.4

Vision for Frisco Parks Master Plan

Bringing together and analyzing the results of the information secured from residents in a variety of different ways results in a vision that contains a number of critical components.

Rather than create a lengthy, wordy statement that tries to collapse all of the perceptions and preferences of Frisco residents into one sentence, the following elements are the significant components of their vision:

The City of Frisco and its preferred vision for parks, recreation and open space includes the following:

1. Preservation of natural and open spaces;
2. Connected biking/hiking/walking/jogging trails;
3. Open space and facilities maintained at the high standards that support Frisco as a quality place to live and work; and
4. A preference for open space and facilities to be supported through corporate contributions.

These four elements: natural and open spaces; connected trails; high standard of maintenance and appearance of existing amenities; and availability or applicability for corporate contributions serve as important reference points when determining the goals and actions associated with this plan.



FRISCO PARKS & RECREATION

OPEN SPACE MASTER PLAN



**4 - LIFESTYLE &
MARKETING**

APRIL 2016

4.1

Introduction

“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.”

-Philip Kotler

When marketing guru Philip Kotler refers to ‘profit’ in his definition of marketing, the ‘profit’ as it relates to a community is how we satisfy the needs of residents in such a way that the community gains through its ability to be a vital and vibrant community, or in the case of Frisco, continue to be a vital and vibrant community.

Since marketing has almost as many interpretations as there are ice cream flavors, this chapter contains a number of differing but definitely related content areas. Some of the content includes internal data such as the demographic and lifestyle profiles of Frisco resident. The external section of information addresses trends both broad and specific to parks and recreation and then more specific insight and lessons from benchmarked communities within Texas and across the country.

The content is described in much greater detail in the Appendices. This section will endeavor to answer a series of questions such as:

- What are the factors that best contribute to this unique and special community?
- How can we best determine the patterns and preferences of Frisco’s residents?
- How can parks, recreation, and open space continue to provide those parks, open spaces, programs, and events that continue to make the City of Frisco the highly desirable community that it is?





4.2 Lifestyle

Demographics and Lifestyles

What are the qualities and characteristics that make the residents unique unto themselves?

Frisco is unique to Texas. Not only is its growth rate higher, but the residents of Frisco are better educated and wealthier with fewer people under the age of 65, than for the rest of Texas.

The lifestyle profiles of Frisco provided by ESRI reveals a particularly homogenous community. Of the 57 Tapestry (lifestyle) segments provided by ESRI, there are only 3 of those segments describing nearly 80% (79.4%) of Frisco's residents. This is highly unusual. The three segments and their ESRI descriptors include:

Boomburg is the name given to this Tapestry segment and reflects people who live in suburban areas that are growing rapidly with mostly busy, affluent, young families. Boomburgs have a high proportion of young families with children; adults are between the ages of 35 and 44 years of age; and there is little ethnic diversity within this segment. They rank #4 out of the 65 Tapestry segments in the United States. The ranking indicates level of affluence and it is obvious this group is among the most affluent in the country. (59.9% of Frisco residents)

Up and Coming Families. This group is a mix of Baby Boomers and Gen Xers that make up the second highest growth among the tapestry segments. This segment is the youngest of the Tapestry Segment's affluent family markets. Most of these residents are white but levels of diversity are increasing. (17.3% of Frisco residents)

Enterprising Professionals. Young, well-educated working professionals describes this group; 43% are singles who live alone or with roommates and 43% are married couple families. This group overall represents only 2% of the total U.S. population with diversity more similar to the rest of the country. Most residents are white and slightly over 10% are Asian. (12.2% of Frisco residents)

See **Appendix 4.1: Demographics and Lifestyle**, which provides greater detail related to this subject area.



General Comments

Frisco is truly special and unique unto itself and the homogenous nature of its Tapestry segments that include among the wealthiest and best educated in the United States support that supposition. Two of the segments, Up and Coming Families and Enterprising Professionals are among the fastest growing lifestyle groups in the country so it stands to reason that pattern will follow in Frisco.

The advent of multi-use development is likely to have an effect on this homogeneity as there are usually lifestyle differences between people who live in single family homes and those who do not. This is particularly true of the 'enterprising professionals' who are likely to represent much of that population increase.

Naturally, the advent of population results in more people coming into a community that will likely change the current demographic and lifestyle profiles of Frisco which in turn will influence park and open space patterns and leisure and recreation pursuits.

Changes in both the demographic and lifestyle characteristics will result in a number of much more specific target markets and strategies for the services offered in Frisco. See **Appendix 4.2: Target Marketing Strategies** which provides greater depth in this area.

The Boomburgs & Up and Coming Families are among the fastest growing lifestyle groups in the country and among the wealthiest and best educated in the United States



4.3

Benchmarking

Lifestyle Benchmark Comparisons

What is lifestyle benchmarking and why is it being used? Lifestyle benchmarking focuses upon the circumstances and characteristics of people in other communities with a similar demographic and lifestyle makeup of Frisco for the purpose of examining how people in those communities pursue the use of parks and leisure time.

Lifestyle benchmarking takes on an increasing importance in planning as communities in the United States are becoming more homogenous, but the homogeneity nature of one community can be vastly different from other communities. Imagine three families and how different they can be from one another if one is multi-generational, one is single head of household, and another a more traditional family household. These three families are likely to be very different from one another and those differences carry over to park preferences and leisure pursuits.

Frisco being so homogeneous should be benchmarked with communities sharing similar demographic and lifestyle characteristics while either having experienced or continue to experience significant population growth. In a like manner, it can be anticipated that communities who share those like characteristics with Frisco make good comparisons as it relates to preferences for sports, recreation, and leisure.

The communities selected as comparison communities for the Frisco benchmarking include: Aurora, CO; Carey, NC; Chandler, AZ; Gilbert, AZ; Plano, TX; and Round Rock, TX. All of these aforementioned communities have, or are experiencing, high rates of growth and are good demographic and lifestyle matches for Frisco. These communities are located outside of metro areas as is Frisco and with the exception of Aurora, a city with quite different demographics than Frisco. Aurora was included in this analysis due to the way in which the City and the Park and Recreation Department experienced significant and rapid growth between 1960 and 1980 with the population moving from 50,000 residents in 1960 to 158,585 in 1980 with an additional 51% growth between 1980 and 1990 to 222,100. The 2010 population of Aurora is 339,000 which is similar to the projected build out for Frisco. Aurora is included to ascertain strategies for keeping pace with the rapid growth experienced.

Table 4.1 provides a comparison as to how these other benchmarked communities compare with Frisco on the basis of Tapestry segments.

A review of the tables indicates there is no one or clear demographic or lifestyle matches. While Carey, NC is closer to Frisco in its proportion of ‘Boomburg’ residents and Gilbert, AZ is a near match when combining



Table 4.1 – Comparison of Tapestry Table

	Frisco	Aurora	Carey	Chandler	Gilbert	Plano	Round Rock
Boomburbs	59%	4.4%	39.2%	23.3%	29.8%	21.7%	23.7%
Up and Coming	17.3%	10.9%	1.7%	24.4%	46.1%	0.3%	23.7%
Enterprising Professionals	12.2%	4.5%	13.2%	8.7%	4.3%	15.1%	16.3%

the proportion of both family groups the “Boomburg” and ‘Up and Coming’ family groups. The cities of Round Rock, Plano, and Carey have slightly larger but similar proportions in the ‘enterprising professionals’ grouping.

There are those that believe that the ways in which people expend their dollars is indicative to similarities in income and lifestyle patterns and preferences. ESRI also provides data that lists the entertainment and spending patterns of communities.

Overall expenditures on an annual basis for Frisco and the benchmarked communities are provided. The higher the number over 100 which is considered the average in the United States indicates the higher proportion expended. The following is the ESRI ranking for Frisco and the benchmarked communities:

There are eight specific categories of expenditures that make up the overall entertainment and expenditure figure provided by ESRI. These eight categories include expenditures on exercise equipment, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sporting equipment, and rental and repairs. For each of these specific areas of expenditures the number provided for Carey, Frisco, and Plano are nearly identical.

Additional data related to lifestyle benchmarking can be found in **Appendix 4.3: Lifestyle Benchmarking of Frisco.**

General Comments

When reviewing more specific aspects of this plan, most especially the Benchmarking Chapter, it would be helpful to take this information into consideration. Family recreation decisions would be most closely related to Chandler, AZ; Gilbert, AZ; or Round Rock, TX. Need and interest comparisons for ‘enterprising professionals’ would be Carey, NC; Plano, TX; and Round Rock, TX.

The expenditure patterns of the benchmark communities point the way towards direct comparisons for Frisco with Carey, NC and Plano, TX.

Entertainment/Recreation Fees and Admission

Rank	City, ST	Annual Cost
1	Plano, TX	\$179
2	Frisco, TX	\$175
3	Carey, NC	\$173
4	Gilbert, AZ	\$141
5	Round Rock, TX	\$137
6	Chandler, AZ	\$125
7	Aurora, CO	\$99

4.4 Trends

Trends influencing People, their Patterns and Preferences

Trends identification and the critical analysis of the impact of those trends upon the world need to include many different categories of trends. The trends references in this section are:

- **General trends** such as shifting demographics, growing life expectancy, and most especially impact of different generational groups.
- **Transformational trends** which reflect outside forces that bring to bear changes in the following areas:
 - Gender and cultural changes;
 - Economic challenges;
 - Globalization and localization;
 - The environment; and
 - The significant impact of technology.
- **Individual patterns and preferences trends** many of which present themselves as opposite ends of a spectrum based upon the demographics or economic status of individuals. Such trends include:
 - Old and white and young and diverse;
 - Generations that tolerate technology and generations that breathe technology;
 - The haves and the have nots which can include disparities in health, money, support system, etc.; and
 - The challenges of people living too long or dying too soon.

Frisco will remain younger than the rest of Texas and the United States but will experience a shift towards older children and young adults.



Often people assume that trends in park usage, athletics, fitness, and recreation are trends unto themselves, but in actuality they are not. Trends in parks and recreation reflect the trends, changes, and shifts in the general, transformational and individual patterns and preferences.

While the aforementioned categories of trend factors don't completely cover the extent of people's changing patterns and preferences, they do dictate the future of organizational priorities.

What then are the trends that the Frisco Park and Recreation Department may need to address in the near future years to come? It is likely that as Frisco moves towards build out in the near future that modifications may be warranted. Frisco will remain younger than the rest of Texas and the United States but will experience a shift towards older children and young adults than is currently the case. The advent

of greater density in housing may result in the community becoming more diverse especially related to ethnicity, level of education and income, and differing household and generational make-up.

The specific trends related changes in sports, recreation, and leisure activities could be both numerous and significant. Some of the key shifts and changes may include, but are not limited to the following:

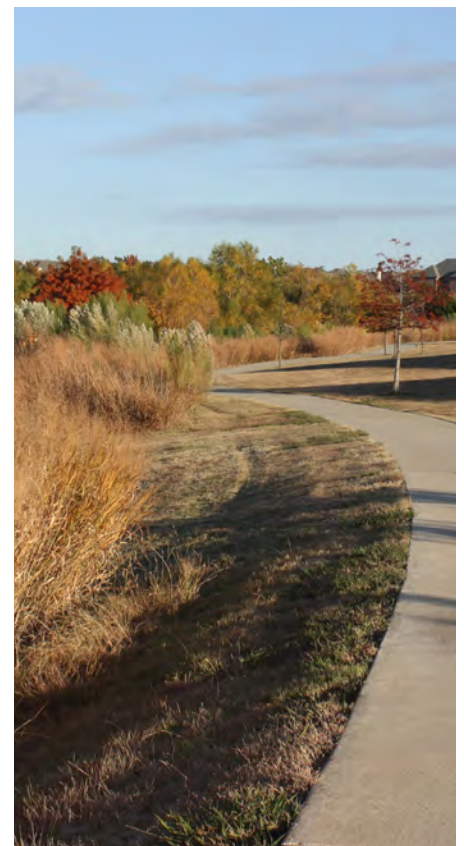
- Growing emphasis upon individual activities, walking, biking, multi-modal transportation;
- Increasing desire to be out-of-doors;
- Changing participation patterns in youth team sports;
- Growing interest in lifetime physical activity skills such as tennis, walking, biking;
- Continuing popularity of ‘non-traditional’ activities and events;
- Wellness and health replacing the traditional concepts of exercise and fitness;
- Changes in the arts overall due to cultural and ethnic changes in the population;
- Dense urban developments with limited recreation space; and
- Public Private Partnerships and its relationship to park development.

General Comments

While it is impossible to draw general conclusions about all aspects of life and changes, there are a few that bear further thought and consideration. A critical transformation with ramifications for all the ways in which we live, work, learn, and play is technology and the impact of these changes as simulated experiences can immerse people in different worlds; the growing impatience on the part of people and their expectations; a densely growing population with limited green space; and the other side of reactions to increasing technology as people seek to avoid these influences and find a sense of self within one’s world.

Connectedness and Walkability

The economic vitality and sustainability of a City’s Quality of Life is directly influence by the development of a “Connected Trail and Transportation System”. The benefits can be directly related to attracting new talented workforce; relocation of corporate headquarters with direct access to enhanced alternative transportation systems; and retaining current





citizens and business. The City of Frisco should consider changes to its current subdivision ordinance to encourage and allow pedestrian and bicycle connections to its commercial and retail corridors to promote Walkability. As the city continues to develop its Hike and Bike Trails Master Plan, this should be addressed with the new update.

Dense Urban and Mixed-use Development

The nuance of traditional Park Master Planning is evolving to respond to the densification of Urban/Mixed-use developments. The traditional standard 2 ac./1,000 for neighborhood parks does not work within these areas due to the lack of available space. The adaptive trends for dense urban development transect “walkability” and “connectedness” with smaller, well programmed “Urban Parks” that have a higher quality of design with unique materials and outdoor rooms. These outdoor rooms have been identified as “Socialization Zones” that provide access to urban parks and allow people to actively gather, observe, communicate, study, shop, eat and recreate on a much smaller scale. “Urban Parks” should be well connected to encourage walkability and programmed with activities and events thereby “Branding” the community of which they live, work or play. Klyde Warren Park in Dallas, TX and Discovery Green in Houston, TX are examples of successful Urban Parks and within a dense urban environment. The need for traditional parks and amenities elsewhere within the city are still needed to provide a healthy recreational system for residency in these urban/mixed-use developments. This includes softball fields, disc golf and walking trails to meet the needs of Generation X.



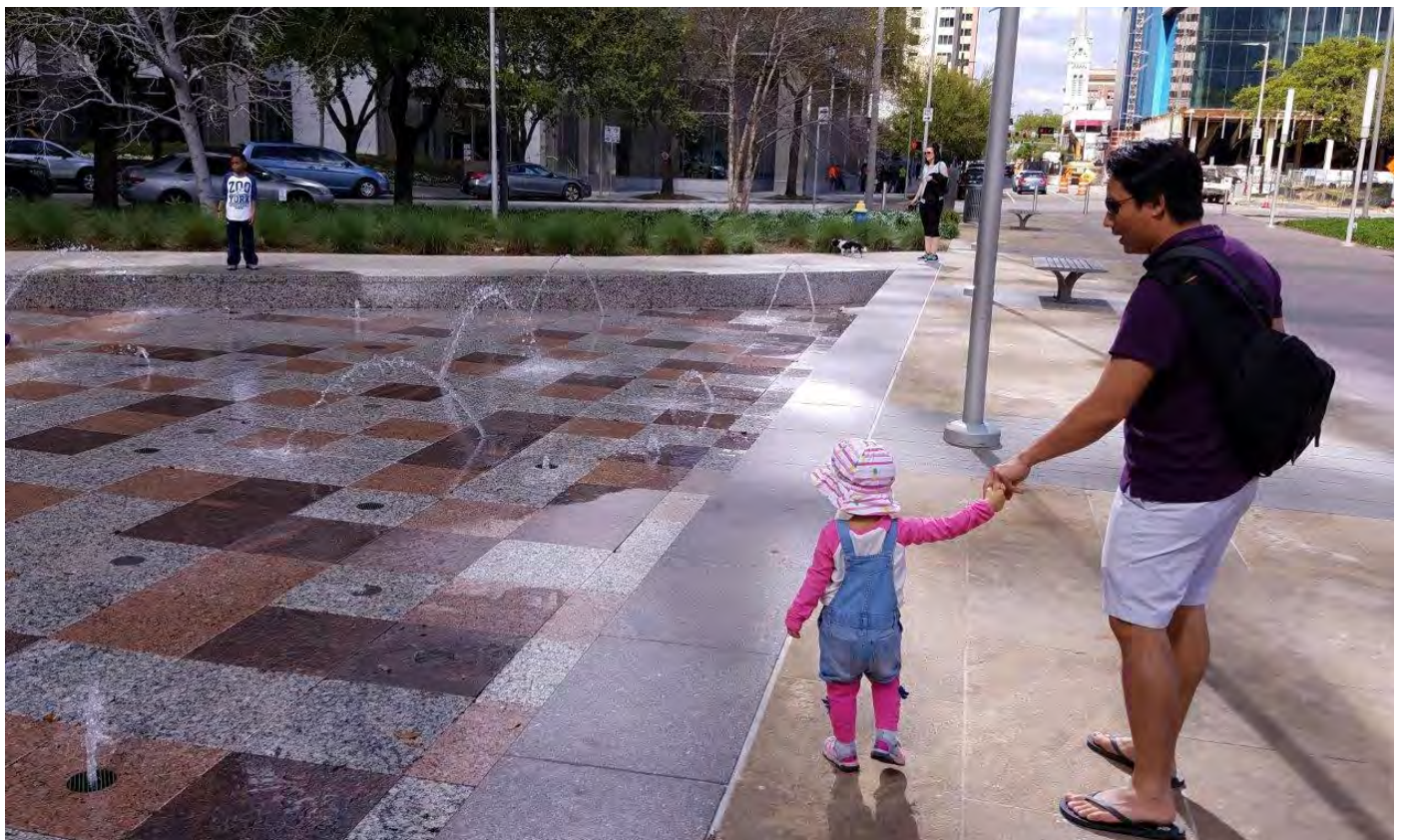
Parks within Commercial/Retail Developments

Frisco has set the mark in North Texas and is known for its Sports Tourism, however they are quickly evolving as a destination community for “Entertainment” and other forms of non-traditional recreation. With the influx of large commercial /retail developments, corporate headquarter relocations and the new Cowboys Training Facility, the potential for partnerships with the business community as it relates to Parks and Recreation is a viable opportunity. Where possible, the city should promote and encourage commercial business ventures to form Public / Private Partnerships to balance the fiscal burden of a city. These may include naming rights, ground/sub leases, maintenance agreements, sport club agreements and potential “Recreational Overlay District” that is similar to a TIF/TIRZ that allow financing of parks and recreational amenities within “Urban Park/Socialization Zones”. Commercial ventures such as retail shopping or restaurants should be encouraged to operate in park spaces to capitalize on

location and proximity within a park or adjacent trails. For example, these may include outdoor cafes, bike rental facilities, or retail kiosks. The city must understand the long or short term commitment, benefits and costs associated with such partnerships as these partnerships are formed.

Differences among members of the community will become more pronounced due not only to economic and ethnic differences but due to having to deal with multiple generations with varying expectations and preferences.

Appendix 4.4: Trends (full report) should be referred to for greater specificity in the trends. **Appendix 4.2: Target Market Strategies** will reflect this content as well.



4.5

Lessons Learned

Lessons Learned from Growth in Other Communities

Are there strategies used by other communities that proved to be successful? Were there actions taken that proved less than effective? What suggestions would these agencies have for other departments such as Frisco Parks and Recreation that could be helpful?

There were four communities that experienced similar surges in population growth that were selected to be interviewed in order to ascertain insight and suggestions from their experiences. The selected communities included: Arlington, TX; Aurora, CO; Chandler, AZ; and Plano, TX. These agencies provided the basis for common themes as well as specific suggestions. The Frisco PARD was especially interested in how the agencies dealt with open space and park development; changes in the community during growth; youth sports growth; and the funding maintenance of new facilities.



Open Space Acquisition and Park Development

A critical area of interest for Frisco PARD is open space acquisition and park development. All of the agencies interviewed agreed that acquiring open space was the highest priority prior to and during periods of substantial growth.

Many of the communities interviewed expressed the importance of identifying and setting aside natural areas within the community even if they are not developed immediately.

The majority of the departments interviewed have a neighborhood park standard of 10 acres for every square mile and most of them include the open space set aside in developments as part of those ten acres. There was a tendency to build the neighborhood parks as the area developed and then followed by the larger community parks. One agency specifically acquired natural, open space consistently over a 30+ year period before they managed to make the open space available to the public.

The standards related to multi-unit or dense development are an issue that all agencies are considering but have not reached consensus or developed any standards. All cited the issue of dogs indicating that there are often substantial dog populations living in these types of development and little space consideration has been made for the most basic needs of dogs, which is, of course, a health issue.



As it related to trails, the agencies felt that a community that is about to experience rapid growth at this time is at somewhat of an advantage because they already recognize the growing demand for trails and can plan accordingly. This was not necessarily the case during other communities' growth spurts. Strategies vary from city to city, but essentially there are ordinances in effect that require the developers to donate creek corridors as part of their overall land contribution or an ordinance for floodplains that results in the acquisition of creek channels with the developers being reimbursed for the land.

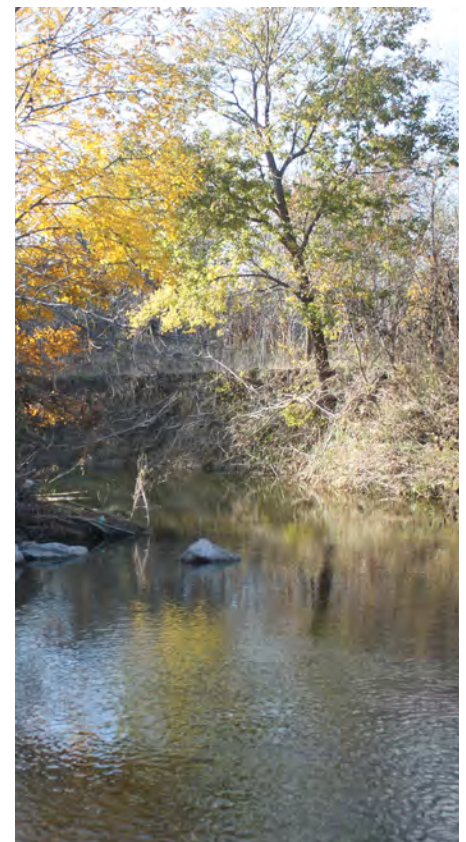
Changes in the Community during Growth

Growth most naturally brings changes and those changes vary by community. Some changes in these communities relate to the new people who relocated. One community became less affluent and more diverse over time which made it challenging to connect with some of these new ethnic groups and their recreation preferences. The changes in affluence and diversity were attributed to the increases in growth in the section of the community previously not built out. The new houses being built were generally larger and of course, more modern, which made them more expensive and attractive to incoming residents than older houses in the originally built section of the community. The variation in the values of homes in that community led to the changes in demographic makeup. The affluence issue was important since the "willingness" to pay and the "ability to pay" has a direct impact on cost recovery objectives. Similar demographic shifts were noted in two other communities as well.

One community indicated that the makeup of the community changed in terms of racial/ethnic makeup but what didn't change was the people and businesses who remain attracted to good schools and a well-planned and managed city. The quality of life issues of people and companies who moved here in the 1960s are the same today. People with children will always be attracted to good school systems as will corporations looking to relocate. As households with children make up a smaller proportion of American households than in the 60s, the emphasis upon schools has been augmented by other highly desirable assets and qualities of a community such as access to open space, places to gather, and sense of community.

Another area of interest was what, if any, changes resulted in the expansion of parks and recreation in these growing communities. One of the communities interviewed indicated that the City Manager and City Council have recognized the role quality of life issues such as parks and recreation make for corporations and now insist that representatives

Strategies in other cities include ordinances that require developers to donate creek corridors as part of their overall land contribution.



from parks and recreation attend and make a presentation for companies considering moving to their community and with some positive results. Another agency indicated that the thought of bringing outside money from tourists had not come under consideration until just recently with the downturn in the economy.

Challenges of Rapid Growth

Sports Field Demand. One of the most common challenges to rapid growth among the communities interviewed was the demand for sports fields, soccer most especially. The departments all reported that they had long ago decided they would be unable to accommodate the practice needs of the teams. In many instances, the agencies take a “pay to play” approach and assess the individual sports associations for maintaining the game fields. Some communities have ordinances specifying which types of groups have priority for game fields.

Balance New Amenities with Operational Costs. While there is no one answer for this very real and potentially costly challenge, there were a variety of responses from the communities interviewed. There is an agency that includes money for future repairs in bond issues or capital improvement projects. In one community a previous city manager instituted a capital reserve fund to deal with aging infrastructure, which is very helpful when balancing expenditures between the new with the old. Several agencies maintain quantitative figures associated with a potential maintenance gap, which includes the life cycle of specific areas and equipment. In another community all projects when proposed must include the development costs for the project as well as the Operating & Maintenance for the first five years of the project. There are also revenue recovery rates established for each project prior to approval.

All projects when proposed should include the development costs for the project as well as the Operating & Maintenance for the first five years of the project.

Good Lessons and Learning Experiences

School Partnerships. Three of the four communities interviewed for this section have independent school districts as is the case in Frisco with the Frisco ISD. Two of the communities, Plano, TX and Chandler, AZ, cited that the early, working partnership with their city and the local school districts was instrumental in moving forward. The agencies worked with the school districts to make sure school playgrounds and neighborhood parks were built next to one another, saving the purchase of approximately five additional acres and replication of equipment. In these instances, the middle schools were initially used as community centers and more specialized facilities, i.e. pools, tennis courts were built by the park and recreation department on school land primarily at



high school locations and were then shared by both groups.

It is important to note that while the parks and facilities remain, the relationship has changed more recently as schools are being pressed to generate revenue and expense recovery for use of such facilities and the park and recreation agencies themselves are now building more infrastructure of their own.

Land and Open Space. The agencies interviewed identified the early acquisition of land and open space as either a success story or a missed opportunity that they would not make again.

Pitfalls to Avoid if Possible

There was no lack of comments related to this category. Some of the comments included:

- Anticipate changing needs in the design of parks and facilities so that your spaces can be converted for various activities that might not be popular right at the time spaces are designed.
- The department “started out giving services away and living off the revenue that growth provided. As we have reached maturity and growth has significantly slowed, we were hit with the recession. The city needs to have a discussion about their approach to how to pay for services...is that a benefit of living here, or do users need to pay all/a portion of the costs to reduce the burden on the General Fund? This is an age old question, but engaging the city council in this type of dialogue is important. We started out giving things away and have shifted to recovering 75% of operational costs on the recreation side through fees and charges. The shift was difficult. It probably reflects a maturing of our profession and industry, but in hindsight it would have been nice to have started with a firm financial philosophy as it relates to these facilities.”
- Identify sufficient funding to balance the land acquisition, renovation, and park and facility development simultaneously.
- While debt may be issued for new construction, the operational side of funding needs to be addressed.
- The improvement of Parks and Recreation facilities on land that was banked for future development is now subject to many special interests and NIMBY (not in my back yard). The same goes for renovation or updating/adding new facilities and amenities. There is resistance to change and a surprising amount of sentimental attachment to old facilities. As a rapidly growing city, there was always a concern that residents did not





have “roots” in the community. That is not the case anymore. We are experiencing concerns from the public with changing the status quo but we haven’t even finished building everything on the land we own. Make improvements as fast as you can while the population is growing. It becomes more difficult to build things in a timely manner after the population is established.

Unanticipated Changes

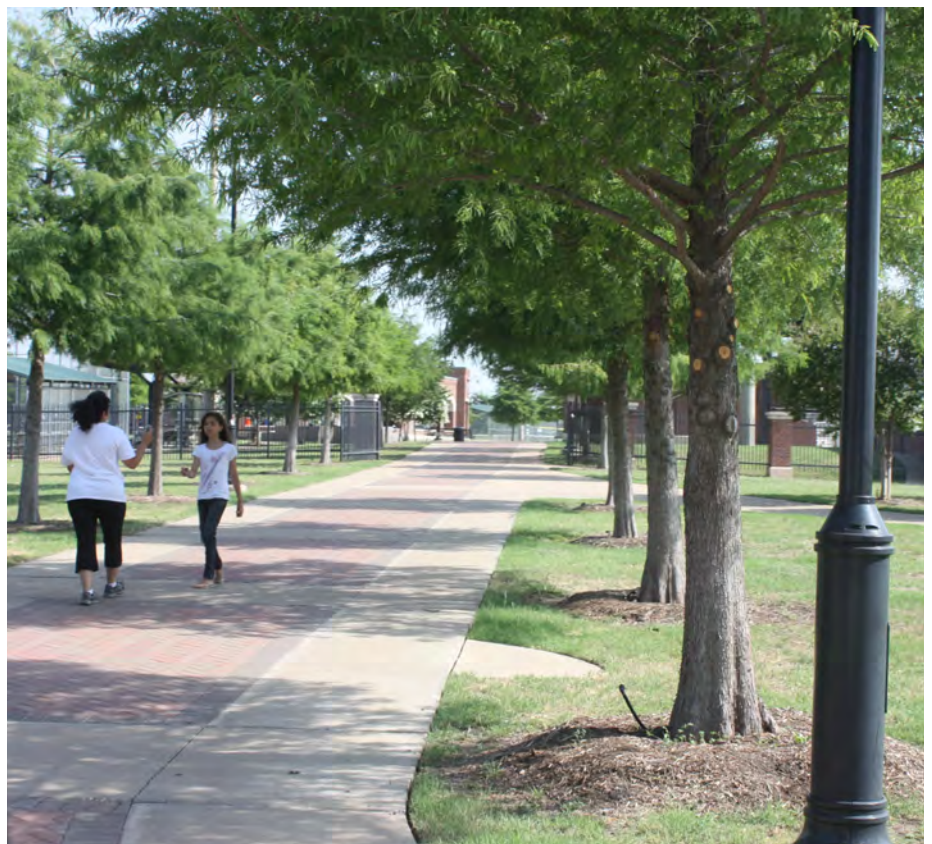
Naturally, there are always changes that are not anticipated. The communities interviewed gave us a few examples of these. Many of the agencies cite that increased demands for athletics and park usage by culturally diverse groups new to their communities, was and is, a challenge as well as accommodating the differing ways in which various ethnic groups use parks. Another community suggested that if they had realized the extent of athletic field usage they would have located athletic playing fields away from neighborhood centers and busy city streets with inadequate parking.

Still another community cautioned communities to pay close attention to the types of housing being built in their community and how those housing types can influence an economic balance in the future.

“While the city leaders had a great vision in planning for the city and stuck to the plan through the significant growth years, recent decision-makers have approved residential development in areas that were not initially planned for residential use and it causes the park department to scramble to provide services in neighborhoods that were not initially envisioned.

The revised comprehensive plan in our community strives to expand from the initial bedroom community that was developed and to reach out to attract ways that the city becomes a place where people want to live, work, and play. The city has made a firm commitment to attracting businesses with high paying jobs and we never anticipated how strongly they would incorporate a quality parks and recreation department into part of that promotional package for corporations.

One community’s growth was significantly made up of young families and over the years, the number of seniors has increased and with that the need and demand for services. Our community is a ‘pay to play’ community and the dilemma now is how to run services for that age group that usually anticipate greater subsidization than other age or interest groups.”



4.6 Marketing

Conclusions and Recommendations based upon Marketing

What lies ahead for Frisco Parks and Recreation? What opportunities might the department choose to address?

Based upon this overview of the internal and external marketing factors featured in this chapter, there are several general recommendations and a few specific recommendations as well. More extensive information clarifying these recommendations as well as additional specific recommendations related to the goals of the overall plan can be found in **Appendices 4.1 to 4.4.**



Strategic Design.

Strategic design can encompass a range of activities and recommendations and in this case such an approach refers to sustainability both economically and environmentally. Facilities and parks should be designed with flexible and changing uses in mind for the emerging non-traditional and lifetime activities.

Outdoor Spaces.

One of the more immediate outcomes of this plan for Frisco PARD is the importance expressed by residents for natural open space. This open space may become peaceful environments to enjoy nature; locations for additional parks and facilities, as well as environmental assets, but it should be the highest of priorities. Natural, open spaces are serving as a source of stress reduction for many people.

Wellness Focus.

People of all ages from children to older adults are taking a focus upon overall well-being. While the specific elements of this well-being may differ by age group, the importance will take center stage. Suggestions that would help further this wellness focus could include re-naming the Athletic Center as an Active Living Center to better reflect the use of the facility and capitalize on this wellness focus. There are likely some park locations where fitness stations could be established to take advantage of both the out of doors and wellness trends. Connecting paths and trails would facilitate more physical activity for all ages and all efforts to improve and maintain the health of older adults helps to keep adults independent, living in their own homes, and not draining societal resources.



Places to Gather.

Numerous studies have reinforced the importance of public places to gather. Grand Park when completed will be an outstanding space for people to gather and the social connections of such places are especially important to the growing group of enterprising professionals. The Senior Center has already undergone additional expansion and any additional space in that location would better serve the needs of the community if the addition was named something other than ‘senior center’. That large generation, the Baby Boomers, are loath to be associated with the ‘senior’ terminology and the name doesn’t have an enticing ring when people are considering rentals.

As the children in the community become more numerous and older simultaneously, places to gather become especially important. Not all youth are engaged in middle school and high school activities and in conjunction with the police department and Frisco ISD perhaps some space could be found for them along with more non-traditional types of activities. Non-traditional sports and activities could include a wide variety including Dodgeball League, Kickball Leagues, Parkour, Bike Polo, and Trackcycling.

Many high school and colleges are now offering these types of activities. However, it can’t be assumed that all of these would be of interest to youth in Frisco. PARD could reach out to children or offer “try-it-out” times for the less well-known ones and see how kids respond. Since PARD does not have needed facilities or space, they could contract with local providers.

An additional emphasis is upon those sports and activities that are lifetime skills that once acquired would help children stay active throughout their life span. Some of those activities would include: Aerobics, Archery, Backpacking, Badminton, Bicycling, Bike Polo, Bowling, Canoeing, Croquet, Fencing, Frisbee Sports, Geocaching, Golf, Handball, Horse Shoes, Kayaking, Skating, Martial Arts, Pickleball, Racquetball Ball, Rock Climbing, Rowing, Swimming, Tennis, Dancing, Volleyball, Weight Training, and Yoga.

The community of Frisco should look closely at some of the facilities present and operating within the benchmark communities and determine which of those might work well for Frisco. The community supports additions to Frisco PARD through more public-private partnerships or through various types of corporate support. Currently, there is little available space to increase or improve recreation opportunities and this will become more of a problem as the population grows. A question to continually ask is how availability of indoor spaces alters the perceptions of potential residents or corporations.

Baby Boomers, are loath to be associated with the ‘senior’ terminology



Small Town Feel

The one intangible that residents feared was the loss of the ‘small town feel’ of Frisco. This important characteristic can be replicated by continuation of special and social events and even the addition of neighborhood park events to retain and secure this important attribute.

Expectations for Services.

Expectations for all types of services continue to soar and that same growth applies to parks, open space, and recreation. These expectations become more difficult as people become more individualized in their interests and preferences.

There are a number of strategies that could be employed to effectively address these expectations. One overall approach is to shift the department from programs to programs and facilitation. This suggests a more supportive role than direct services. The Frisco PARD should retain popular programs and include opportunities for residents to become exposed to differing interests; some that could be later addressed in the private sector.

Another strategy involves a more regional approach to large or highly specialized facilities. Does every community in metro Dallas need a cricket field? This would be one such example. Still another strategy is to rent or share expensive non-traditional pieces of equipment such as climbing walls or whatever will replace these walls in popularity with other agencies or private enterprise.

Pricing of services is part of the expectation perspective as well. Frisco is a ‘pay to play’ community and perhaps it is time to review or expand different fees for different population groups and the nature and extent of the individualized and personalized nature of the activity.

One overall approach is to shift Frisco PARD from programs to programs AND facilitation; this suggests a more supportive role than direct services.



FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



5 - PARKS & OPEN SPACE

APRIL 2016

5.1 Introduction

An analysis of Frisco's parks and open space forms one of the main components of the Parks Master Plan. Without parks and open space and the physical areas that they provide, none of the programs, activities and events can take place that are essential to a vital, vibrant and connected city.

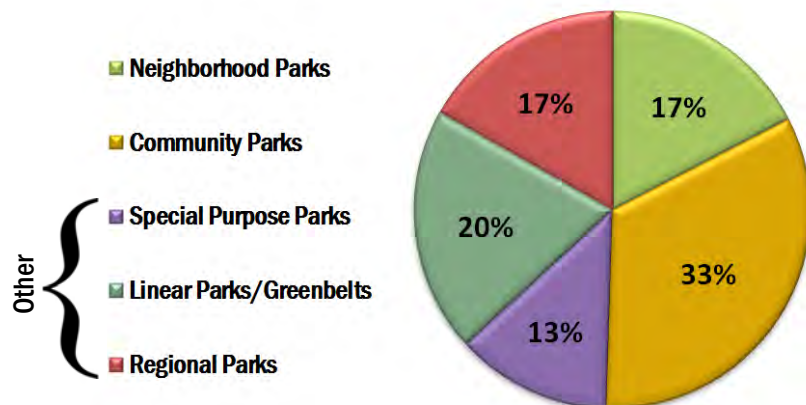
The categorization and classification of parks are not important from the public's perspective; however from an operation and management point of view, it is helpful to have such categories defined since it serves as a guide in how to plan for each type of park in the system. Understanding the current and target level of service of parks is key in acquiring adequate park land and making provision for facilities and events needed and desired in the community.

5.2 Classification System

In analyzing Frisco's current parks and open space system, it is important to identify the functional classification of each of the City's parks. While each park is unique in its own right, each can also be assigned to one of three categories. The neighborhood and community park categories are the most prevalent in Frisco's park system and are considered "essential infrastructure." They should be plentiful, adequately-sized, and well-distributed across the City to serve the entire population. The other parks category comprises several sub-types of parks that are provided as opportunities or special needs arise.

Figure 5.1 – Frisco's Existing Park Land Distribution

This figure represents the distribution of park land owned by the City of Frisco. Neighborhood parks and community parks combined make up half of Frisco's dedicated parkland. The remaining half is dedicated to special purpose, linear, and regional parks.



Neighborhood Parks

Neighborhood parks are typically between 5 and 10 acres in size (larger parks being most desirable for efficient maintenance and operation) and are designed and located to serve the surrounding neighborhoods. Located within 1/4–1/2 mile of the neighborhoods they serve, these parks are accessible by walking or bicycling. Neighborhood parks constitute the core of the parks system and generally serve 3,000 to 4,000 residents. As a rule of thumb, all neighborhood parks should have a playground, pavilion, a loop trail, and open areas for free play. Additional amenities often provided at neighborhood parks include benches, picnic tables, basketball courts, multi-purpose fields (for formal practice and/or informal play), and backstops. There are more than 30 neighborhood parks in Frisco, which is more than any other single type of park.



Community Parks

Community parks are larger than neighborhood parks – typically 75 to 150+ acres in size – and have more amenities. It is ideal to evenly distribute these parks across the City so that they are easily accessed by all residents. The ideal distribution is such that all residents are within a 1 to 2 mile radius of a community park. Typically, community parks will have all of the amenities of a neighborhood park (playgrounds, pavilions, open areas for free play, trails, basketball courts, multi-purpose practice fields, etc.). In addition, these parks have amenities such as lighted competitive athletic fields, larger areas of open space for free play, natural areas, and restrooms. Quite often, community parks will include special facilities such as recreation centers and skateboard parks.



Other Parks

There are also many other types of parks within Frisco. These are parks that are designed to meet special needs, capitalize upon opportunities, and/or complete the parks system.

Special Purpose Parks

This subcategory includes 1-3 acre pocket parks, 1-2 acre trailheads, and 0.25-1 acre plazas. It also includes “special interest” parks that are not otherwise part of another neighborhood or community park. Examples of special interest parks include dog parks, skate parks, or any other type of park designed to accommodate a limited number of specific recreation activities. While parks less than 5 acres are typically





discouraged because they are often difficult to maintain efficiently, small park areas are often necessary to serve special purposes. Smaller parks that are well distributed, are also desirable in highly urbanized and dense mixed-use areas.

Greenbelts, Linear Parks, & Wildlife Corridors

Greenbelts are corridors typically following creeks, railroads, or utility lines and in unique situations as part of the roadway system. Greenbelts usually contain trails and are ideal for providing alternative, non-motorized transportation to parks, schools, neighborhoods, libraries, retail, and other major destinations. Other than providing connections, these parks provide recreational value by themselves. In fact, using trail facilities is one of the most popular recreation activities in most, if not all, communities (including Frisco, per the citizen survey results). In addition, greenbelts along creeks have the added benefit of providing habitat and migration/movement corridors for wildlife. They also provide opportunities for improving watershed management in an aesthetically-pleasing and sustainable manner.

Open Space Preserves/Nature Areas

These parks serve to protect and provide access to natural areas such as along creeks, floodplains, wooded areas, and prairies. As unprogrammed space, an added benefit is that these areas are “self-maintaining.” While there may be the occasional need to check for hazards, maintenance is generally not a significant factor. In Frisco this type of park is typically associated with greenbelts and linear parks. However, the community’s expressed need for the protection and acquisition of natural areas, makes this a very high priority in the City.

Regional Parks

As the name intends, regional parks serve areas that are larger than the city within which it is found. Such parks typically are of a larger size, have attributes of special interest, and host events that draw visitors regularly from other cities in the metroplex and/or other parts of the state. Not many cities have such parks. Two examples are Ervin Park, which is “passive focused” in McKinney, and Kyle Warren Park, which is “event focused” in Dallas.

Recreational Facilities

The land occupied by indoor recreational facilities is also a type of special purpose park. Such facilities typically include indoor athletic centers, indoor aquatic centers, and senior centers. The size of these parks depends on the intended use.

The community’s expressed need for the protection and acquisition of natural areas, makes this a very high priority in the City.

Other Significant Public & Private Facilities

There are many other facilities within Frisco which are owned and operated privately but are made available to the general public. These facilities provide recreation opportunities in addition to what the City provides. Although these facilities are made available to the public, some require an expense for its users.

These public or semi-public entities include Toyota Stadium (formerly known as Pizza Hut Park), which is the home of the Major League Soccer team, FC Dallas, and provides multifunctional usage for concert events, Frisco ISD high school football games, and practice facilities; the Superdome in Frisco, a specially designed outdoor wood bicycle racing oval; Dr. Pepper arena, Dallas Stars Hockey practice facility; and more recently Dallas Cowboys Headquarters and practice facilities which will be shared with Frisco ISD and expected to open in 2016.

The presence of these facilities provide the opportunity for joint ventures with the City of Frisco and are very important because of their many recreational and economic benefits. Joint opportunities of this magnitude should continue to be high priorities as they arise.

HOA Parks

Throughout Frisco and common in new single family developments, are Home Owners Association (HOA) Parks. These parks are owned and operated by the HOAs of their respected developments and provide park space and/or facilities for people from those developments. Access is typically disallowed for the general public.

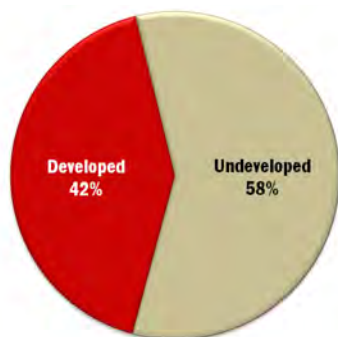
These privately owned parks can be funded by HOA fees collected from the home owners in that neighborhood, or can be funded by other entities. The most common facilities that are maintained by the HOA are pools, playgrounds, open space, and clubhouses.

Figure 5.2 – Frisco's Existing Parkland Developed/Undeveloped

The majority of the city's parkland is currently undeveloped. This is an opportunity and a strength that shows how forward thinking the City of Frisco has been to acquire park land for it's growth.

Table 5.1 – Frisco's Existing Parkland Developed/Undeveloped

Park Type	Developed		Undeveloped		Total Acres
	Acres	Percent	Acres	Percent	
Neighborhood	264.98	85%	46.06	15%	311.04
Community	347.23	59%	243.92	41%	591.15
Special Purpose	69.46	31%	157.50	69%	226.96
Linear	68.48	19%	288.85	81%	357.33
Regional	0	0%	300.00	100%	300.00
Totals	750.15	42%	1036.33	58%	1786.48



5.3

Neighborhood Parks

Frisco's Existing

Neighborhood Parks:

Beaver's Bend Park
Bi-Centennial Park
Bobwhite Park
u-Boulder Draw Park
Cannaday Recreation Area
Coyote Crossing Park
Crescent Park
Duncan Park
Fairways Green Park
Falcons Field Park
First Street Park
Foncine Settlement Park
Gallegos Park
u-Hackberry Knoll
Hummingbird Park
u-Independence/Rolater Park
J.C. Grant Neighborhood Park
J.R. Newman Park
Limestone Quarry Park
McCallum Park (Vivan Stark)
Miramonte Park
Mourning Dove Park
Oakbrook Park
Old Orchard Park
u-Pearson Neighborhood Park
Preston Manor Park
Preston North Park
Preston Ridge Park
Shepards Glen Park
u-Southwest Area Park
Starwood Park
Stephen's Green Park
Stewart Creek HOA Park
Tuscany Meadows Park
Youth Center Park

u-Neighborhood parks that are currently undeveloped but already have land acquired for the park

Neighborhood parks constitute the most prominent type of park in Frisco. As the category name implies, these parks are typically located in neighborhoods within easy access of surrounding residents.

Development Guidelines

Neighborhood parks provide critical public space for residence of Frisco to use. The development and general design of neighborhood parks is important to ensure that they serve the needs of the surrounding neighborhoods. But beyond simply meeting certain levels of service, it is important to ensure that neighborhood parks are unique in character, respond to the surrounding environment, provide a variety of experiences for the park's users, and unify the neighborhood informally. The following development guidelines (that focus on size, location, facilities, design, and parking) were developed to ensure that the City is able to efficiently provide the best possible neighborhood parks for its citizens.

Size

The size of a neighborhood park may vary considerably due to the physical location of the park and condition of the site. For Frisco, the ideal size is eight acres. The width of any neighborhood park should not be less than 175 feet and for a short distance only due to physical site constraints. The vast majority of neighborhood parks should be at least 300 feet in width.

Location

A typical neighborhood park would generally serve 3,000 to 4,000 residents per park, and if possible, should be centrally located in the neighborhoods they serve. Neighborhood parks should consider the following location attributes:

- Neighborhood parks should be accessible to pedestrians from all parts of the area served. Ideally, neighborhood park facilities should be located within a one-quarter mile radius (five minute walk) or one-half mile radius (ten minute walk) of the residents who will use those facilities.
- These parks should be located adjacent to local or minor collector streets that do not allow high-speed traffic. A neighborhood park should be accessible without having to cross major arterial streets and should be far enough from major streets that traffic noise is not obvious in the park.

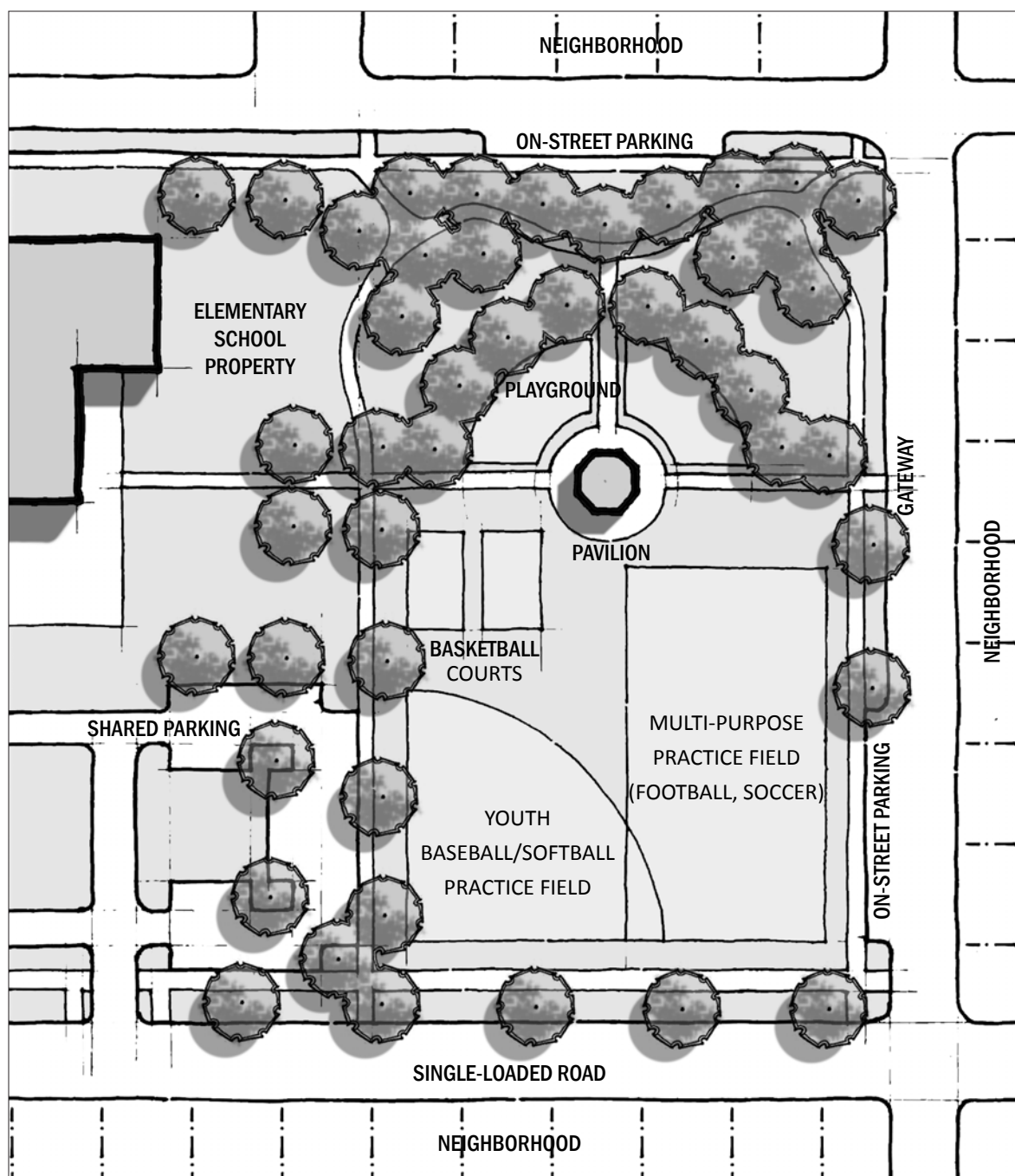


Figure 5.2 – Typical Neighborhood Park Layout (not to a scale)

This figure illustrates a typical neighborhood park and some of the elements that the park might contain. Note that this is simply a typical arrangement, and each neighborhood park should be designed in the context of the neighborhood that surrounds it.



- It is desirable to locate neighborhood parks adjacent to creeks and greenways, which allows for trail connections to other parks and City amenities.
- It is ideal for neighborhood parks to be located adjacent to elementary schools in order to share acquisition and development costs with the school district. Adjacencies of park and school grounds allow for joint use and sharing of facilities, such as parking, which is typically not necessary for a stand-alone neighborhood park. It also lends itself to the community's involvement with the school grounds and vice versa, leading to a synergistic result that adds to the quality of life for everyone.

Facilities

Neighborhood parks would ideally include the following facilities:

- Playground equipment with adequate safety surfacing
- Playground equipment that allows for easy use by children with disabilities or limited mobility impairment
- Unprogrammed and unstructured free play areas
- Adequately sized pavilions with multi-tiered roofs or air vents to allow for hot air to escape
- Loop trails or a connection to the city-wide trails system

Additional facilities often provided in a neighborhood park include (but are not limited to):

- Unlighted basketball courts and half courts
- Picnic areas with benches, picnic tables, and cooking grills
- Security lighting
- Drinking fountains
- Although not found in Frisco, unlighted tennis courts, skate parks, and splash pads (not found or standard practice in Frisco)



Design

The overall design and layout of a neighborhood park is an important determinant of its final quality and timelessness. These parks should generally be designed with the programmed space (playgrounds, pavilions, basketball courts, etc.) clustered into an “activity zone” within the park. These areas need ample seating and shade to be hospitable year around. The open/unprogrammed space should be visible from this activity area but should be clearly delineated through plantings and hardscape features such as paved trails. Finally, a loop trail is a preferred component of a neighborhood park. When a segment of the city-wide trails system passes through a neighborhood park (which is



recommended), it is important to connect it to the park's loop trail.

Sustainable measures should always be incorporated as part of the design of neighborhood parks. Specific measures include the use of native and/or well-adapted plants that have low water requirements, little maintenance needs, and are well adapted to the local soil and climatic conditions. Native grasses are prime examples of plants that survive well on rain water, do not need soil improvements to speak of, and do not need regular mowing. Another sustainable measure is Low Impact Development (LID) which is a stormwater tool whereby runoff water is captured into bioretention areas to serve as functional tool to clean the runoff while being an amenity for people to enjoy, and habitat for songbirds.

Adjacency and Interaction

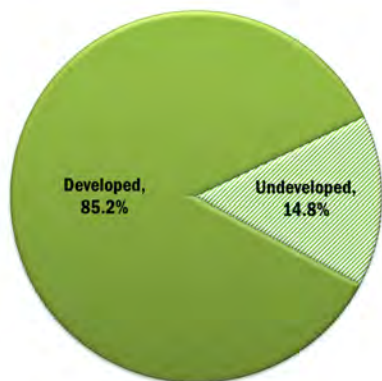
How the park integrates with the surrounding land uses (residences, schools, wooded areas, etc.) is crucial to the quality of experience within the park, with houses across the street facing the park. It is recommended that at least 80% of the park's boundary be bordered by single-loaded roads or creeks, with no park boundary bordered by the backs of houses. When houses must back up to a park, the fencing between the houses and the park should be transparent (such as wrought iron fencing or similar) rather than opaque wooden fortress fencing. Transparent fencing allows a softer transition between park and residence and provides for informal surveillance of the park.

When a park is constructed adjacent to a school, the two sites should interact. That is, there should be pedestrian connections between the school and the park and it could even be recommended that when schools are constructed, expanded, or renovated, windows overlooking the park should be provided.

Parking

In general, the use of shared-use trails, sidewalks, and bike routes should be encouraged to decrease automobile traffic in and around neighborhood parks. Therefore, off-street parking is not typically needed as part of neighborhood park development. When parking is deemed necessary, the number of parking spaces will vary based on the size of the park, the facilities it contains, and the number of users. Generally, depending on the carrying capacity of adjacent streets, parallel on-street parking may provide sufficient parking space. Opportunities to share parking may be beneficial to different yet compatible functions, such as churches, schools, libraries, and other City facilities.





Inventory

Frisco currently has 30 existing neighborhood parks, and an additional five undeveloped parks which Frisco has already acquired the land. The neighborhood parks in Frisco range in age, size, and level of amenities. Currently the largest park is Stewart Creek HOA Park at 26.21 acres, and the smallest is Gallegos Park at 0.25 acres. Including undeveloped parks that already have land acquired, neighborhood parks total approximately 311.04 acres, with the average park size being 8.85 acres. (See **Appendix 5.1: Table A5-1**)

Figure 5.3 – Existing Neighborhood Park Land

The pie chart shows the total acreage of neighborhood parks. The 5 parks that are still undeveloped make up approximately 50 acres or 14.8%.



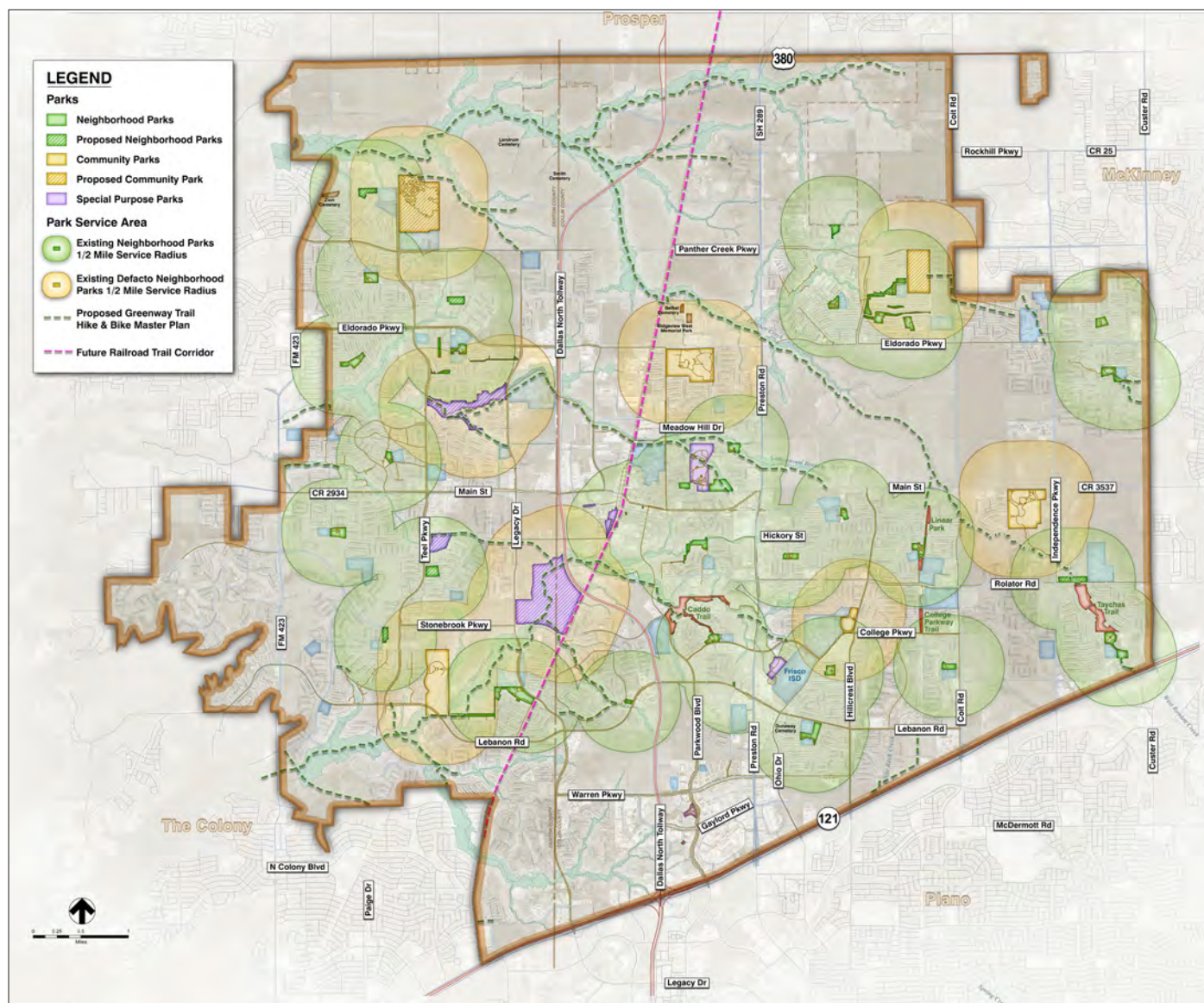


Figure 5.4 – Existing Neighborhood Parks

This figure illustrates the location and spatial distribution of neighborhood parks in Frisco. Included in this map are community parks, which are considered “de facto” neighborhood parks because in addition to ball fields, recreation centers, etc., they also include all of the amenities of a typical neighborhood park.

Neighborhood parks best serve households within walking distance and therefore are shown with a quarter-mile and half-mile service radius (which roughly equates to a 5 and 10 minute walk respectively). The service area radii should be seen as guidelines, as physical barriers such as railroads, major roads, and creeks often prevent a park from serving the entire area within its ideal service area.

Needs Assessment

In addition to citizen input, needs for neighborhood parks are determined by analyzing level of service (LOS) for park acreage and service area.

Acreage LOS

Acreage LOS is typically expressed as a per-capita figure. For example, the acreage LOS for neighborhood parks might be expressed as “*X acres per 1,000 population.*” The Target LOS (TLOS) for neighborhood parks in Frisco is established at 1.5 acres per 1,000 population.

- ***The Target LOS (TLOS) for neighborhood parks in Frisco is established at 1.5 acres per 1,000 population.***

Service Area TLOS

Park Service Area LOS represents the spatial distribution of neighborhood parks. For example, a target park service area LOS might be expressed as “*one neighborhood park within one half-mile of every residence in Frisco.*” The regional benchmark for neighborhood park service area TLOS is:

- ***Neighborhood Park Service Area*** – quarter-mile to half-mile radius, or approximately a five to ten minute walk

This service area is general. While a half-mile radius is a good guideline for the area that is well-served by a neighborhood park, not all parks will fully serve these areas. Physical barriers (such as railroads and major thoroughfares) limit connections between parks and access from some of their intended service areas. Consideration should be given when developing new parks to the physical barriers that separate it from some or all of the neighborhoods that it is intended to serve.

Needs Assessment Results

The current and target level of service for neighborhood parks, including the acreage required to meet the target at build-out, is presented in **Table 5.2**. The service area deficit is presented in **Figure 5.5**.

Table 5.2 - Current and Target Level of Service for Neighborhood Parks

Existing Acreage	311.04
Current LOS*	2.20 Acres/1,000 Population
Target LOS**	1.50 Acres/1,000 Population
Target Acreage at Build-Out	525
Acreage to Acquire to meet Target	213.96

Existing acreage is 59.2% of the target for build-out conditions.

*Population Estimate of 141,550 as of August 1, 2014.

**Build-out Population estimated at 350,000.

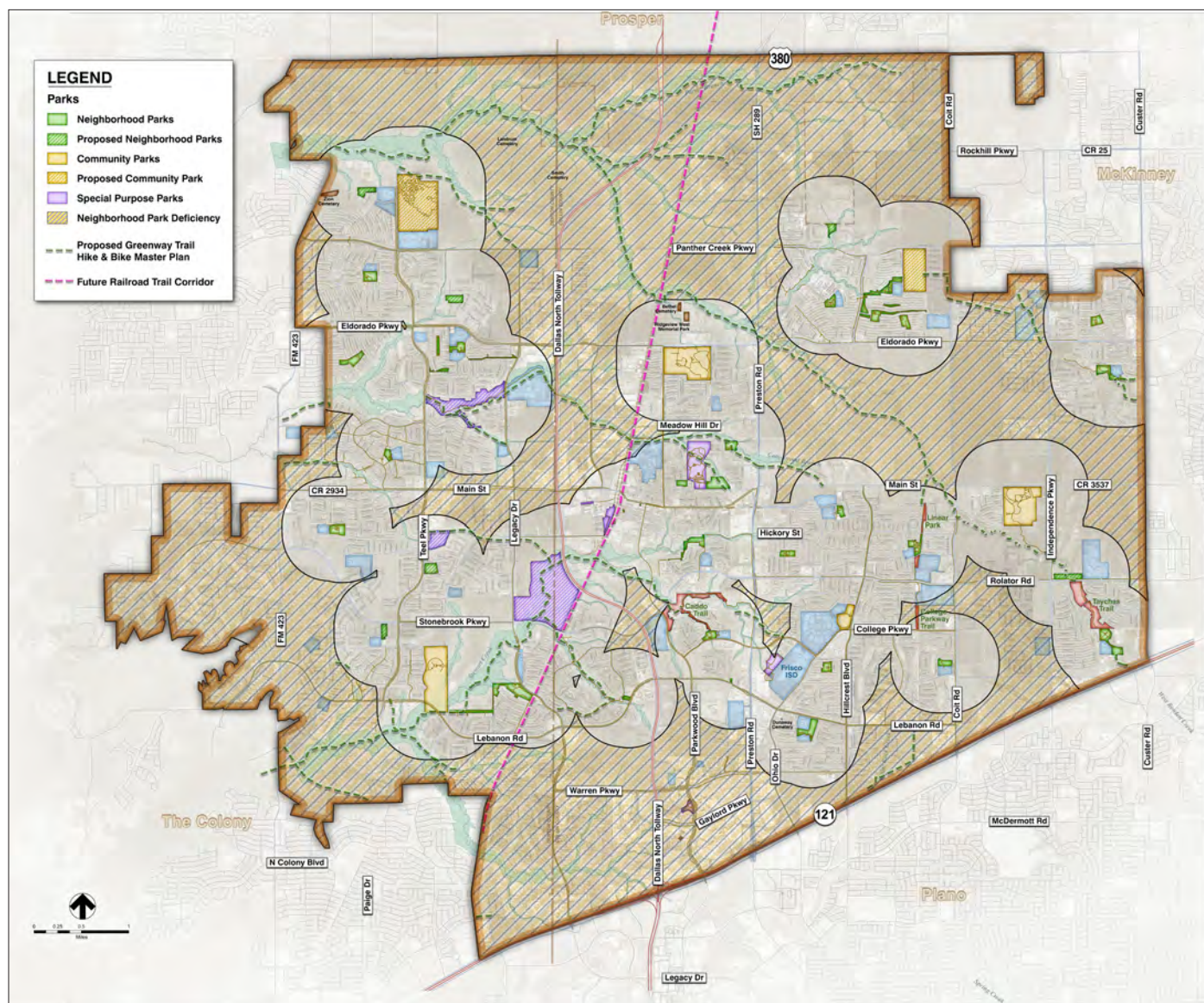


Figure 5.5 – Neighborhood Park Service Area Deficit

The hatched areas in this figure indicate the residential areas that are not within a half-mile of an existing neighborhood park. As shown, there are vast areas within the northern and northeastern portions of the community that are currently under-served. These areas are crucial to the future service area of the park system as much of this area is currently undeveloped.

Recommendations

Land Acquisition

The majority of the necessary land acquisition for neighborhood parks will occur through parkland dedication during the development process.

Frisco’s current and future LOS indicates a need for 214 additional acres of land for neighborhood parks, as well as a significant service area deficit. In order to address these needs, 29 additional neighborhood parks are recommended to accommodate Frisco’s anticipated population of 350,000 at build-out. While some of the land to be acquired might need to be purchased outright by the City, it is the intent that the majority of the necessary land acquisition for neighborhood parks will occur through parkland dedication during the development process (either through outright dedication or acquired fees in lieu of land) so that accommodating the needs of additional residential growth is shared between the City and the development community.

Figure 5.6 shows locations of existing, potential, and “de facto” neighborhood parks. The locations for new parks were chosen based on perceived land availability, proximity to natural features and potential trail corridors, and their ability to provide service area coverage for existing and future residential areas. A “de facto” neighborhood park indicates the location of a community park, which also serves as a neighborhood park because of the amenities that it provides.



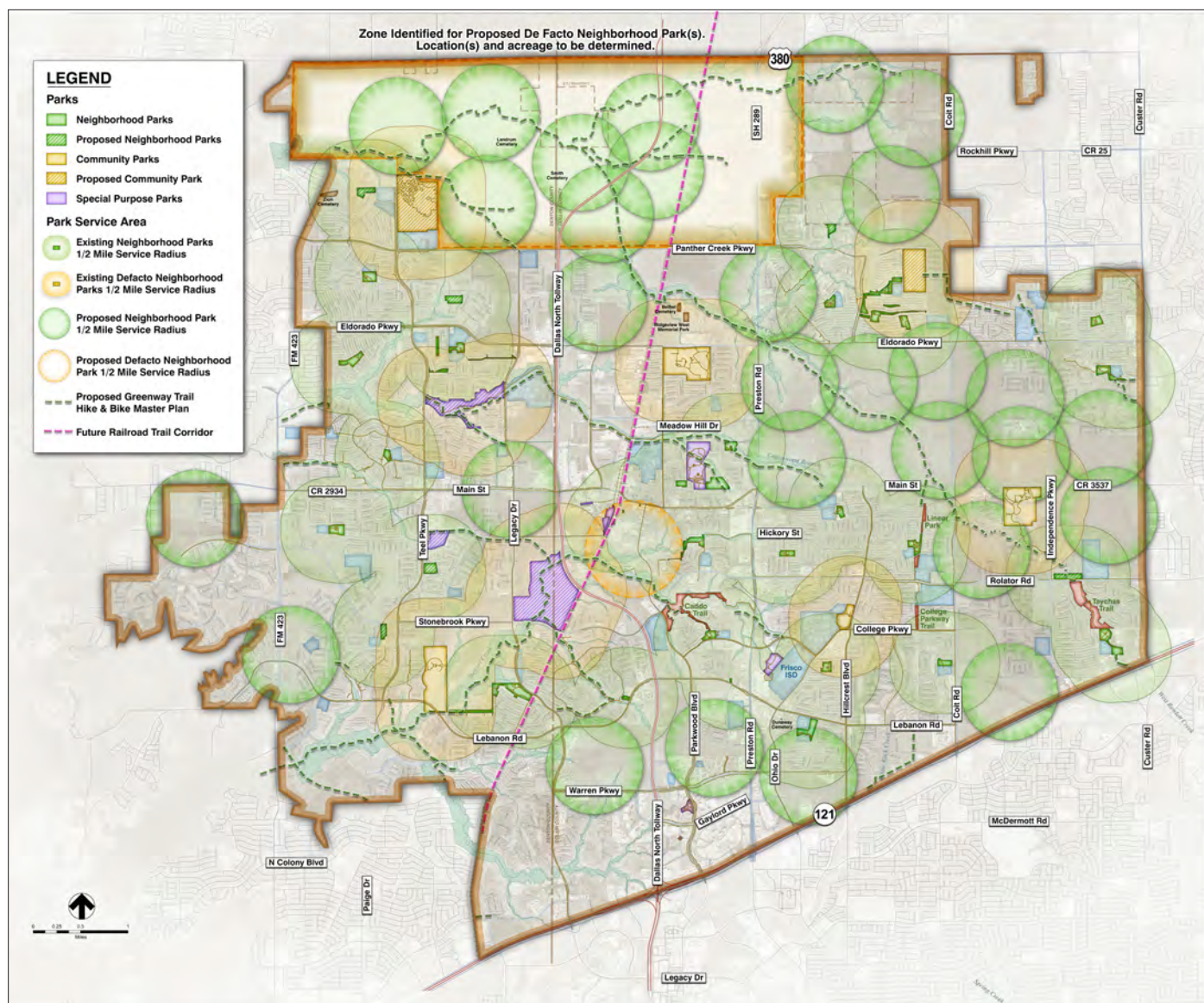


Figure 5.6 – Existing, Proposed Neighborhood & De Facto Neighborhood Parks

This figure illustrates the location of existing and proposed neighborhood and “de facto” neighborhood parks in Frisco. “De facto” parks are community parks that also serve as neighborhood parks because in addition to ball fields, recreation centers, etc., they also include all of the amenities of a typical neighborhood park.

Park Development

New Neighborhood Parks - For the development of new neighborhood parks, it is recommended to allocate funding on a consistent basis for that purpose. A suggested guideline is to develop 2 to 3 new parks every year. However, for the next couple of years place priority on the development of the following four neighborhood parks: Boulder Draw NP, Independence / Rolater NP, Pearson NP, and Southwest Area NP

Existing Neighborhood Parks - During the public input meetings, major concern was expressed about the ongoing upkeep of infrastructure and amenities. In order to prevent the situation where the city is overwhelmed by the amount of effort required, it is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

Neighborhood Parks Action Plan

Table 5.3 lists the action items for the neighborhood park recommendations.

Table 5.3 – Neighborhood Parks Action Items	
Action ID	Action
1	Land for New Neighborhood Parks
1.1	Acquire 214 acres of land for 29 future neighborhood parks (average of 7.5 acres each).
2	Develop New Neighborhood Parks
2.1	Place priority on the development of the existing undeveloped land that is previously acquired for the following four neighborhood parks: <ul style="list-style-type: none"> • Boulder Draw NP • Independence/Rolater NP • Pearson NP • Southwest Area NP
2.2	Develop on average of 2 to 3 new neighborhood parks every year.
3	Existing Neighborhood Park Improvement
3.1	Replacement and repair of existing facilities on a regular basis



5.4

Community Parks

Along with neighborhood parks, community parks serve as the backbone of Frisco’s park system. Community parks are larger than neighborhood parks and include a wider array of amenities, which may include lighted sport fields, amphitheaters, and much more. Because they also include the amenities typically found in neighborhood parks—playgrounds, pavilions, loop trails, free play areas—community parks also double as “*de facto*” neighborhood parks, thereby serving two roles simultaneously.

Frisco’s Existing Community Parks:

B.F. Phillips Community Park

Harold Bacchus Park

u-Northeast Community Park

*u-Northwest Community
Park*

*Shawnee Trail Sports
Complex*

Warren Sports Complex

*u-Community parks that are currently
undeveloped but already have land
acquired for the park*

Development Guidelines

Community parks typically include facilities that serve the entire city (such as lighted playing fields for organized sports) and therefore have a larger service area, attract more users, and require higher-intensity facilities such as considerable off-street parking. Because they are often in fairly close proximity to neighborhoods, community parks can serve many of the same functions as neighborhood parks because of similar basic amenities. As such, it is crucial to consider the needs of the immediately surrounding residents as well as the community as a whole when developing a community park.

Size

The size of a community park should be large enough to provide a variety of amenities while still leaving open space for unstructured recreation, practice space, and natural areas. The park should also have room for expansion as new facilities are required. Although a standard size is between 75 and 150 acres, some community parks may be over 200 acres depending on needs and site opportunities.

Location

Community parks are intended to serve large portions of the city and should be centrally located and easily accessible by major thoroughfares and trails. When connected by major trails and greenbelts, community parks are more easily accessed, while serving as a hub for the trails system. Because of the requirement for lighted facilities, it is often preferred to have higher-intensity or “active” community parks located adjacent to commercial, retail, and/ or light industrial areas. However, when it does occur adjacent to or near residential areas, it is necessary to provide adequate buffers to minimize noise and bright lights at night when possible. In all cases, special precaution is needed to ensure compliance with Frisco’s Dark Sky Ordinance including minimum light spill into adjacent properties.

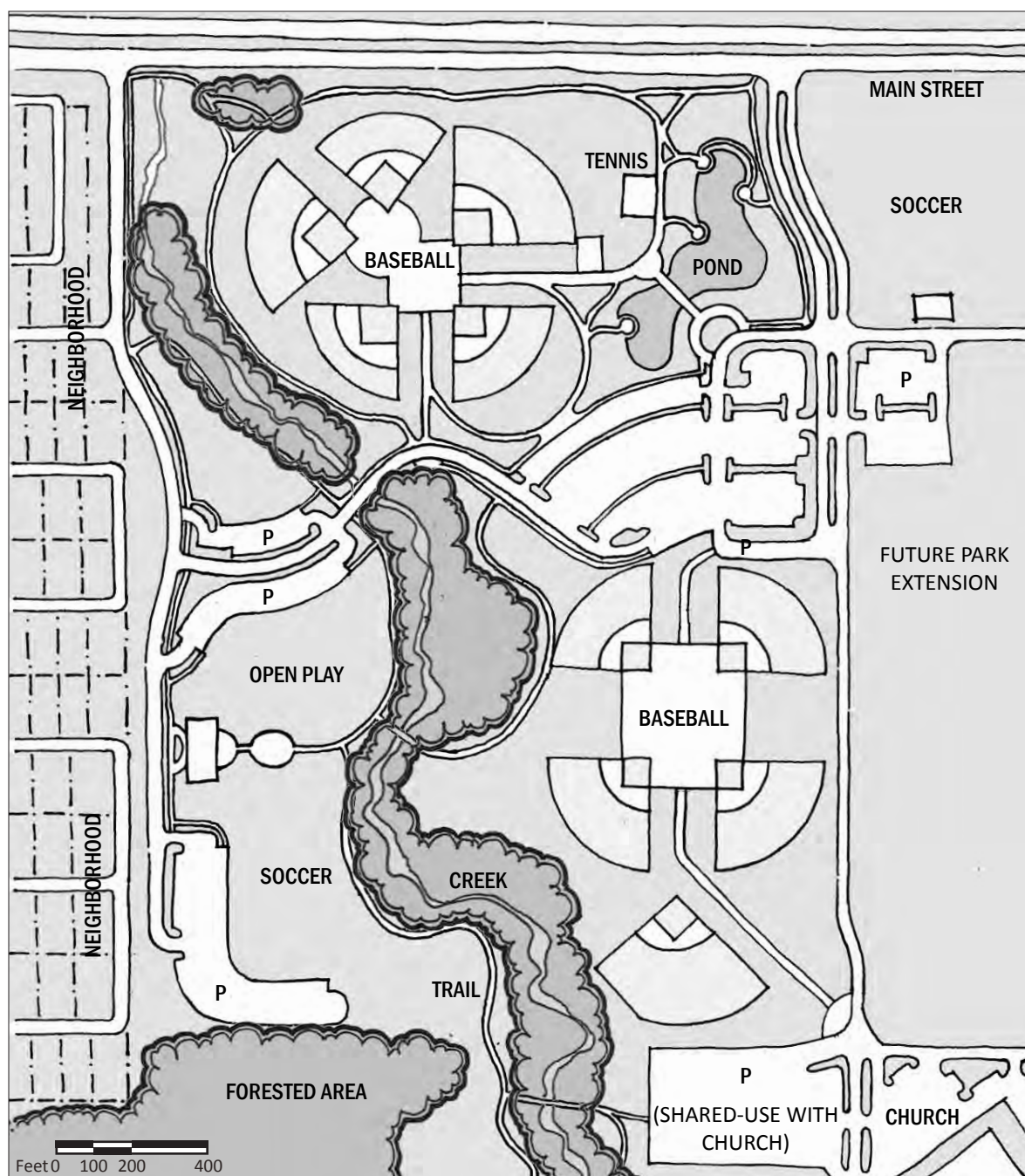


Figure 5.7 – Typical Community Park Layout

Harold Bacchus Community Park is a good example of a community park that contains most if not all of the elements typically found in such a park.

Facilities

Community parks would ideally include the following facilities:

- Playground equipment with adequate safety surfacing
- Playground equipment that allows for easy use by children with disabilities or limited mobility impairment
- Unprogrammed and unstructured free play areas
- Adequately sized pavilions with multi-tiered roofs
- Picnic areas
- Lighted competitive baseball, softball, soccer, and football fields (the actual type and number of competitive fields should be based on demonstrated need as per the facility target LOS put forth in this Master Plan)
- Loop trails with connection to the City-wide trails system
- Sufficient off-street parking based on facilities provided and size of park

Additional facilities often included in a community park include (but are not limited to):

- Restrooms
- Natural open space where available or present including access to these areas via trails
- Lighted and/or unlighted multi-purpose practice fields for soccer and football
- Backstops for baseball and softball practice
- Security lighting
- Other facilities as needed which can take advantage of the unique characteristics of the site, such as fishing piers near ponds, swimming pools, open air amphitheaters, etc.



Design

The general design of a community park will vary depending on the intended character of, and facilities included in each individual park; as such, the number of game fields, amount of parking, and spatial orientation of amenities will vary. In Frisco, the goal is to accommodate both active high-intensity and passive low-intensity recreation in community parks with an ideal ratio of 70% active to 30% passive.

As is the case with neighborhood parks, the overall design and layout of a community park is important to the park's final quality and timelessness. Activity zones of programmed space are important within community parks. Playgrounds, pavilions, and basketball courts make up one type of activity zone while ballfields, concession stands, and equipment storage buildings make up another type. In community parks and other large parks, it is often desirable to delineate between activity zones and unprogrammed areas by the use of natural features, such as stands of trees and creek corridors. This helps break up the park visually and delineate programmed space. Paved trails should connect these various areas with each other, as well as provide a walking/jogging loop for recreational use.

The interaction between a community park and the surrounding areas is crucial to the quality of experience within the park. As with neighborhood parks, a community park should ideally be bordered by single-loaded roads and creeks or other natural areas. In Frisco, homes are not allowed to back to a park. However, in the event that it does occur, the fencing between the houses and the park should be transparent (such as wrought iron fencing or similar). If the adjacent development is industrial, aesthetically unpleasing, or potentially a nuisance, the border should be well-screened, e.g. walls and/or dense plantings of trees and shrubs. Community parks often interface well with schools. In such instances, work with the school district to provide visual and physical connections between the school and the park.

It is important to understand that community parks themselves can sometimes be a nuisance to nearby residential neighborhoods. Bright lighting at night, excessive noise from cheering spectators, or the overflow of parking onto neighborhood streets can all become issues. If a park is to be developed in close proximity to a neighborhood, take measures to address these issues and identify any other potential issues. Specifically related to the issue of light impacts, a good option to be considered is "cut-off" lighting, which allows light patterns to be controlled, thus minimizing light spill-over into surrounding areas.





As a final consideration, sustainability should always be incorporated into the design of community parks. As described under the design of neighborhood parks, sustainable measures include the use of plants with low water requirements and little maintenance needs, and the implementation of LID as a stormwater tool to clean runoff water, while being an amenity for people and habitat for songbirds.

Parking

This varies based on the facilities provided and the size of the park. The National Recreation and Park Association (NRPA) recommends a minimum of five spaces per programmed acre, plus additional parking for specific facilities within the park, such as pools or ballfields. The actual amount of parking provided in each park should be determined by the facilities provided in that park. Even so, consideration should always be given to the concept of “shared parking.” The benefit of shared parking is the reduction in the number of parking spaces that need to be built. There are two ways shared parking can be implemented in a park:

- Typically, the number of spaces required to be constructed in a park is determined by the peak parking requirements of each of the uses. This can result in the provision of excessive amounts of parking. Instead, determine the number of parking spaces by considering the different peak parking schedules of various uses, thereby potentially reducing the number of parking spaces needed by “sharing” parking between uses (i.e., football fields and baseball fields can share parking since football and baseball games are typically not played concurrently).
- The traditional concept of shared parking is to create an agreement with adjacent land uses like schools, churches, and other City facilities so that parking can serve both the park and the adjacent land use.

It is important to consider the impact of parking on the environment. LID, which includes the use of permeable paving combined with shade trees and bio-swales to bio-filtrate runoff water, helps to offset the impact of surfaced run-off and pollution from parking areas.



Inventory

There are currently six community parks in Frisco. Although many of these parks provide predominately active and competitive activities (baseball, softball, football, soccer, lacrosse, and cricket), these parks also provide more passive amenities such as playgrounds, natural areas, and open play areas.

Shawnee Trail Sports Complex is a competitive baseball and softball facility and is the smallest community park at 20 acres. The largest current community park is B.F. Phillips Community Park at 117 acres. Even though Frisco has 591 total acres of dedicated community parkland, over 40% is either undeveloped or underdeveloped. (See **Appendix 5.1: Table A5-2**)

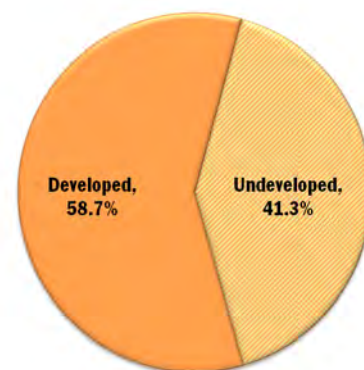


Figure 5.8 – Existing Community Park Land

The pie chart shows the acreage of land dedicated to community parks with a percentage breakdown between developed and undeveloped acreage. While there are almost 350 acres developed, there are still almost 250 acres which have not been developed.



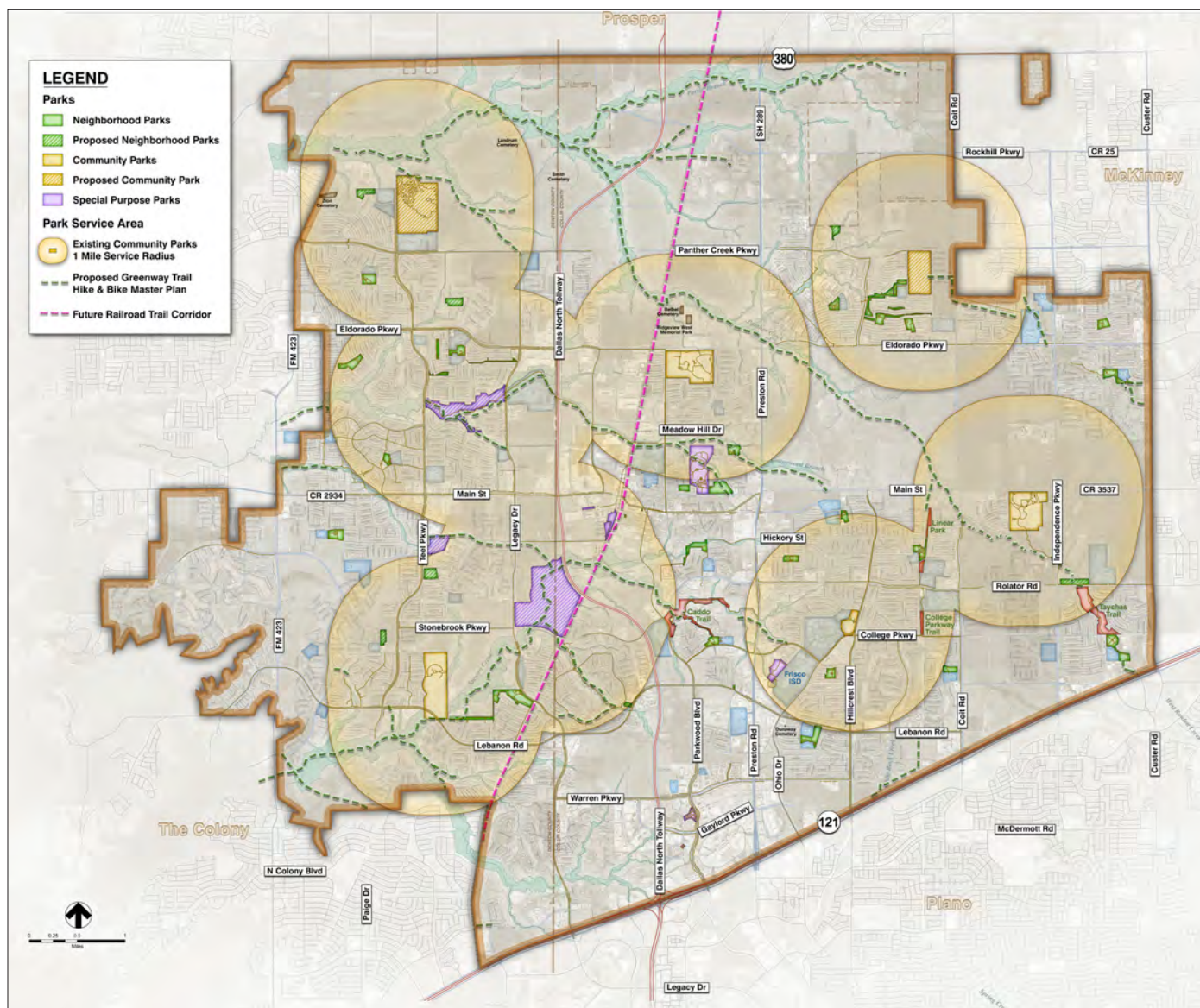


Figure 5.9 – Existing Community Parks

This figure illustrates the location and spatial distribution of community parks in Frisco.

Community parks best serve households within a short driving distance. As such, community parks are each shown with a one-mile service radius (which roughly equates to a five-minute drive). These radii are calculated from the edge of the park. The service area radii should be seen as guidelines, as physical barriers such as railroads, major roads, and creeks often prevent a park from serving the entire area within its ideal service area.

Needs Assessment

In addition to citizen input, needs for community parks are determined by analyzing level of service (LOS) for park acreage and service area:

Acreage LOS

Acreage LOS is typically expressed as a per-capita figure. For example, the acreage LOS for community parks might be expressed as “X acres per 1,000 population.”

- **The target LOS (TLOS) for community parks in Frisco is established at 3 acres/1,000 population.**

Service Area TLOS

Park Service Area LOS represents the spatial distribution of community parks. For example, a target park service area LOS might be expressed as “one community park within one mile of every residence in Frisco.” The regional benchmark for community park service area TLOS is:

- **Community Park Service Area** – 1 mile radius, or approximately a five minute drive

This service area is general. While a 1 mile radius is a good guideline for the area that is well-served by a community park, not all parks will fully serve these areas. Physical barriers (such as railroads and major thoroughfares) limit access between parks and some of their intended service areas. Consideration should be given when developing new parks to the physical barriers that separate it from some or all of the neighborhoods that it is intended to serve.

Future Athletic Fields Needs

One of the key purposes of community parks is to accommodate athletic field facilities. An analysis of Frisco’s needs for acreage to accommodate athletic fields at build-out conditions, reveals a total of between 440 and 580 acres. See chapter 6 for the detailed analysis.



Needs Assessment Results

Per **Figure 5.9**, the amount of undeveloped community park acreage currently far outnumbers the amount of developed land. There are two good reasons for this:

1. Land has to be acquired before it becomes too expensive or gets taken up by residential and other developments.
2. The development of community parks go hand-in-hand with the growth of the population.

Since land is thus currently “over-supplied” it only makes sense that the current level of service of community parks be based on the developed portion of land only. The current and target level of service for community parks, including the acreage required to meet the target at build-out, is presented in **Table 5.4**.

The service area deficit of community parks is presented in **Figure 5.10**.

Table 5.4 – Current and Target Level of Service for Community Parks

Existing Acreage	591.15
Developed Acreage	267.24
Current LOS* (Developed)	1.89 Acres/ 1,000 Population
Target LOS**	3 Acres/ 1,000 Population
Target Acreage at Build-Out	1,050
Acreage to Acquire to meet Target	458.85

Existing acreage is 56.3% of the target for build-out conditions.

*Population Estimate of 141,550 as of August 1, 2014.

**Build-out Population estimated at 350,000.

Recommendations

Land Acquisition

Frisco’s current and future LOS indicates a need for approximately 460 additional acres of land for community parks. In order to address these needs, additional community park land is recommended in the northern and eastern portion of the City. In addition to generally addressing the acreage deficit, additional community park land can help address the need for athletic and non-athletic facilities (namely baseball and soccer fields, practice space, tennis courts, lacrosse, and cricket).

Figure 5.11 depicts the location of existing community parks, as well as the general location of 3 proposed community parks.

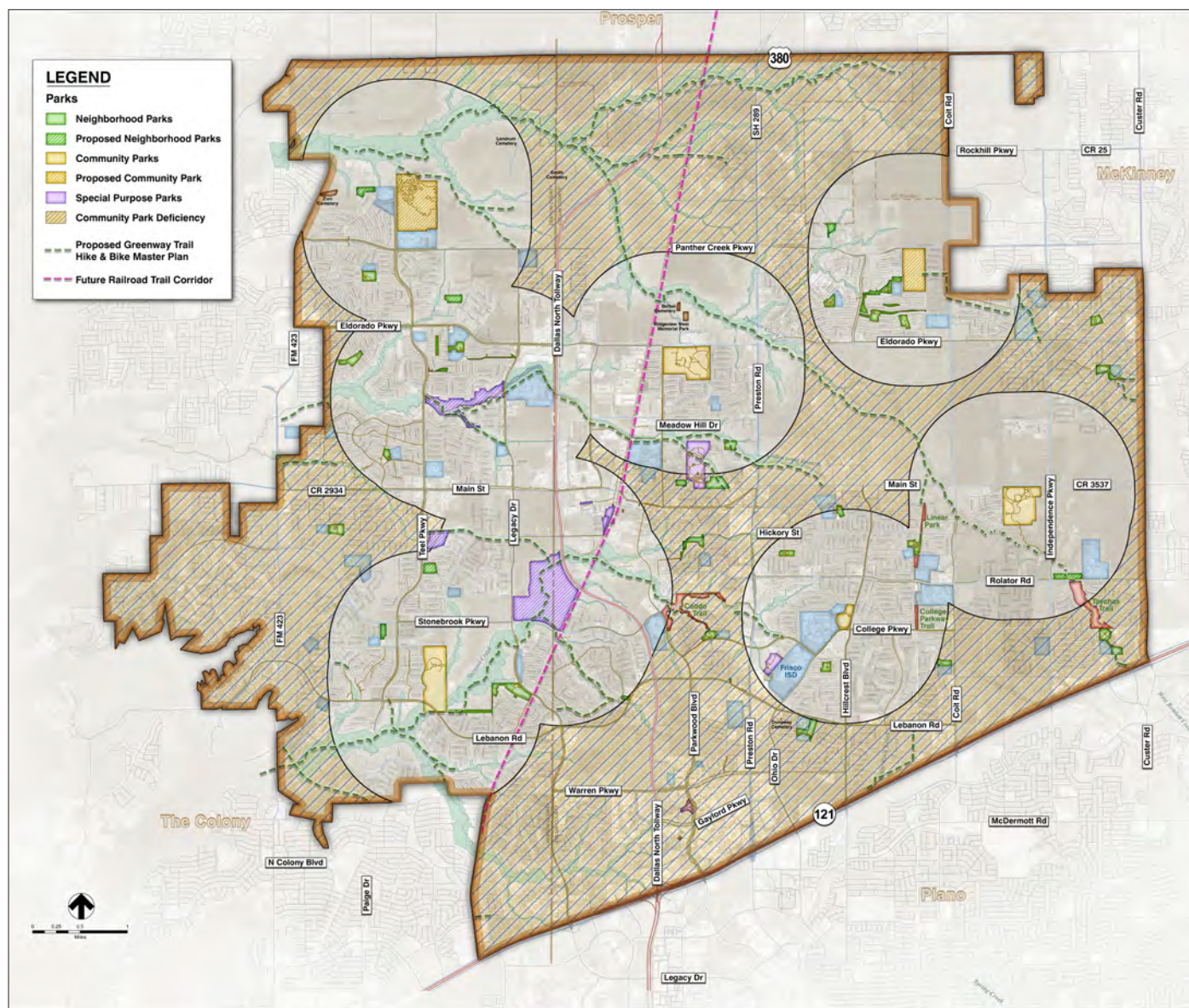


Figure 5.10 – Community Park Service Area Deficit

The hatched areas in this figure are not within one mile of a community park.

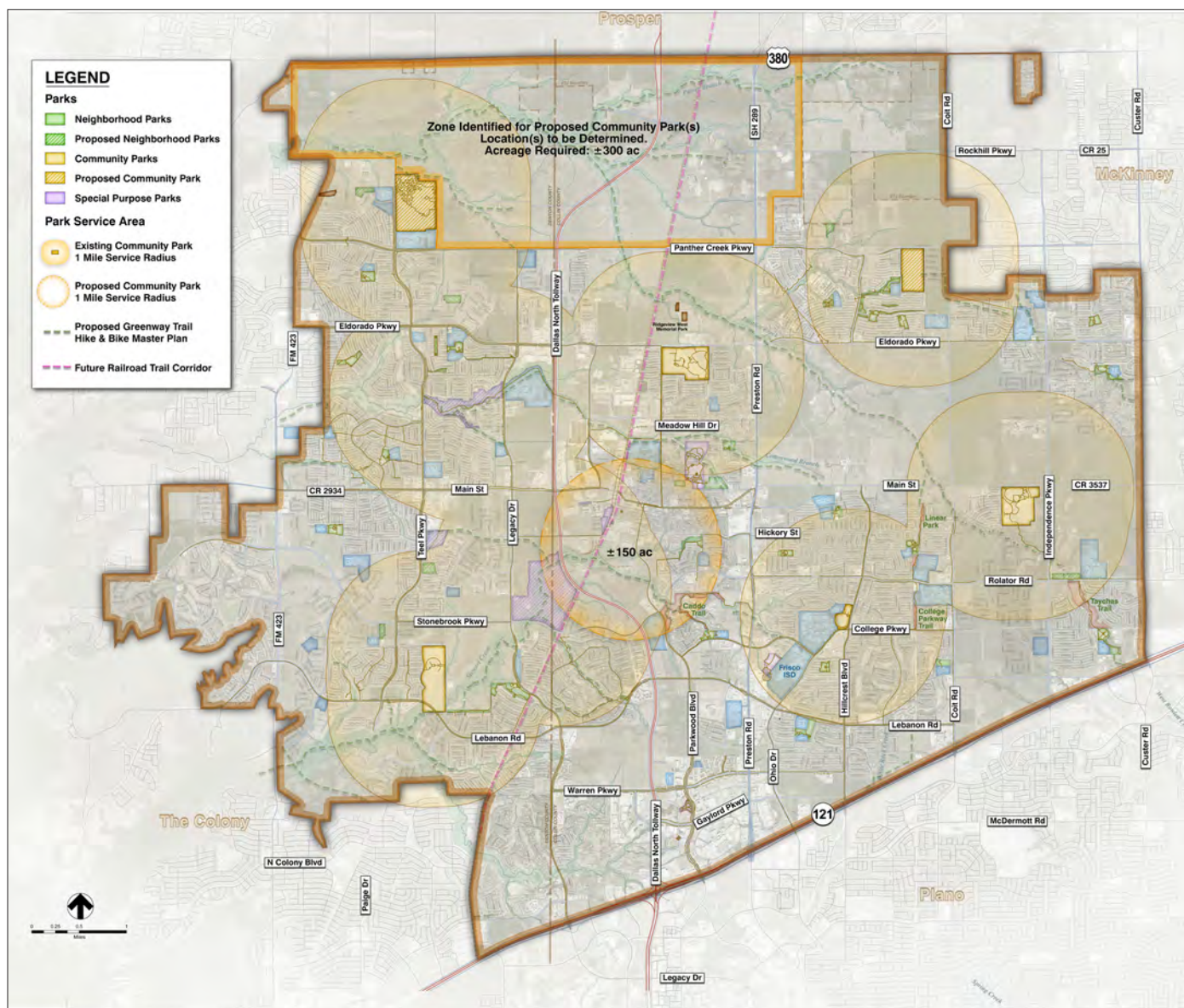


Figure 5.11– Existing & Proposed Community Parks

This figure illustrates the location of existing and proposed community parks in Frisco.

Park Development

New Community Parks - The land for two community parks are currently undeveloped. It is suggested that the city develop Northeast and Northwest Community Parks during the next 5 years.

Existing Community Parks - It is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

Community Parks Action Plan

Table 5.5 lists the action items for the community park recommendations.

Table 5.5 – Community Parks Action Items	
Action ID	Action
1	Land for New Community Parks
1.1	Acquire 450 acres of land for 3 future community parks (average of 150 acres each).
1.2	Acquire land (about 60 acres) for the extension of Northwest Community Park towards Panther Creek, in order to benefit from the creek adjacency and associated network of trails along the creek corridor.
2	Develop Community Parks
2.1	Place priority on the development of the currently undeveloped Northeast and Northwest Community Parks.
3	Existing Community Parks Improvement

Of the 450 acres needed for new community parks, an average of 306 acres are earmarked for athletic fields and associated amenities including restrooms, concession stands, parking, buffer areas, etc. The additional acreage is needed for non-athletic activities like pick-up games, walking, bird watching, or the protection of natural areas that may be acquired as part of a larger park area.

5.5

Other Parks

Frisco's Parks

Special Purpose Parks:

Ballpark Plaza

Central Park

Frisco Commons

Simpson Plaza

Teel Detention Pond

Linear Parks:

Caddo Trail

College Park Trail

Cottonwood Creek Linear Park

Taychas Trail

Stewart Creek

West Rowlett Creek Linear Park

Large Urban Parks:

Grand Park

Recreational Facilities:

Frisco Athletic Center

Senior Center

Frisco Heritage Center

The “Other Parks” category includes any other type of park within the City or Frisco that is not a “close-to-home” park—namely, special purpose parks, greenbelts, linear parks, and large urban parks.

Classification

Detailed development guidelines have not been created for parks in the “other parks” category, as the design of each park is unique to its context and purpose.

Special Purpose Parks

Special purpose parks are provided in order to meet a specific need or take advantage of a unique opportunity. The design of these parks—including size, layout, and parking—is determined by the need for which the park is provided. The land allocated for the use of indoor recreation facilities may also be considered under the special purpose park category. Central Park has elements that celebrate the history of Frisco and is a good example of a special purpose parks.

In Frisco, the purpose of many special purpose parks is to provide the opportunity for passive and low intensity recreation including hiking, picnicking, free play, with large areas of natural and un-programmed space in the park.

Greenbelts & Linear Parks

Linear Parks and Greenbelts are typically associated with linear features including creeks, utility easements, railroads and even roads in some cases. Such parks usually do not provide many amenities other than trails and their support facilities (such as benches, picnic tables, and interpretive signage). When associated with creek corridors, park and trail development should be sensitive to prevent impacts on floodplains and stream banks. Parking is typically unnecessary unless a trailhead exists within the Linear Parks or Greenbelt. West Rowlett Creek Linear Park is a good example of such a park in Frisco.

Large Urban Park

A large park with sports fields is typically referred to as a community park. In Frisco, a large park without sport fields is referred to as Large Urban Parks. The specific park facilities, amenities and programming depend on the intended use of the park. Currently, Grand Park is Frisco’s only large urban park.

Inventory

Frisco has six special purpose parks that provide alternative recreational functions such as memorials, historical significance, natural environmental areas, and or places for special events. In addition, 3 areas are dedicated to the seniors, specialized indoor athletics, and the heritage of Frisco. Grand Park is categorized as a large urban park. The Grand Park's master plan includes a range of programmed areas such as a large open space festival area, performance stage for concerts and events, kids play areas, wetlands and natural ares, and large lake for water recreation. Six parks are considered to be linear parks. (See **Appendix 5.1: Table A5-3**)

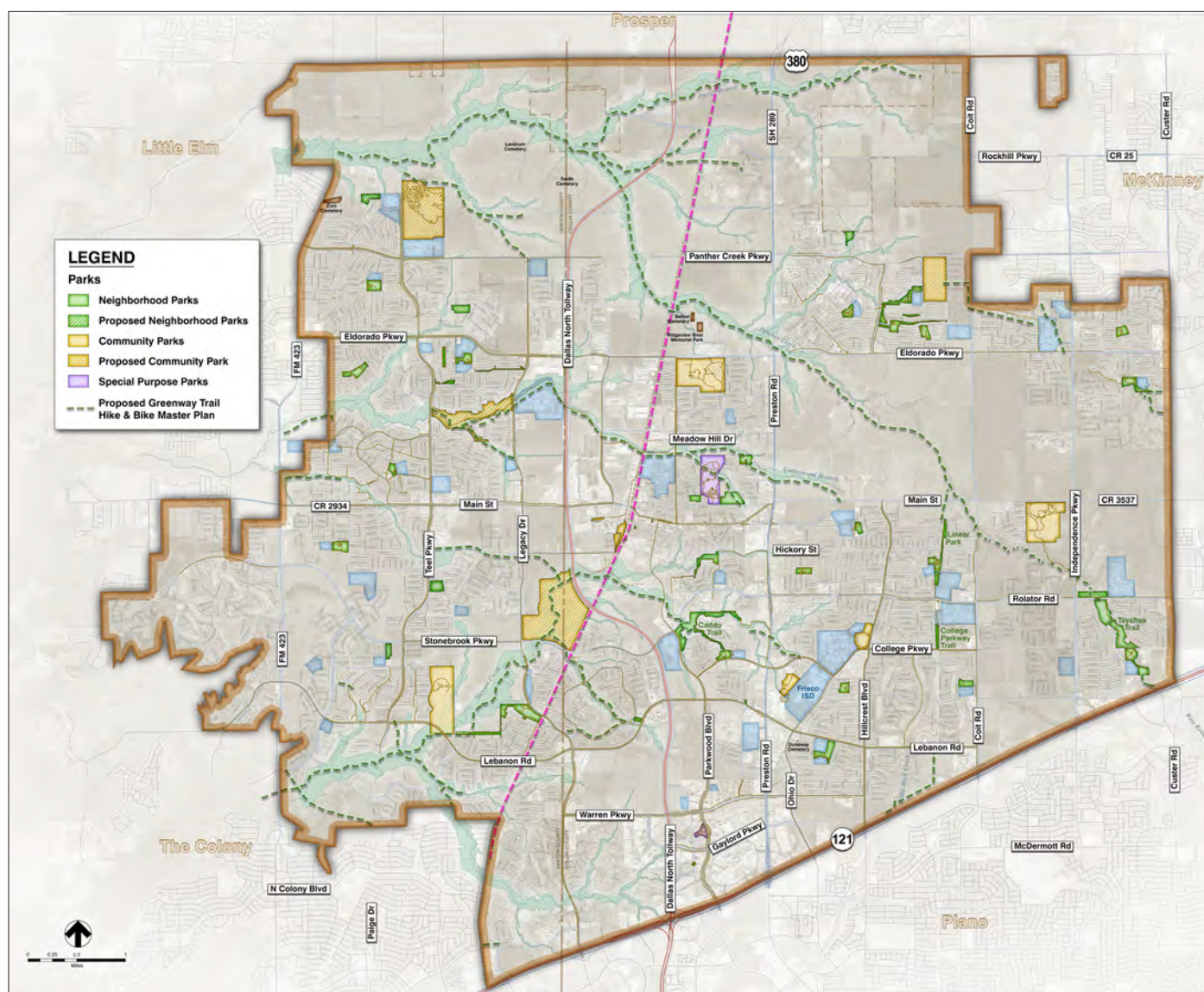


Figure 5.12– Other Existing Parks

This figure illustrates the location and spatial distribution of special purpose parks and regional parks in Frisco.

Needs Assessment

In addition to citizen input, needs for other parks are determined by analyzing level of service (LOS) for park acreage. Park service area does not apply to the “Other Parks” category.

Acreage LOS

Acreage LOS is typically expressed as a per-capita figure. For example, the acreage LOS for special parks might be expressed as “X acres per 1,000 population.” A target LOS was developed for the entire “Other Parks” category. Individual TLOS were not developed for each of the types of parks that comprise this category because the need for such park land is variable. This TLOS is reflective of Frisco’s desire to improve the current LOS in order to preserve open space and to accommodate the need for linear parks.

- *The target LOS (TLOS) for special purpose parks in Frisco is established at 7 acres/1,000 population.*

Table 5.6 – Current and Target Level of Service for Other Parks

Existing Acreage	909.00
Current LOS*	6.55 Acres/1,000 Population
Target LOS**	7 Acres/1,000 Population
Target Acreage at Build-Out	2450.00
Acreage to Acquire to meet Target	1,541.00
Existing acreage is 37.1% of the target for build-out conditions.	
*Population Estimate of 141,550 as of August 1, 2014.	
**Build-out Population estimated at 350,000.	

Needs Assessment Results

The current and target level of service for “other parks”, including the acreage required to meet the target at build-out, is presented in **Table 5.6**. As park service area is not a significant consideration for Other Park types, there is not a need to perform a service area deficit analysis such as was performed for neighborhood and community parks.

Recommendations

Land Acquisition

The provision of new special purpose parks, greenbelts, linear parks, and open space preserves/nature areas is largely dependent on specific needs and opportunities. It is impossible to accurately forecast all of the needs for parks of these types for this reason. The recommendations for new parks of these types are therefore broad, except where specific, immediate needs have been identified.

Special Purpose Parks

Special purpose parks are provided in order to meet specific needs or to take advantage of specific opportunities. The size, location, and character of land acquired for parks of this type will depend on the park's intended purpose. Many special-purpose recreational facilities can be provided on existing park land. However, some may require the acquisition of additional land in order to accommodate the facility's size or site requirements. Specialty facilities may include water spray parks, skate parks, and dog parks. These specialty facilities could be developed as stand-alone special purpose parks.

Natural Areas, Linear Parks & Greenbelts

One of the top priorities for the Frisco community is the protection of natural areas and wildlife habitat. Other than unique and well preserved prairieland, natural areas are generally found along the various creeks within the city. Such land does not need development other than simple access for people to enjoy the beauty of nature. Access is typically by means of paved or unpaved trails, which is another top priority expressed by the community.





It is recommended that the City acquire or otherwise ensure the protection of key pieces of natural open space along creek corridors for use as greenbelts, trails and wildlife corridors. In general, the City should target land that is along a planned trail corridor or that has unique ecological value.

Protection of Creek Corridors

An essential element of securing the protection of creek corridors is to protect the 100-year floodplain calculated at build-out conditions, and to establish creek buffers of 75-feet measured from the edge of the floodplain to allow for the migration of the creek alignment over time, slope stabilization, and to provide for adequate maintenance access. The available floodplain edge in Frisco constitutes about 30 miles (along 15 miles of creeks) and at 75-feet wide constitutes between 275 acres. Acquiring this land has not been included in the calculations of land acquisition for the next 5-years.

Development of Parks and Amenities

New Parks and Amenities - It is recommended to place priority on the currently undeveloped Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks. Categorized as a large urban park, the process is already underway and funding has been allocated for the development of Grand Park. With trails being one of the top priorities for the community, it is recommended that the city develop 3 miles of trails every year.

Existing Parks and Amenities - It is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.



Other Parks Action Items

Table 5.7 lists the action items for the other parks recommendations.

Table 5.7 – Other Parks Action Items	
Action ID	Action
1	Land for new Open Space and Parks
1.1	Acquire land to make provision for trail heads and trail gateways as will be determined by the future Trails Master Plan.
1.2	Ensure the protection of the public access to all floodplains within the city. More than 1,500 acres of floodplain land is available for protection along Panther Creek, Cottonwood Branch, and Stewart Creek alone.
1.3	Establish a creek buffer of 75-feet measured from the edge of the 100-year floodplain to allow for the migration of the creek alignment over time, slope stabilization, and to provide for adequate maintenance access.
1.4	Ensure the protection of the cultural and historic context associated with the historic component of Bethel Cemetery, specifically between the cemetery and Panther Creek.
1.5	Prepare a Natural Resource Survey to determine the existence of prairieland worthy of protection and areas with nature tree cover; acquire such land to ensure protection for future generations.
2	Develop Open Space and Parks
2.1	Place priority on the development of the currently undeveloped Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks.
2.2	Develop an average of 3 miles of trails every year.
3	Existing Park Improvement
3.1	Repair and replace existing facilities regularly.



5.6

Mixed-Use Development

Mixed-Use Urban Developments

With the population growth of Frisco it is expected that many areas will develop much denser than single family residential developments. Not only is this a factor of the need to accommodate more people, but also that many people choose to live in dense urban places with all the amenities that they offer. Countrywide the trend is to create mixed-use places that contain residential, office, and retail. However such places have potentially many issues and the challenge is to provide adequate parks and recreation facilities and amenities in these areas.

The potential issues of living conditions in mixed-use areas are described as follows:

- The square footage of homes are typically smaller than most free standing houses
- Individual homes, apartments or lofts, usually do not have either front or back yards
- Living and playing areas are more cramped than in single family homes
- Little access to physical activity or play areas
- Many residents are dog owners, which has the potential to be a health issue
- People do not necessarily live within $\frac{1}{4}$ mile of a neighborhood park as is the goal with most residents in the city
- No standards for parks in mixed-use areas have as yet evolved

Specific recommended actions to address these issues from a parks and recreation perspective are:

- Provide walkable and easy access to play space for physical activity
- Provide easy access to passive areas for shade and seating, that is walkable
- Provide easy access to trails that is within walking distance
- Provide dog parks
- To off-set denser development, provide many small areas throughout the community at the same or higher standards as neighborhood parks
- Use open space to define “sense of place” for the community
- Incorporate open space as a “quality of life” essential



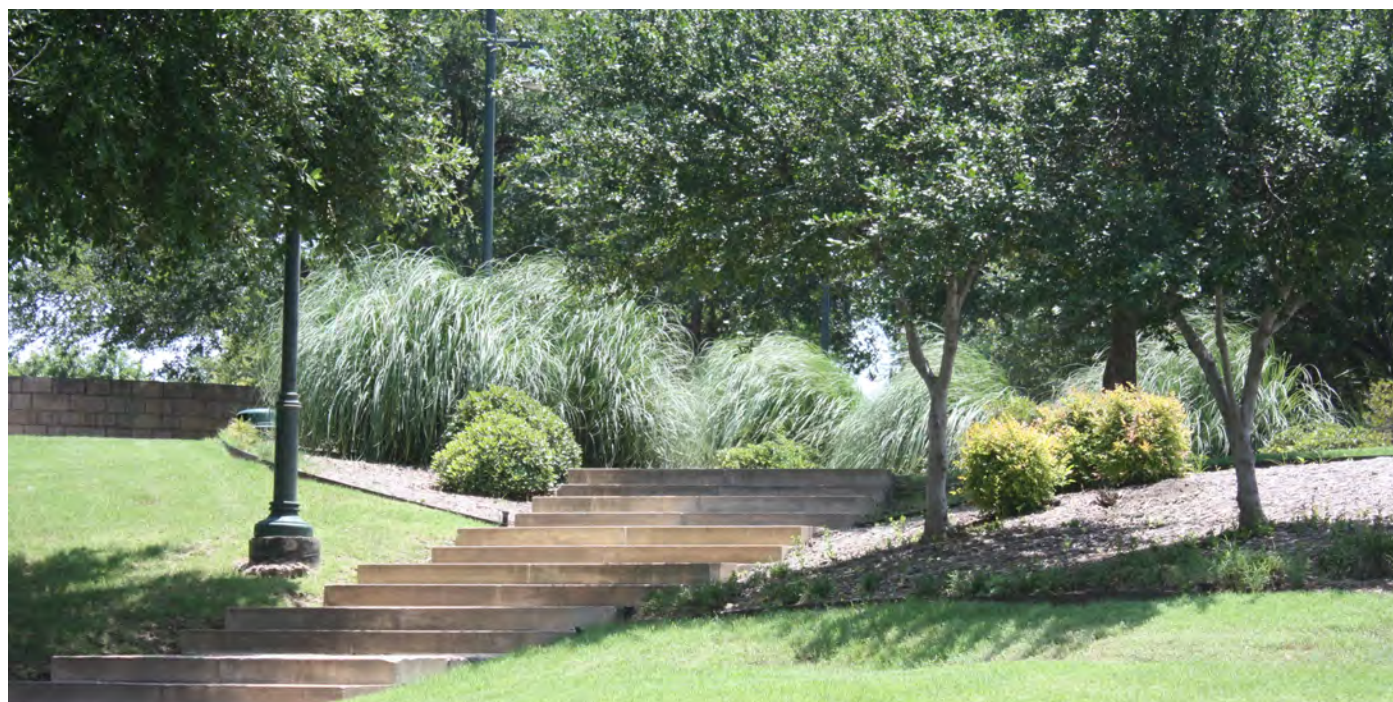
In addition to improved living conditions and quality of life for mixed-use residents, the outcome of these actions will also benefit the bottom line of developers. For that reason it is suggested that public/private/partnerships be considered as a strategy to implement these actions.

In order to ensure that these mixed-use developments provides adequately for parks and open space, it is suggested that a standard be set of 2 acres per 1,000 residents, within the confounds of any particular mixed-use development, or expressed in terms of units either as 2 acres per 400 living units, or 1 acre per 200 living units.

Table 5.8 – Level of Service for Mixed-Use Development Open Space

Target LOS*	2 Acres/1,000 Population 2 Acres/400 Living Units 1 Acre/200 Living Units
Target Acreage at Build-Out	Factor of Mixed-use Development Population

*Within the confounds of a mixed-use development



5.7

Access to Parks and Open Space

Ensuring people's physical and visual access to parks and open space is an essential component of how parks, open space and natural areas are perceived and experienced within the city. This is typically achieved with single loaded roads adjacent to parks and open space. From a visual point of view, single loaded roads support the visibility of parks including informal surveillance of park user activity; and physically single loaded roads provide easy and direct access for both park users and emergency vehicles. The implication of single loaded roads is that no development (residential or otherwise) back up to parks and open space, including creeks and natural areas.

The visibility of creek corridors not only creates an imprint of their existence on people's minds, but is also a factor in their protection. Seeing natural areas leads to their appreciation which in turn make people care about such areas, and caring leads to people supporting their protection.





5.8

Summary of Parks and Open Space LOS and Needs Assessment

Table 5.10 describes a summary of the need for additional park acreage in Frisco. The table reflects an overall increase of parkland LOS from 10.71 acres per 1,000 (current LOS) to 11.50 acres per 1,000 (target LOS).

Table 5.9 – Total Level of Service for all Parks in Frisco

Type	Existing Acreage	Current LOS/ 1,000	Target LOS/ 1,000	Total Target Acres	Acres Needed
Neighborhood Parks	311	2.24	1.5	525	214
Community Parks	267 (Dev)	1.89	3.00	1,050	783
Special Purpose, Linear, & Regional Parks	909	6.55	7.00	2,450	1,541
Total	1,487	10.68	11.50	4,025	2,538

Table 5.11 describes how the additional land can be acquired based on what is geographically achievable.

Table 5.10 – Achievable Park Acreage Land

Geographic Based Level of Service - Achievable

Type	Number of Parks	Average Acres/ Park	Total Acreage Achievable	Acres Needed
Neighborhood Parks	29	8	232	214
Community Parks	3	150	450	459
Northwest Community Park extension	-	-	62	
Total Acreage Achievable	-	-	744	673
Additional Linear Parks - Achievable by means of Floodplains				
		Acreage	Rounded	
Panther Creek		1,077	1,080	
Cottonwood Branch		133	135	
Stewart Creek		196	200	
Total Floodplain Land Achievable		1,406	1,415	1,541
Total Achievable			2,159	2,538

FRISCO PARKS & RECREATION

OPEN SPACE MASTER PLAN



6 - ATHLETICS

APRIL 2016

6.1

Introduction

Parks, recreation, and cultural assets are truly the “soul of the community!”

The City of Frisco, Texas and its Parks and Recreation Department (PARD), over the past 15 years, have done an excellent job of keeping a balance between rapid population development and the available park assets. At this juncture the city has approximately 12.75 acres of park land per 1,000 residents. While it is true that only 4.9 acres per 1,000 residents is developed it is often the open space that is most difficult to acquire.

It would appear from all indicators that the slowing of the rapid development is likely to end and the new challenge will be to obtain lands that will be, at minimum, suitable in quantity and quality to develop additional athletic facilities and related amenities. Some of these facilities may be incorporated into the community and neighborhood parks but even there, adequate visitor support facilities such as parking, restrooms, concessions and related features will need to be included. This effort will come at a premium due to developer competition.

The value of parks as an economic, environmental, and equitable benefit cannot be understated. Whether it is recruitment of business, citizens, or their retention the parks are as important as the schools and the jobs. Parks, recreation and cultural assets are truly the “soul of the community!”



6.2

National Trends in Sports Activities

The youth is primarily motivated by fun.

For adults, sports are mostly goal focused, specifically for health and fitness benefits.

Much of this data is provided by the Sport and Fitness Industry Association (SFIA). They conduct approximately 20,000 phone interviews to determine age 6+, participation and frequency for 120 sports and activities. Generally half of the interviews are with individuals and the other half are households. Oversampling is done to account for ethnic and racial differences. The data used was collected in 2013 and reported in the spring of 2014. Findings of significance for Frisco include the following:

Motivation for Sports

Data from ages 8 up through adulthood, showed youth motivated primarily by fun; but fun was completely absent as a motivator for adults.

To keep youth and teens committed to sports, fun must be a key component:

- Youth (92%) are motivated to start sports because they are fun, and Teens (88%) are motivated to start sports because they are fun.

Motivations to continue place equal importance on fun:

- Youth (90%) and Teens (84%) citing fun as the number one motivator to continue in sports.

As adults, sports shift from something that provides fun and becomes more goal-focused, specifically around health and fitness goals. The top 5 motivators for adults are all health and fitness related:

1. To improve my overall health (89%)
2. To maintain my overall health (88%)
3. To improve my fitness (88%)
4. To maintain my fitness (86%)
5. Because I thought I'd feel better (85%)

Motivators that indicated any sort of "fun" were much lower on the list of overall motivators:

- For the excitement of an event (27%)
- To spend time with other people (36%)
- To see/experience new things (37%)

Trends by Age Groups

Parents influence youth

- As parents become more active (i.e., number of sports activities in which parents participate), the motivation for Youth and Teens to start participating “because it’s important to his/her family” increases as well.
- Families with active parents have youth and teens in more sports. In fact, as the number of parent activities increases, so does the percent of families with youth and teens participating in two or more activities.

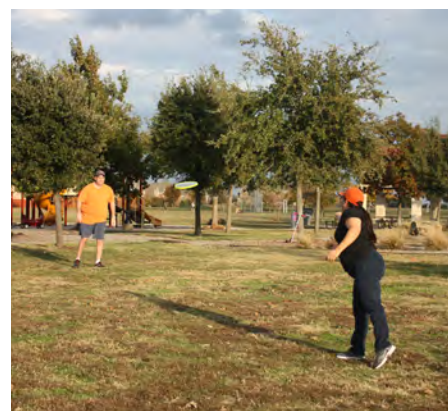
Youth and Teens

- “Gen Z” or those born between 2000 and 2008 dominate the team sports category. These 6 to 14 year olds are also significant participants in outdoor and individual sports.
- As youth transition to teens, social issues become more important with “friends don’t play” increasing as a motivator to quit a sport.
- As teens move into adulthood, life’s pressures become more of a motivator to quit sports.

Adults

- Active adults (age 18 - 24) are pressured by cost and other priorities: 67% quit due to other priorities, and 43% quit because it became too expensive.
- General population adults (age 18 - 24) are also pressured as key motivators to quit sports: 68% by other priorities and 62% by cost.
- Active adults ages (25 – 44) quit sports as well during the career/ family / kid years; 80% quitting due to other priorities.
- Participation in group sports remains similar overall to previous years.
- Individual sports and team sports show some declines overall with racquet sports, outdoor sports, water sports and fitness sports continuing at similar levels to previous years.

Generation Z - born between 2000 and 2008 - are significant participants in outdoor and individual sports.





Inactivity Levels

The overall levels of inactivity have decreased marginally in the last 12 months from 28.0% of Americans age six and older to 27.6%. Inactivity had been increasing each year since 2008.

- There are an estimated 80.2 million people who are inactive which is still higher than the number in 2011. If these people became moderately active it would save over 16 Billion dollars annually in medical costs.

Inactivity by age shows some interesting trends:

- The 13 to 17 age group has continued to become more inactive.
- Ages 25 to 34 is also trending that way.
- All of the age groups older than 45 have shown an increase in activity, so the active message is getting across to the older age groups.



Activity Participation

Top 15 Activities in 2013 (participants in 1,000)

More than 115 million Americans (37% of the US population) walk for fitness.

Based on SFIA's survey interviews the following activities are the top 15 in participation rates. These numbers are in the thousands so there are 117,351,000 Americans walking for fitness. That is 37.2 % of the US population. If the 80,300,000 inactive residents are omitted from the calculation 49.7% of active residents are "Walking for Fitness." This listing is dominated by adult fitness activities in part because of the participation levels by those 45 and older.

The first two activities on this list were also selected by Frisco residents in the master plan survey. Almost 80% of respondents indicated that they run, walk, jog, or hike on Frisco's existing trails. As Frisco grows and ages out over the next ten year there will be more demand for facilities that support these activities.

Note: AAG = Average Annual Growth.

Table 6.1 - USA Top 15 Activities Participation

Definition ¹	Level of Participation	2013 Participation ²	5-year AAG
1 - Walking for Fitness			
Total	1+ times	117,351	1.3%
CORE ³	50+ times	79,813	0.8%
2 - Running -Jogging			
Total	1+ times	54,188	5.7%
CORE	50+ times	29,843	4.7%
3 - Treadmill			
Total	1+ times	48,166	-0.6%
CORE	50+ times	26,419	-1.5%
4 - Free Weights (Hand weights) under 15 lbs.			
Total	1+ times	43,164	-
CORE	50+ times	25,689	-
5 - Bicycling (Road/Paved Surface)			
Total	1+ times	40,888	1.2%
CORE	26+ times	21,417	0.8%
6 - Fishing (Freshwater/Other)			
Total	1+ times	37,796	-2.1%
CORE	8+ times	17,729	-4.7%

¹Order based on 1+ times participation per 1,000 population

²First year of data

³Ratio of frequency over time participating

Table 6.1 - USA Top 15 Activities Participation

Definition ¹	Level of Participation	2013 Participation ²	5-year AAG
7 - Weight Resistance Machine			
Total	1+ times	36,267	-1.3%
CORE	50+ times	21,410	-2.3%
8 - Stretching			
Total	1+ times	36,202	0.0%
CORE	50+ times	26,484	-1.1%
9 - Hiking (Day)			
Total	1+ times	34,378	2.0%
10 - Free Weights (Dumbbells) over 15 lbs.			
Total	1+ times	32,209	-
CORE	50+ times	20,564	-
11 - Camping Within 1/4 Mile of Vehicle/Home			
Total	1+ times	29,269	-2.0%
12 - Elliptical Motion Trainer			
Total	1+ times	27,119	2.3%
CORE	50+ times	13,673	1.1%
13- Swimming For Fitness			
Total	1+ times	26,354	10.7%
CORE	50+ times	9,442	12.6%
14 - Free Weights (Barbells)			
Total	1+ times	25,641	-0.1%
CORE	50+ times	16,028	-1.5%
15 - Home Gym Exercise			
Total	1+ times	25,514	0.3%
CORE	50+ times	15,090	-1.0%

¹Order based on 1+ times participation per 1,000 population

²First year of data

³Ratio of frequency over time participating

Team Sports Participation

The following Table shows the national participation rates for the key team sports in the US. They are presented alphabetically. Note the variance in the definition of core participation. For Baseball, participating 13 or more times rates as a core player. For Tackle Football the core participation rate is 26 times or more. The fifth column lists the percentage of the US population. Based on the Frisco Participation data, Frisco has participation rates that are similar to the national average. The Frisco numbers do not include school activities, which the national numbers do. Thus many of the sports may have higher rates of participation than the national average. On the other hand the Frisco numbers may include non-Frisco residents and the number of duplicates from two seasons is not deducted from the Frisco participation calculations.

Table 6.2 - USA Team Sports Participation

Sport	Level of Participation	Participation in 1,000	5-year AAG	% US pop.	Frisco Part. %
Baseball					
Total	1+ times	13,284	-3.0%	4.20%	2.3%
Core	13+ times	9,083	-3.5%	2.87%	
Basketball					
Total	1+ times	23,669	-1.9%	7.49%	
Core	13+ times	16,671	-1.3%	5.27%	
Cheerleading					
Total	1+ times	3,235	0.3%	1.02%	0.8%
Core	26+ times	1,566	-3.9%	0.50%	
Field Hockey					
Total	1+ times	1,474	5.9%	0.47%	
Core	8+ times	747	6.0%	0.24%	
Football (Flag)					
Total	1+ times	5,610	-5.1	1.77%	
Core	13+ times	2,797	-3.3%	0.88%	
Football (Touch)					
Total	1+ times	7,140	-7.3%	2.26%	
Core	13+ times	3,188	-5.5%	1.01%	
Football (Tackle)					
Total	1+ times	6,165	-4.6%	1.95%	1.1%
Core	26+ times	3,564	-3.3%	1.13%	
Lacrosse					
Total	1+ times	1,813	10.8%	0.57%	0.3%
Core	13+ times	899	7.6%	0.28%	

*First year of data

Table 6.2 - USA Team Sports Participation

Sport	Level of Participation	Participation in 1,000	5-year AAG	% US pop.	Frisco Part. %
Soccer (Indoor)					
Total	1+ times	4,803	1.5%	1.52%	
Core	13+ times	2,836	2.8%	0.90%	
Soccer (Outdoor)					
Total	1+ times	12,726	-1.8%	4.03%	6.8%
Core	26+ times	6,194	-0.7%	1.96%	
Tennis					
Total	1+ times	17,678	0.0%	5.59%	
Softball (Fast-Pitch)					
Total	1+ times	2,498	1.6%	0.79%	1.0%
Core	26+ times	1,381	2.0%	0.44%	
Softball (Slow-Pitch)					
Total	1+ times	6,868	-6.6%	2.17%	2.8%
Core	13+ times	4,183	-6.8%	1.32%	
Track and Field					
Total	1+ times	4,071	-2.4%	1.29%	
Core	26+ times	2,263	-1.9%	0.72%	
Ultimate Frisbee					
Total	1+ times	5,077	2.7%	1.61%	
Core	13+ times	1,363	0.5%	0.43%	
Volleyball (Beach/Sand)					
Total	1+ times	4,769	3.6%	1.51%	
Core	13+ times	1,509	5.0%	0.48%	
Volleyball (Court)					
Total	1+ times	6,433	-3.2%	2.03%	
Core	13+ times	3,718	-3.2%	1.18%	

*First year of data

6.3

Frisco Specific Data

Frequency of Use for Frisco Athletic Fields

Question 5b of the City of Frisco Park and Recreation Needs Assessment Study (Citizen Survey) addresses the frequency of use for Frisco Athletic Fields. See **Appendix 3.2**

Table 6.3 - Frequency of Use for Frisco Athletic Fields

Sport and Age Group	Twice a week for two seasons	Twice a week for one season	Once a week for one season	At least six times per year	At least once per year	Never
Baseball age 6 and under	5.2%	2.6%	3.4%	2.6%	2.2%	84.1
Baseball age 7 to 9	6.0	5.2	2.6	0.4	0.9	84.9
Baseball age 10 to 12	4.7	1.7	2.2	0.0	1.7	89.7
Baseball age 13 and over	3.4	1.7	0.9	0.4	1.3	92.2
Youth softball all ages	2.2	2.6	0.9	0.4	0.9	93.1
Adult softball	0.9	2.6	0.9	0.4	1.3	87.9
Soccer age 6 and under	11.2	6.9	6.9	1.3	1.7	72.0
Soccer age 7 to 10	14.7	5.6	2.2	1.7	0.4	75.4
Soccer age 11 and over	10.8	3.4	3.4	0.4	0.9	81.0
Football all ages	6.9	5.6	7.3	0.0	2.2	78.0
Cheer all ages	2.2	2.6	3.0	0.9	1.3	90.1
Lacrosse all ages	2.2	0.9	1.3	0.4	0.4	94.8
Cricket all ages	1.3	0.4	2.6	0.9	1.3	93.5

Notes: 1. Youth soccer has the highest participation rate among these athletic events (red)
2. 238 Households of 569 Respondents answered these questions

Although the responses to these questions were low it presents a reasonably accurate picture of the use of the fields for all participants. The last column, “Never”, shows the inverse of the percentage that used a facility at least once or more during the year. No distinction is made between participants and spectators.

Frisco’s Growth and Projections

In the past two decades Frisco has grown rapidly with service needs for all categories. Whether or not the pace of development recovers from the recession and proceeds to build-out as rapidly as before is a function of varied projections.

Key Projection data

The data provided have been extrapolated primarily from the 2013 Frisco I.S.D. Demographic Update Report.

Current School Population

See **Appendix 6.2: Frisco Student Population Growth.**

- Frisco I.S.D. had 8.08% of its student population in Kindergarten last fall.
- In the fall, 2006, Frisco I.S.D. had 11.04% of its population in Kindergarten.
- This trend is causing enrollment at several elementary schools to flatten, or even decline, and overall growth to slow significantly.
- Additionally, the proportion of students in the secondary grades is likely to be higher than in the past.



Housing and Parks

- In the first half of this year (2013), in the City of Frisco, MLS home sales were up 25% compared to the first half of 2012.
- The District will continue to add higher density housing because the four cities comprising F.I.S.D. have a philosophy of new urbanism. For the next ten years, 56% of all new housing units will be multifamily.
- Looking to the future, it is expected that 21,096 Single Family (SF) will be added over 10 years within all four cities, along with 26,576 higher density, mainly Multi Family (MF) units. By build-out, another 13,416 SF will be added and also 9,995 more MF units.
- Almost 35 square miles within F.I.S.D. is built-out, and another 9 square miles is actively building out.
- Almost 5 square miles is under park/recreational uses.
- 24 square miles is undeveloped, but with potential to develop (3.8 square miles is in the flood plain).
- Three owners' properties, comprising 14% of the Frisco I.S.D., have not been developed. This creates potential for significant impact depending on the character of the development, when and if it occurs.



Student/Housing Ratios

- The weighted average throughout the District was 0.76 students per single-family home.
- In multifamily apartment complexes, the weighted average throughout the District was 0.27 students per apartment unit.

Student Projections

- Using a ratio of 0.76 for 34,512 SF and 0.27 for 36,571 MF, which are today's ratios, then the student projections yields 25,884 students added to new single-family units and 9,874 students added to apartments and other higher density units with a total of 35,758 future students.
- At this time, there are 45,995 students expected by the PEIMS snapshot data at the end of October, 2012. Thus, 81,753 students are expected at build-out.
- In the fall of 2003, 60% of the student population was in grades EE-5, with 20% in high school.
- For the fall of 2013, 51% of the student population is elementary school aged and 25% is high school aged.



Economics

- F.I.S.D. had only 12.03% of enrolled students who were eligible for the free/reduced price lunch program in 2012-13, the lowest among all Texas school districts.
- This measure has become an important factor that new parents use when deciding where to purchase a new home – placing Frisco I.S.D. as a district perceived to have strong quality of life characteristics.
- Often, as districts mature, the number of apartments begins to increase. Examples include Richardson (57.88%) and Plano with 27.35% disadvantaged students.
- But, as these multi-family facilities age, then the low ratio of students per unit in these apartments will likely become much higher ratios.

Employment

- Employment trends are stable and recovering after the recession.

Most Likely Growth Scenario – The Most-Likely Growth projections series shows:

- A projected annual increase of an average 3,158 students per year over the next five years;
- An additional increase of an average 1,915 students projected annually in the last five years of the projection period;

- By Fall 2018, Frisco I.S.D. could have a projected enrollment of 61,714 students;
- By Fall 2023, Frisco I.S.D. could have a total of 71,289 students; and
- Annual growth rates could range from 7.26% to 2.41%.

The Likely Growth Scenario assumes:

- Unemployment rates remain at 5% to 5.8% in the Frisco I.S.D.;
- A greater proportion of young students move to the District;
- Availability of very low interest-rate mortgages are made available;
- Net increases of students in all existing apartments will occur during the ten-year projection period;
- The growth of new housing (due to a continued slow economic recovery) will result in an increase in the ratios of students per home;
- The slight increase in immigrants entering the Dallas region will remain stable;
- Interest rates do not increase by more than 2% over current levels for the next three years; and
- National and world events will not accelerate to create external influences.

Athletic Field Assessment

Youth Sports Considerations

Analytic Assumptions for Athletic Participation

- Residents are defined as those residing within the Frisco I.S.D. boundaries.
- Practice field needs were not analyzed through participation as were the game fields.
- The current field use patterns have not been changed. They reflect athletic field configuration for the fall of 2012/3 registration and use.
- The primary time frame is the next ten years.
- This report focuses on the “Likely” student projection.





Youth and high school sports are declining nationally; the SFIA Participation Rate Survey found no team sports in the top ten list of activities.

Assessment Factors

Rain delays - The only adjustment that was necessary was for the rain delays of Postponements. Due to the drought in 2009-2011, the rainfall for pre drought periods was included. This resulted in a factor of 0.87. When multiplied by the hours of field access, the result was a reduction off 3 to 4 hours depending on the type of field. The summary page for Frisco precipitation is located in **Appendix 6.1**.

Growth of student population - Frisco's policies provide for participation among youth in the Frisco School District, which is larger than the school-age population of Frisco. It is thus important to note that the Frisco School District expects schools to grow to 70,000 + students by 2023, but also expects to reach 81,000 students at build out. The 11,000 or so students will not significantly increase the demand for youth facilities in Frisco beyond the 2023 projections. An analysis of the growth of student population and potential participation over five and ten year periods are provided in **Appendix 6.2: Frisco Student Population Growth**.

Athletics participation - The level of existing and projected participation in athletics is defined in **Appendix 6.3: Athletics Participation**. Reflecting youth activities for the most part, the table defines the current (2013) participation, 5-Year projected participation, and 10-year projected participation.

Recreation trends - Of greater concern is the trend data. Nationally, youth and high school sports are declining. This is attributed to the pay-for-play approach of many state and local departments. As money becomes tighter, the cost of maintenance is seen as an avoidable expense. Efforts are made to charge the participants for part of the cost and it is affecting the utilization rates. For the first time in its history the Participation Rate Survey conducted by the Sport and Fitness Industry Association found no team sports in the top ten list of activities. Basketball was rated the highest at 14.

Other factors - What impact will the concussion data have on sports field utilization? Nationally women's soccer rank's third in impactful concussions behind boy's tackle football and ice hockey. Will there be a shift to other team sports? Are swimming, tennis, golf, track and field the team sports of the future, requiring different concepts of youth sports? Are activities such as running and biking, hiking, climbing, etc. the future activities demanding space and facilities?

Adult Sports

For generations the pattern in recreational activities has been that what youth do for recreation they will do when they are adults. Although there are some variations on this theme such as softball as a substitute for baseball and flag football as a substitute for tackle football the pattern tends to hold. For example the number of Core golfers is declining in part due to the fact that few baby boomers played golf when young. As the population in Frisco ages there will be an increasing interest among adults for sports that recall the “Glory Days.” This will be true for both men and women. Adult Softball is currently popular but Frisco should expect an increasing interest in Soccer, Flag football, volleyball, basketball, tennis, and even new sports like kickball and cricket. These activities will primarily begin with the 25 to 44 age group but are likely to extend to older adults with some modification of the rules.

What youth do for recreation, they will do when they are adults.

The following table shows the type of Adult Sports that are offered by Frisco’s peers.

Table 6.4 - Adult Sports Offered by Peer Agencies

Aurora, CO	Cary, NC	Chandler, AZ	Gilbert, AZ	Plano, TX	Round Rock, TX
Softball	Softball	Softball	Softball	Softball	Softball
Tennis	Tennis	Tennis	Tennis	Tennis	Basketball
Volleyball	Basketball	Basketball	Basketball	Flag Football	Flag Football
Kickball	Volleyball	Flag Football	Flag Football	Baseball	Kickball
Raquetball	Kickball	Volleyball	Soccer		
Badminton	Pickle Ball	Equestrian	Hockey		
			Ice Skating		
			Track and Field		

6.4 Athletic Field Analysis

Athletic Field Supply

Frisco currently has 21 diamonds:

- 14 Youth baseball;
- 3 Girls Fast Pitch softball; and
- 4 Adult softball (also used for T-Ball);
- 5 Baseball diamonds are currently under construction; 4 will serve the 9 through 12 age groups, and one is for 13 and up.

There are also 55 rectangular game fields used for games only.

- 45 Soccer fields in the various age group sizes;
- 5 Lacrosse fields for the spring;
- 4 Football fields for the fall; and
- 1 Cricket Pitch
- Since practices are not allowed on rectangular game fields there are also 194 practice fields (turf spaces, mostly 75’ by 150’ with no lights).

The current demand (2014) for game fields is the baseline for the assessment. For a detailed listing of Frisco’s supply of athletic fields, see **Appendix 6.4**.

Athletic Fields Needs

The following tables describe the future athletic fields needs in Frisco.





Table 6.5 - Future Athletic Field Needs

Facilities based on size and user groups	Existing number of fields (including those under construction)	Current Need for Additional fields (2014)	Additional Demand by 2023 (pop. of 280,000)	Additional Demand at Build-out (pop. of 350,000)
Baseball/Softball				
Diamond fields - Youth 7-8	3	2 field deficit	2	2
Diamond fields - Youth 9-12	11	0	0	3
Diamond fields - Regulation, 13 and up	2	1 field deficit	1	1
Adult Softball	4	1 field deficit	4	5
Girls' Softball	3	1 field deficit	3	3
Miracle Field	1	0	0	0
Softball/Baseball Subtotal	24	5	10	14
Rectangular Fields				
Soccer				
U6 Fields	13	0	0	0
U8 Fields	18	0	2	4
Regulation Fields	2	1	3	5
Subtotal Game Fields	33	1	5	9
Football ³	4	0	2	2
Cricket	1	0	3	2
Subtotal Rectangular Fields	38	1	10	13
Practice Fields	194 Fields	0	23 - 75'x150'	20
Rectangular Fields				
Total Agerage (diamonds and rectangular fields including associated amenities and improvemnts)				
¹ The estimated average includes restrooms, concession stands, parking, buffer areas, etc.				
² Adult softball fields are not lighted. Thus the four nights of play are subject to seasonal changes. Lighting the fields would reduce the number needed.				
³ There are 6 football/lacrosse fields, two of which are used for soccer when in season				
⁴ Cricket popularity is trending up. Its sustainability is fueled by increase in ethnic population familiar with Cricket. Plano projects 12 Pitches at build-out.				
⁵ This assumes one team per field per weeknight				
Note: All calculations are predicated on continued development of and sustainable maintenance of natural turf fields.				

Total Fields Needed including Existing	Additional fields needed at build-out (demand minus existing)	Rough estimate of average acreage needed per field ¹	Need for fields and Amenities translated in acreage	Higher acres per field	Higher need for additional acreage at build-out
9	6	5 acres/diamond	30 acres	7 acres	42 acres
14	3	5 acres/diamond	15 acres	7 acres	21 acres
5	3	5 acres/diamond	15 acres	7 acres	21 acres
14 ²	10	5 acres/diamond	50 acres	7 acres	70 acres
10	7	5 acres/diamond	35 acres	7 acres	49 acres
1	0	5 acres/diamond	0	7 acres	0
53	29		145 acres		203 acres
13	0	0.5 acres	0	0	0
24	6	5 acres	30 acres	7 acres	42 acres
11	9	5 acres	45 acres	7 acres	63 acres
48	15		75 acres		105 acres
8	4	5 acres	20 acres	7 acres	28 acres
6 ⁴	5	7 acres	35 acres	9 acres	45 acres
62	24		130 acres		178 acres
237 Fields ⁵	43	2.5 acres	108 acres	3 acres	129 acres
		Subtotal	238 acres		307 acres
			383 acres		510 acres

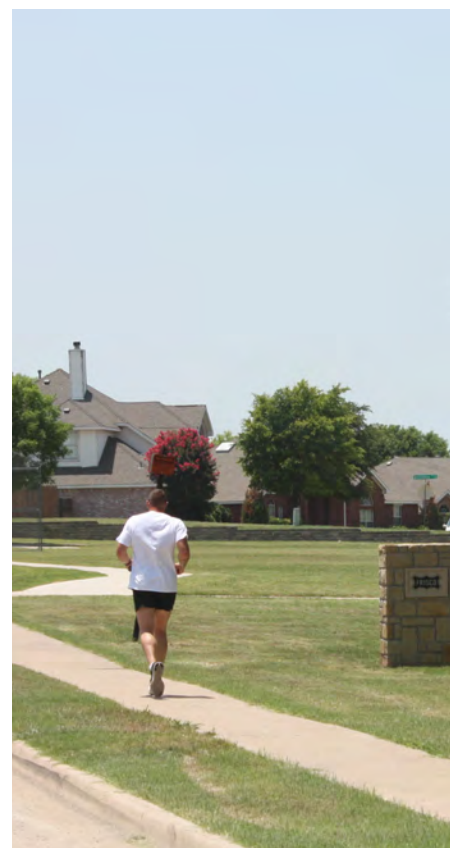
Summary

The following table represents a summary of the need for additional fields and associated acreage.

Table 6.6 - Future Athletic Needs Field Summary

Facilities based on size and user groups	Existing number of fields	Additional fields needed at build-out (demand minus existing)	Need for fields and Amenities translated in acreage	Higher need for additional acreage at build-out
Baseball/Softball	24	29	145 acres	203 acres
Soccer	33	15	75 acres	105 acres
Football	4	4	20 acres	28 acres
Cricket	1	5	35 acres	45 acres
Practice Fields	194	43	108 acres	129 acres
Total			383 acres	510 acres
Average Number of Acres Needed at Build-out				447 acres
Total Existing (buildable land) Acres				138 acres
Total New Acres Needed for Athletic Fields ¹				306 acres

¹The number of acres account for all future athletic fields and associated amenities including restrooms, concession stands, parking, buffer areas, etc.; it does not include areas that can be used for non-athletic activities like pick-up games, walking, bird watching, or the protection of natural areas that may be acquired as part of a larger park area.



6.5

Recommendations

1. Joint Use Agreement

Joint Use Agreement between Parks and Schools for use of school grounds and buildings after-hours

Athletic field use for youth is predicated on the Frisco School District. The I.S.D. is larger than the City of Frisco. The Frisco PARD policy is to consider all youth in the I.S.D. to be residents for purposes of participating in sports. This is considered a best practice because it allows youth to transfer the relationships they develop in school to their recreational activities.

Because of this relationship between the schools and the PARD the Consultants strongly recommend that the City develop a Joint Use Agreement that will:

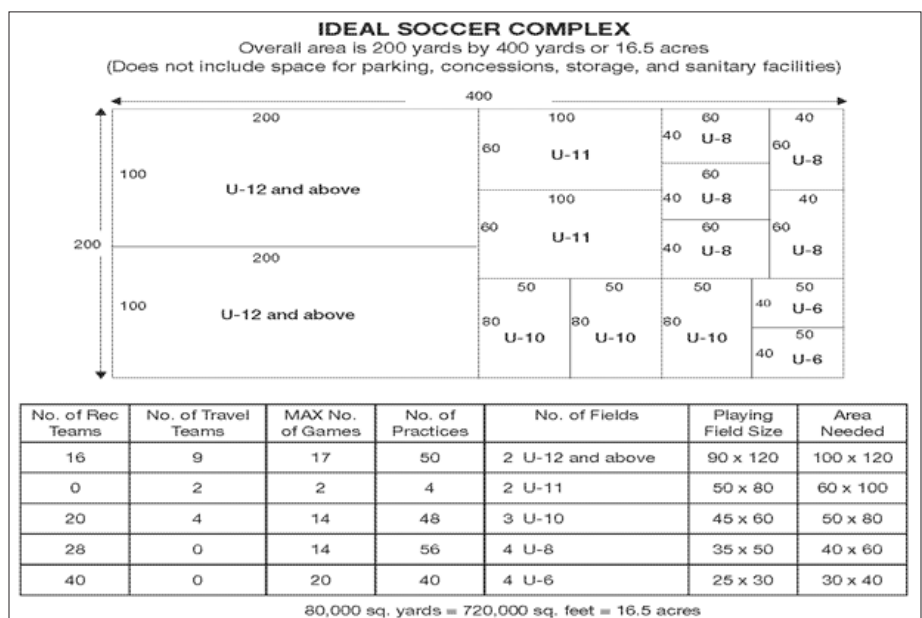
- Allow the PARD programs to use school grounds in evenings for practices and games;
- Use of Gyms for basketball and volleyball; and
- Perhaps use other spaces for classes and programs.

Note: The cost of added insurance, if needed, or increased maintenance in exchange for use, is more than offset by avoiding the acquisition and development costs of new parks and the opportunity cost of lost tax revenues from private development.

2. Athletic Facilities

Figure 6.1 - The Ideal Soccer Complex

This chart is an example of ideal dimensions of a soccer complex.



2.1 Build the Largest and Most Flexible Facilities

When developing Diamonds or Rectangular Fields build the largest fields possible and then divide the fields as needed. For example, Figure 6.1 shows an area of 200 by 400 yards with multiple fields configured within the boundaries, and adequate space for safe play and spectating on each field.

2.2 Amenities

Include all appropriate amenities when developing Athletic facilities. Of importance are off-street parking, restrooms, bleachers, concessions, fencing, walkways, warning tracks, scoring areas, dugouts and equipment/material storage. Speakers and Amplifiers should be included for games that will be announced.

2.3 Diamonds

Baseball and softball diamonds can accommodate both games and practices because the impact on any given part of the field is minimal except around the bases. However, the provision of batting cages can allow one team to use the field while another is taking batting practice.

2.4 Rectangular Sports Fields

Fields can easily be overused. Even the best fields can only accommodate 30 hours of play per week maximum. This should not be exceeded because it results in more rapid field deterioration. These fields cost 10 to 15 thousand dollars annually to maintain properly.

2.5 Practice Fields

Build and designate practice fields for sports using rectangular fields. These practice fields can be developed for much less money, use more hardy and tolerant species of grass; don't need to be lighted or irrigated; and cost at least 75% less annually to maintain. If strategically located they can be used as Open Play Areas available to renters of picnic shelters.

2.6 Synthetic Turf Fields

Synthetic turf fields are not always the answer to the demand for field space. This may be particularly true in hot climates such

as Frisco's. Generally an irrigation system is necessary to keep the field temperature down. However, the fields are available 24/7 and can be configured for any sport. If maintenance at 30 hours of use per week is inadequate Synthetic turf should be considered as a lower cost alternative.

2.7 Convention and Visitor Bureau Use

In recent years the City of Frisco Convention and Visitors Bureau (CVB) has used Frisco athletic fields for hosting tournaments. The consultants recommend either of two options:

1. Going forward these tournaments should only take place during league scheduled openings so local teams schedules are not interrupted. Further all such events should limit local (teams that will not use hotel rooms) participation to less than 25% of the tournament participants. This will optimize the revenues from the event and keep the local teams whole for their season; and
2. If Frisco is intent upon competing for market share in the tournament business The consultants recommend the development of a specifically designed tournament complex built with Synthetic surfaces to accommodate both diamond and rectangular field uses. Such fields could be rented to local teams to improve the ROI on the investment.

3. Diamond Fields

3.1 U6 Tee Ball/Coach Pitch

This group uses the 4 Adult softball fields on Wednesday evenings and all day on Saturdays.

Recommendation 3.1 - The projected increase in Adult Softball fields should provide adequate fields for any foreseeable increase in Participation through build out.

3.2 7 & 8 year-olds

There are currently 3 fields for this age group. On the basis of demand there is a current need for 2 more fields; demand for an additional 2 fields by 2023; and another 2 fields by build-out; thus 6 additional fields, for a total of 9 fields provided at build-

out. This will require a minimum of 30 to 42 acres for the fields and the amenities.

Recommendation 3.2 - At a cost of \$100,000 per acre, land cost can be expected to be \$3 million to \$4.2 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$250,000 each.

3.3 9 to 12 year-olds

This age group has 9 fields currently and 4 more are under construction. The 12 fields should be sufficient through 2023 but an additional 3 fields will be needed by build-out for a total of 15 fields.

Recommendation 3.3 - The three additional fields will require 15 to 21 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$1.5 million to \$2.1 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$300,000 each.

3.4 Regulation diamonds 13 year-old and up

This age group has 2 fields currently and 1 more is under construction. There will be a need for 1 additional field by 2023, and another 1 field by build-out; thus a total of 2 additional fields.

Recommendation 3.4 - The two additional fields will require 10 to 14 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$1 million to \$1.4 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$300,000 each.

3.5 Youth Softball (Fast Pitch)

The girl's fast-pitch softball league uses three fields. On the basis of demand they are currently in need of 1 additional field; will need 3 more by 2023 and 3 additional by build-out. Although participation is declining the percentage of participation is likely to remain the same, meaning growth to build out when a total of 10 fields will be needed. However, should participation drop in future years, it is relatively easy to renovate these fields for baseball.

Recommendation 3.5 - The 7 additional fields will require 35 to 49 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$3.5 million and \$4.9 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$300,000 each.

3.6 Adult Softball

The four adult softball fields are not lighted. The consultants recommend lighting these fields. This should eliminate the current deficit and reduce the future need to 5 additional fields at build-out, a total of 9 fields. However, assuming that neither the current fields nor the future fields will be lighted an additional 10 fields will be needed by build-out.

Recommendation 3.6 - The 10 additional fields will require 50 to 70 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$5 million to \$7 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$300,000 each.

4. Rectangular Fields

4.1 U6 Soccer

This group has the largest number of participants and 13 fields for their use. Their demand has the greatest capacity for hours of field use.

Recommendation 4.1 - There is no indication the numbers for this age group will ever utilize the current capacity or the estimated capacity for build-out.

4.2 U8 to U12 Soccer

Despite having 21 fields the demand for fields will be in short supply by 2023. By 2023 at least two more game fields will be needed with an additional 4 fields by build out, a total of 6 new fields

Recommendation 4.2 - The 6 additional fields will require 30 to 42 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected

to be \$3 million and \$4.2 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$200,000 each.

4.3 Regulation Soccer Fields

As mentioned earlier it is more cost effective to build regulation or larger fields and divide them into smaller fields as warranted. Frisco PARD has done a fair amount of that development already and going forward all of the fields should be planned for that development and use. There are currently 2 regulation fields that are not divided into smaller fields. The demand for rectangular fields is increasing with a deficit of 1 field currently, and 3 more fields needed by 2023. By build-out another 5 fields are needed to accommodate adult usage. Data from all the benchmark peers shows an increase in adult participation as their children reach the middle-school years and older. It is anticipated that this group, many of whom grew up playing soccer will show interest in a recreational adult league.

Recommendation 4.3 - The 9 additional fields will require 45 to 63 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$4.5 million to \$6.3 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$200,000 each.

4.4 Practice Fields

The practice fields are an important part of skill development and learning to play well. A focus on practice fields will reduce the number of fields needed and the amount of land to be acquired. There are currently 194, which with the current practice times; rule of one practice per week; and two teams to a field is currently an excess of need. By 2023, 23 more practice fields will be needed and an additional 20 will be needed by build-out. Amenities are less but off-street parking can be essential in small neighborhood parks.

Recommendation 4.4 - The 43 additional practice spaces will require 107.5 to 129 acres of useable space. At a cost of \$100,000 per acre, land cost can be expected to be \$10.75 million to \$12.9 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$60,000 each.

4.5 Football Fields

There are currently four football fields. The participation has been dropping and the end may not be in sight due to issues surrounding concussions. Nationally, many of the players have gone to flag football or lacrosse. The same may happen in Frisco. The consultants are recommending development of 4 additional football fields although they may be used for something other than tackle football.

Recommendation 4.5 - The 4 additional fields will require 20 to 28 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$2 million to \$2.8 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$200,000 each.

4.6 Lacrosse Fields

Lacrosse currently has 5 fields two of which are dedicated primarily to Varsity and Jr. Varsity, HS lacrosse club use. The high schools are likely to eventually add Lacrosse as a recognized sport. That should free up the two existing fields that they use. Still, 2 more fields will be needed by 2023 and 3 additional to build-out for a total of 10 fields.

Recommendation 4.6 - The 5 additional fields will require 25 to 35 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$2.5 million and \$3.5 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$200,000 each.

4.7 Cricket Pitches

There is a growing interest in the game of cricket in Frisco and the north Dallas area. The only good data available on cricket is from Plano, Texas. They are anticipating the need for 12 Cricket Pitches by build-out at 290,000. Since the geographic area tends to draw nationality and ethnic groups that play Cricket it seems that Frisco should anticipate the need for at least 6 Pitches at build-out. One field is currently available for cricket in Frisco. Note that Cricket field dimensions are not standardized.

Recommendation 4.7 - The 5 additional fields will require 35 to 45 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected

to be \$3.5 million and \$4.5 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$200,000 each.

5. Additional Opportunities

The City of Frisco like its peers and cities across the nation will find an increasing interest in adult athletic activities. There are a number of activities trending toward the adult segment of the population. This is particularly true of those adults 44 years and older. The following activities are not limited to adults, but should be give consideration as Frisco faces the next Ten years of growth and change.

5.1 Tennis Club

Three of the peers have invested in tennis facilities and have contractors operating them as an enterprise fund. Cary, North Carolina has a tennis club that is an enterprise fund and breaks even or better in its operation. Lessons, tournaments, and court rentals for all ages has created a climate of success. Many youth in this program have gotten scholarships to college and some are in the professional circuit. Building a tennis complex that is operated by a contractor can provide residents a social and fitness setting with costs covered by the users.

Recommendation 5.1 - Conduct a feasibility study to determine the potential for a Tennis Club in Frisco - \$30,000.

5.2 Track and Field

An activity for all ages and skill levels track and field requires little investment. Access to school tracks would be the best option but it is worth considering the development of a track with accommodations for field events that can be made available to all. A strong Track and Field program with some associated facilities could be a means to be the best in Texas and provide a fitness outlet for other athletes in Frisco and the region.

Recommendation 5.2 - Assess the interest in a youth and masters Track and Field Club that could be run by the members themselves. If the interest exists and access to existing tracks is not available investigate adding a track to an existing Football Field.

5.3 *Neighborhood and Community parks*

Recommendation 5.3 - consider the following:

- Outdoor fitness courses
- Trails for jogging and running
- Spray grounds with filters and recycled water
- The creation of ponds for irrigation, fishing and environmental study piers.

5.4 *Outdoor Aquatics*

Outdoor swimming for fitness and recreation (not competition)

Recommendation 5.4 - Outdoor swimming pools for both fitness swimming and as a recreational pool



FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



7 - RECREATION FACILITIES

APRIL 2016

7.1 Introduction

Quality-of-Life facilities is important for recruitment of businesses & families

The City of Frisco, Texas has provided the highest quality of life facilities during its explosive growth over the last 10-15 years. This includes facilities for recreation and wellness, aquatics, and senior adult areas of recreation.

As noted in Chapter 6 Introduction, the value of quality-of-life facilities in cities is an important consideration for recruitment of businesses and families. In this regard, Frisco is to be commended for its foresight and willingness to stay “ahead of the curve” for its citizens.

This chapter provides an overview of the inventory of city facilities for recreation/wellness as well as senior adults and how these compare to what other cities are providing at both the national and local level.

7.2 Facility Assessment

Indoor Recreation & Senior Centers function as year round facilities for health, wellness and social interactions for all ages in the community

The City of Frisco has a current indoor recreation center called the Frisco Athletic Center that has been well utilized since its opening in 2007. The City Council established a financial goal when it opened to be cost neutral in operations. Simply stated, the FAC should generate sufficient revenues through memberships and various user fees to offset operational expenses of the FAC. This goal has been successfully met since its opening. The recommendations of this report were prepared mindful of continuance of this financial goal for indoor recreation facilities.

The Senior Center has also been well utilized over the course of its existence. The original center opened to great success in 2004 and was expanded upon in 2007. The current goal of the Senior Center is to create a quality-of-life opportunity for the senior adults in the City with no consideration of covering operational center cost with fees.

Indoor Recreation/Wellness and Senior Centers serve an important function as a year round facility for health, wellness and social interactions for all ages in the community. The value of indoor facilities is highly valued in the Southwest Region of the US and particularly in the North Texas Region. Since Frisco prides itself on being at the forefront of quality-of-life amenities with its peers, the Planning Team benchmarked against both national and local cities for Levels of Service for comparative Recreation Centers and Senior Centers. These all should work together in a balanced manner for a successful and robust City.

Both the Frisco Athletic Center and the Senior Center are in very good physical condition because of their newness. Continued preventive maintenance will be needed in order to expand the useful life of both without major renovations.



7.3

Standard Comparisons

The National Recreation and Park Association (NRPA), in their publication Recreation, Park and Open Space Standards and Guidelines, edited by R. A. Lancaster sets general recommendations for recreation and park improvements. These national standards are an outdated guide in determining minimum requirements and NRPA is in the process of creating a new database of information that more accurately reflects current standards for parks.

During this transition time of not having access to an accurate database the Planning Team has benchmarked cities similar in size, growth or geographic location as illustrated below. This will then allow the City of Frisco to establish its own standards in consideration of expressed needs of the residents and the city's economic, administrative, operational, and maintenance capabilities.

Target Levels of Service for Indoor Facility



Indoor facility standards and Target Level of Service (TLOS) define the size of facilities recommended to serve each particular type of recreation need. They are expressed as the square footage of indoor facility per capita. The TLOS illustrated in the following charts is based on comparisons with cities across the nation similar in their rapid growth and size, region cities within the large DFW Metroplex, and cities that are directly adjacent to Frisco. For the purposes of the Parks and Recreation Open Space Master Plan, only indoor facilities operated by the cities were considered in the development of these TLOS values.

Target Levels of Service for Recreation Centers



As noted, the Planning Team has sought to benchmark a selection of national, regional, and adjacent cities that are comparable in growth, size, demographics and location to Frisco. The specific selection of cities is based on information readily available to the Planning Team. Benchmarks were established by developing ratios of square footage per capita for each of these cities and were based upon existing facilities and facilities planned for the near future. In instances where indoor aquatic areas were part of a recreation center, that square footage was included in the study.

National Recreation/Wellness

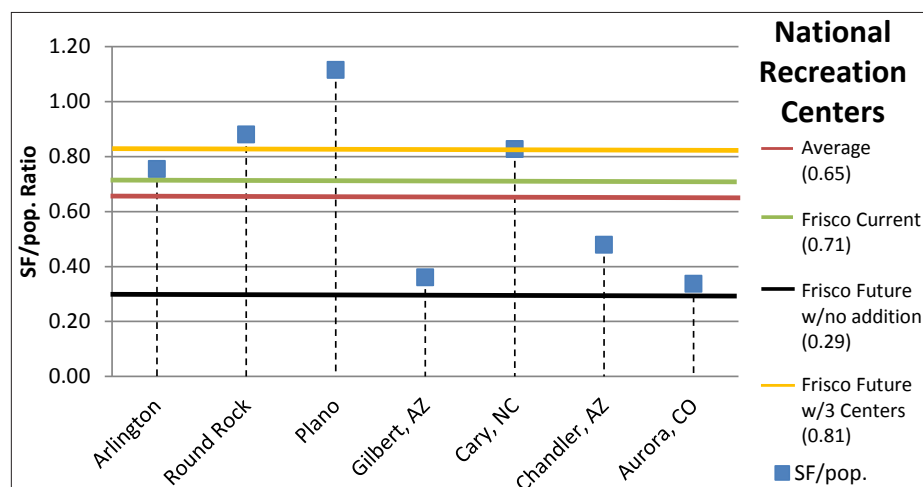


Figure 7.1 – Recreational Centers on a National Level

Figure 7.1 illustrates a recreation/wellness analysis of cities on a national level. These benchmark cities had a low range of 0.34 square feet per capita for Aurora, CO to an upper range of 1.12 square feet per capita with an average of 0.72 square feet per capita. The City of Frisco Athletic Center currently has a ratio of 0.71 square feet per capita.

Regional Recreation/Wellness

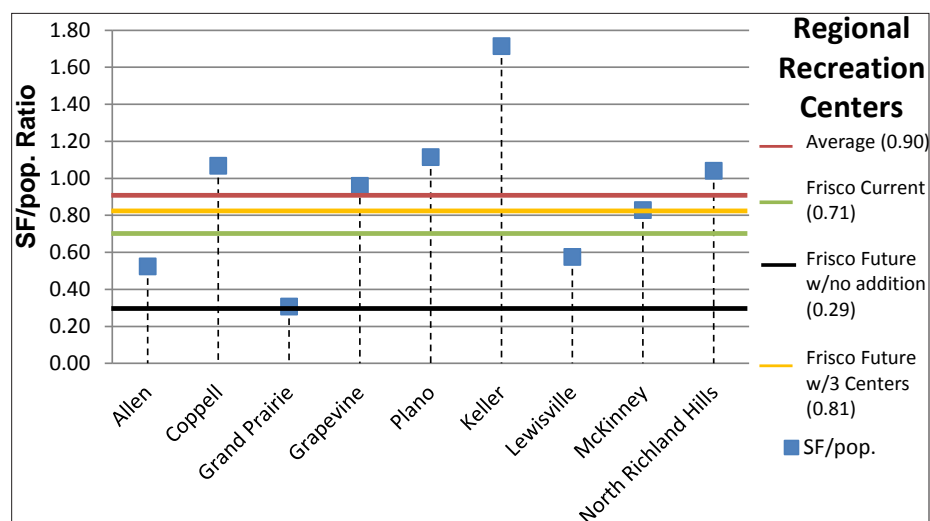


Figure 7.2 – Recreational Centers on a Regional Level

Figure 7.2 illustrates a recreation/wellness analysis of cities on a regional level. These benchmark cities had a low range of 0.52 square feet per capita for Allen to an upper range of 1.71 square feet per capita for Keller with an average of 0.90 square feet per capita. The City of Frisco currently has a ratio of 0.71 square feet per capita.

Adjacent Recreation/Wellness

Figure 7.3 – Recreational Centers in Adjacent Cities

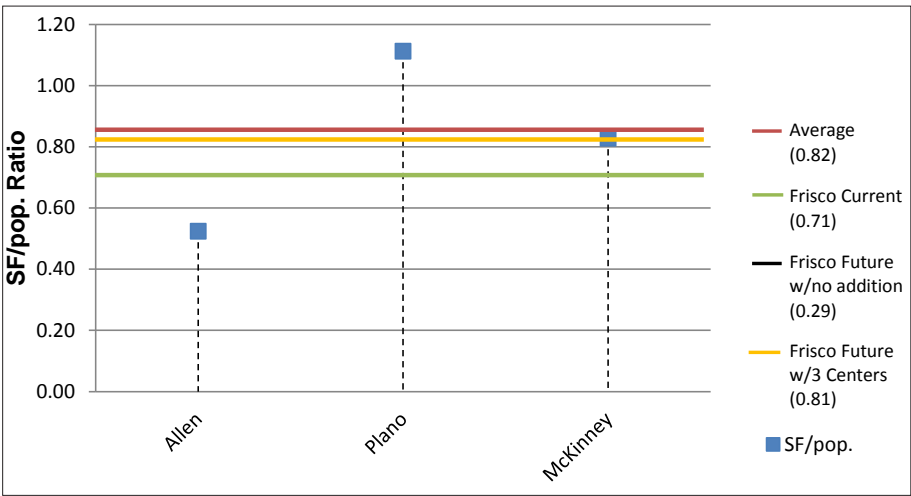


Figure 7.3 illustrates a recreation/wellness analysis of cities adjacent to Frisco. These benchmark cities had a low range of 0.52 square feet per capita for Allen to an upper range of 1.11 square feet per capita for Plano with an average of 0.82 square feet per capita. The City of Frisco currently has a ratio of 0.71 square feet per capita.



Attendance Performance Relative to Population Growth Analysis of Frisco Athletic Center (FAC)

Another method of analysis was utilized to help answer the question “was there a need for another center in Frisco?” This analysis compared average attendance at FAC over a period of years to population growth over that same period of time. In viewing the graphic chart, there starts to be a divergence of the population and average monthly attendance trend lines in the 2011 and 2012 time period. This divergence of the trend line continues to widen into the year 2014.

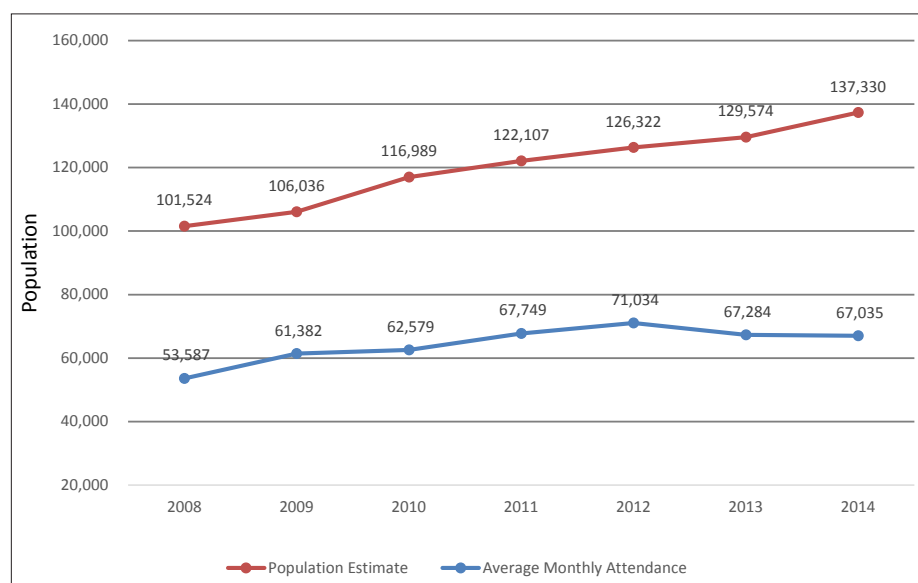


Figure 7.4 – FAC Attendance Comparison to Population Growth

This analysis suggests that the maximum capacity of the current center has been established at approximately 71,000 visits per month. It also supports the probability that a new center located in the future growth area of Frisco would attract and be supported by the new growth population not currently attending FAC.

Recreation Center TLOS Summary

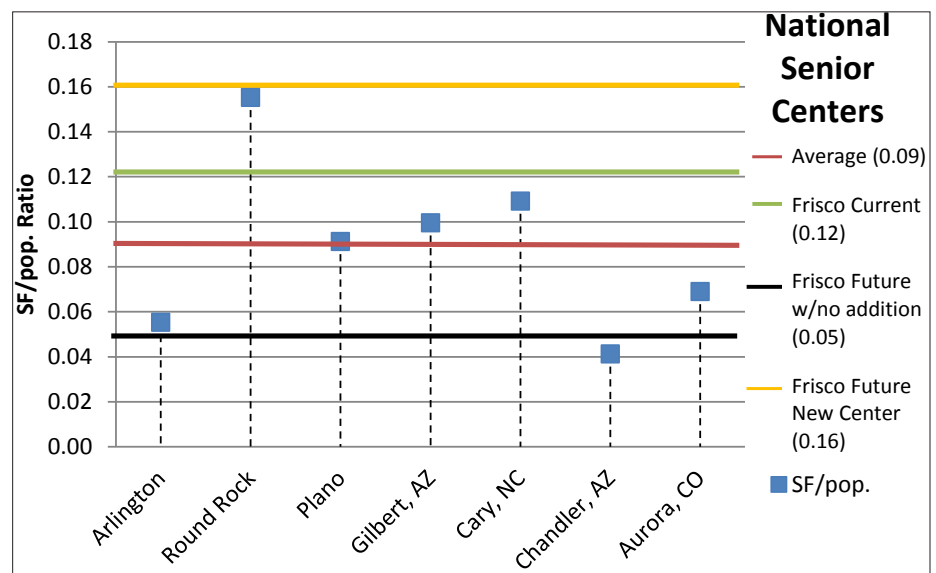
In reviewing the results on a national level, it appears cities from other regions of the U.S. do not provide the LOS for recreation/wellness centers as provided by the North Texas Region. Because of this, the Planning Team has averaged the results of regional and adjacent cities. This average, when considering a 350,000 build out population for Frisco, translates to a need of an additional 201,000 SF of facilities when combining both Recreation/Wellness and Senior Centers. This also follows the trend of Plano, which has gone through growth similar to what Frisco is currently experiencing.

Target Levels of Service for Senior Centers

There are no accepted standards in the Park and Recreation industry for recommended sizes of Senior Centers. Senior Center programs typically transition from using facilities originally designed for other uses (such as churches and large houses) until they have matured to the point of requiring centers designed specifically for their needs.

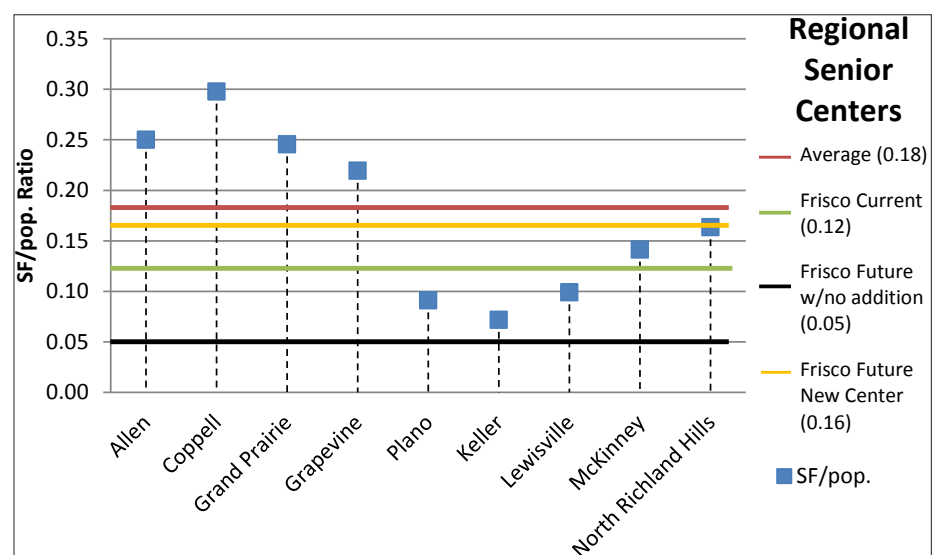
National Senior Centers

Figure 7.5 – Senior Centers on a National Level



Regional Senior Centers

Figure 7.6 – Senior Centers on a Regional Level



Adjacent Senior Centers

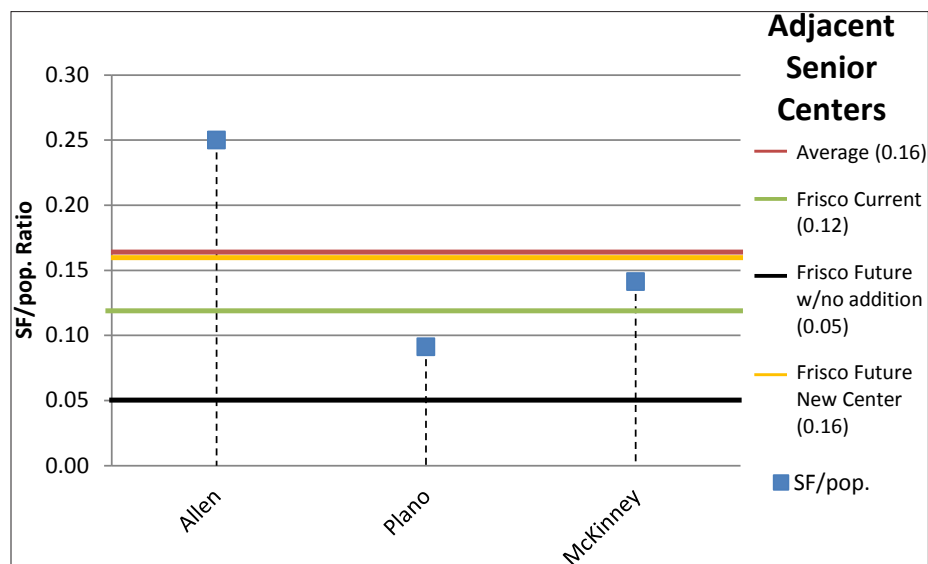


Figure 7.7 – Senior Centers in Neighboring Cities

Political versus empirical need based decisions largely drove Senior Centers in the past. Consequently, the Planning Team utilized the same benchmark methodology as was used with recreation/wellness centers.

Senior Center TLOS

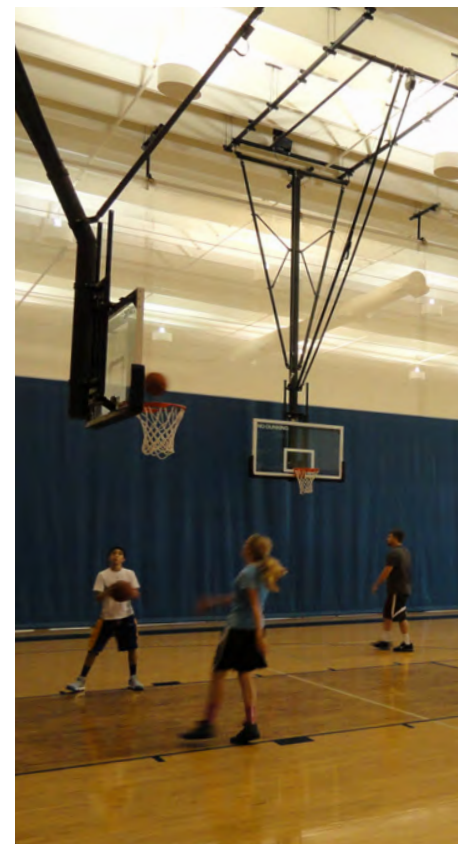
In reviewing results from this benchmarking exercise, it becomes apparent that on a national scale that the North Texas Region provides a higher TLOS than other regions of the country. Because of this the Planning Team has used the average of the Regional and Adjacent TLOS to set a target for Frisco's Senior Center. The resultant target would be 0.17 SF per capita. In comparison, Frisco currently provides 0.12 SF per capita. Using this TLOS as a goal for build-out population of 350,000 for Frisco, it would suggest a Senior Center of 59,000 SF would meet the needs at build-out.

As an increasing percentage of Frisco's population will fall into the senior category in the future, it can be expected that the demand for a diversity of programs will expand. Generally, this diversity of programs will be responding to two groups, the more physically capable seniors and the less physically capable seniors. The city should be mindful of this trend over the next 10 to 20 years to remain at the forefront of quality-of-life facilities for its older population.

Summary of Benchmark Findings

Table 7.1 provides a summary of benchmark findings

Table 7.1 - Summary of Benchmark Findings			
National Benchmarking			
Facilities	2033 Needs	Current Facilities	Balance Required
Recreation	227,500	100,000	127,500
Seniors	31,500	17,050	14,450
Regional Benchmarking			
Facilities	2033 Needs	Current Facilities	Balance Required
Recreation	315,000	100,000	215,000
Seniors	63,000	17,050	45,950
Adjacent Benchmarking			
Facilities	2033 Needs	Current Facilities	Balance Required
Recreation	287,000	100,000	187,000
Seniors	56,000	17,050	38,950
Average of Benchmarking			
Facilities	2033 Needs	Current Facilities	Balance Required
Recreation	301,000	100,000	201,000
Seniors	59,500	17,050	42,450
Note: All values expressed in square feet (SF)			



7.4 Recreation/ Wellness & Senior Center Facility Trends

Trends identified in the industry of recreation/wellness and senior center facilities, include the following:

Local and Smaller vs. Regional and Larger

This trend is a movement away from multiple smaller recreation centers to larger regional centers that are within 15-20 minutes travel time of its users.

The trend is reflective of the following facts about larger centers:

- provides for an increased diversity of programming;
- more convenient for families to recreate together;
- allows for better staff efficiency; and
- allows for a reduction in operational costs.

Combined Services

- Combining dry side recreation with indoor aquatics for wellness and leisure activities. This trend again reduces initial cost of construction development, reduces staff and maintenance cost, and provides more activity choices for its visitors.
- Combining separate senior activity areas within a large Community Center. This trend, with a distinct separate senior entrance from the center entrance, provides the desired autonomy of seniors while providing convenient access to the various opportunities in a recreation center. This includes access to items such as indoor walking track, warm water exercising and properly sized exercise areas.

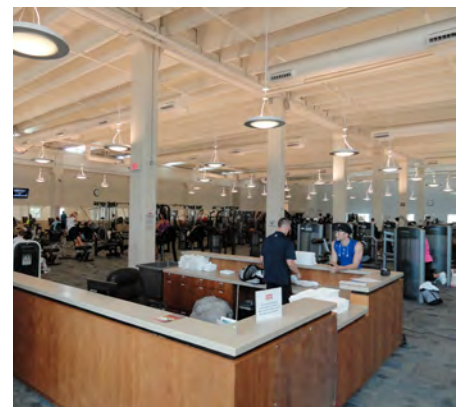
Fee Structure

There is a trend of cities that seek a higher fee structure to help offset operational costs. The Planning Team has seen this range from a 50-60% recapture rate all the way to a 100% recapture rate in the North Texas Region.

Quality of Life

University students today have elaborate recreation aquatic facilities at their disposal. This is the first generation coming out of the university that has expectations for cities to provide comparable facilities. Quality-of-Life is an important component of their job search and residence decision. These quality of life issues will influence what new centers will provide.





7.5

Recreation / Wellness Center

Recommendations Cost & Strategies

Changing Demands

Staff has identified some repurposing needs in the FAC that should be accomplished to address changing demands of center members.

Additional Recreation Facilities

The following provides reasoning for constructing additional recreation facilities:

- The Level of Service (LOS) of adjacent cities would suggest that Frisco should be planning to construct an additional recreation facility of 80-90,000 SF in the near future to maintain this Target Level of Service (TLOS).
- The leveling of growth in attendance at the FAC as it relates to population growth, would support the premise that the current recreation center is nearing capacity and a need does exist for an additional center in another region of the City that has seen extensive growth.
- A projected population for Frisco of 190,000 to 200,000 residents in the next four to five years would also indicate a sufficient population to financially support two centers if proper activity programming and facility location strategies are utilized in planning the future center.
- With the duration of a project being approximately 3 years from design to occupancy this would suggest that Frisco should consider starting the design of a second recreation center by 2017.

Prioritization for Recreation / Wellness Center Improvements

Table 7.2 - Recreation/Wellness Center Improvement Options

	Facilities	Project Cost ¹	Schedule	Comment
Short Term (0-3 years)	80,000 SF Second new Center WITH NO Aquatic	\$26,500,000 (Cost Escalated to 2019)	Finish in 2020	New Recreation/ Wellness Center should perform well financially using similar rate structure as FAC
Long Term (15-17 years)	95,000 SF Third new Center WITH Aquatic	\$32,000,000 (2014 costs, should be escalated to future date)	At +/- 300,000 Population	New Center may have new requirements by 2030 to perform well financially, based on market

¹Project costs stated as 2014 costs reference December 2014 dollars, which should be escalated forward to the midpoint of construction at an industry standard escalation rate.

Senior Center

Benchmarking

Frisco's Senior Center was benchmarked against National Peer Cities, the Regional Area, and Adjacent Municipalities to better understand what other cities were doing nationally and locally for the growing senior population.

Current Use

Frisco's current 17,050 SF Senior Center is well utilized. Some activity areas within the center are overcrowded and need expansion to maintain the level of service that is currently being provided. There are also some pockets in the center that could be repurposed to provide a more usable space by center members.

Recommended Improvements

Two possible options for improvements are deemed viable and proposed as follows:

1. A possible intermediate option to the crowding would be to expand the center with a focus on a multipurpose space for the exercising and large social activities. The Planning Team recommends an expansion of approximately 13,000 SF to be considered. This would allow the center to match square footage to population ratios that metroplex area cities are providing while planning for a larger center for sometime in the future (10-15 years). To facilitate an expansion at the current site would require some reworking of site improvements as current site offers limited areas for expansion.
2. A second option would be to build a new 30,000 SF center that could be eventually expanded to 59,000 SF. The current center would be repurposed for other City departments or uses.

*Prioritization for Senior Center Improvements***Table 7.3 - Senior Center Improvement Options**

	Facilities	Project Cost ¹	Schedule	Comment
Short Term (0-3 years)				
Option One	13,000 SF Expansion of Current Senior Center to ap- proximately 30,000 SF	\$5,100,000 (Cost Escalated to 2016)	Finish in 2017	
Option Two	30,000 SF New Facility	\$9,000,000 (Cost Escalated to 2016)	Finish in 2018	Style and finish similar to FAC
Long Term (15-17 years)				
Option One	59,000 SF New Senior Adult Center	\$18,600,000 (2014 costs should be escalated to future dates)	Finish in 2027	
Option Two	29,000 SF Expansion of current center	\$9,375,000 (2014 costs should be escalated to future dates)	Finish in 2017	

¹Project costs stated as 2014 costs reference December 2014 dollars, which should be escalated forward to the midpoint of construction at an industry standard escalation rate.

Implementation Timeline

The following figure describes the timeline for implementing the recommended improvements. Note: Frisco's population projections are based on a 5% growth per year.

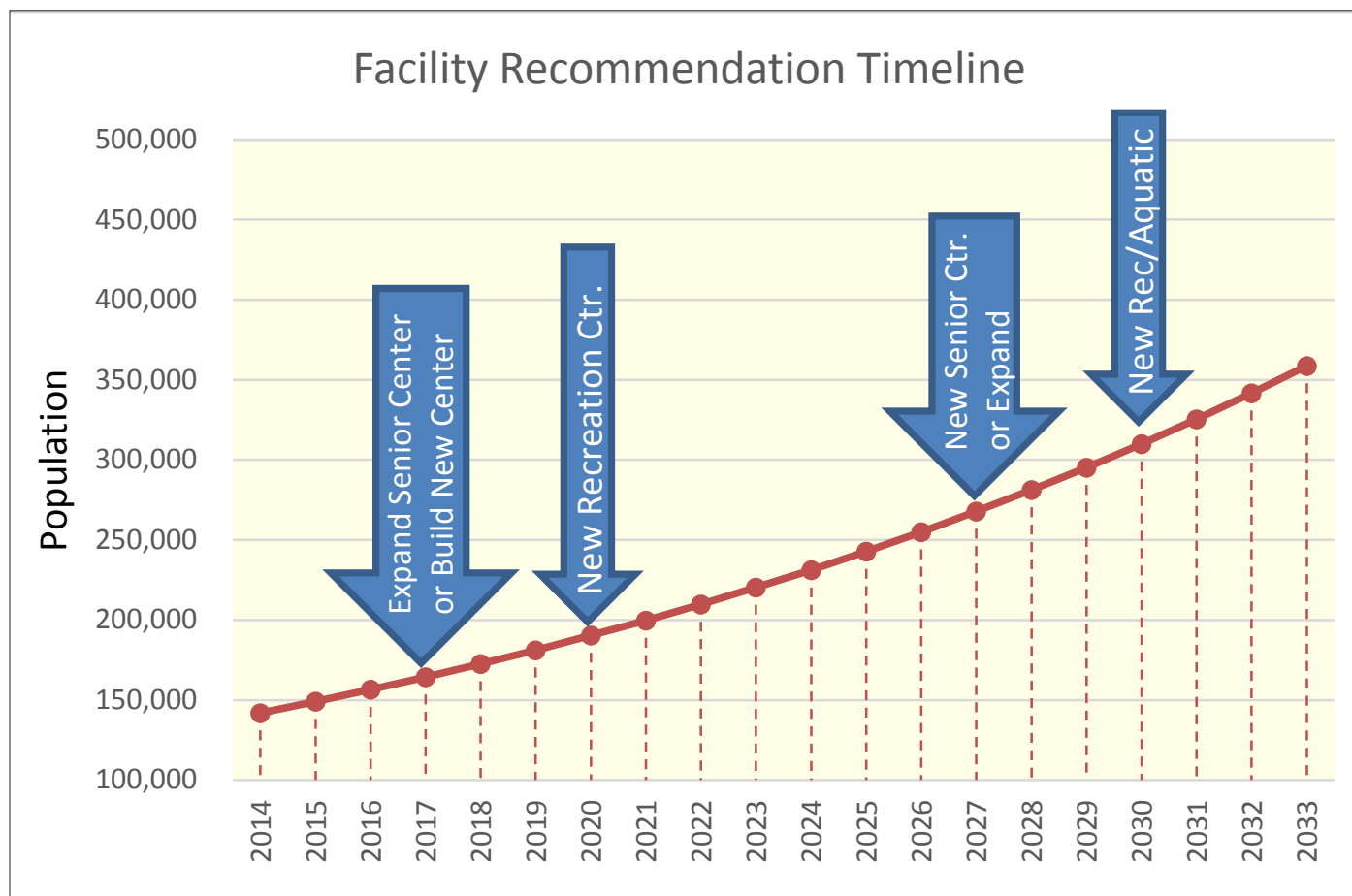


Figure 7.8 – Facility Improvement Timeline

This figure describes the timeline for implementing the recommended improvements.

Conclusion

Frisco has provided an excellent quality of life for its citizens with its current Frisco Athletic Club and Senior Center. The proven success of these centers combined with the continued growth of the City has created a need for additional facilities for both health and wellness and the senior population. The recommendations in this report will allow Frisco to maintain the LOS currently provided to Frisco's citizens as well as providing a LOS consistent with cities in the North Texas Region.

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FRISCO PARKS & RECREATION

OPEN SPACE MASTER PLAN



**8 - OPERATIONS &
MAINTENANCE**

APRIL 2016

8.1 Introduction

The primary maintenance goal is to provide sustainable maintenance for all assets assigned to maximize their expected life cycle. This is a function of balancing adequate resources to address the workload responsibility.

8.2 Maintenance Analysis

The maintenance analysis is intended to examine the resource available in the form of staff, dollars, equipment and materials to maintain the park and recreation assets. The standard of evaluation is a sustainable level of maintenance that makes it possible to keep assets in their usable condition over the course of their expected life-cycle.

Maintenance Functions and Workload

Maintenance Tasks

The maintenance tasks for which the Frisco PARD is responsible, are described in **Appendix 8.1: Frisco PARD Maintenance Tasks**.

Park Assets

The park assets for which Frisco PARD is responsible, is summarized in **Appendix 8.2: Park Assets Operated and Maintained**. The appendix also includes equipment needs.

Workload

The workload for operations and maintenance is shared by the workforce structure as defined and described in **Appendix 8.3: Maintenance Functions and Workload**.

In summary, Frisco PARD has 60 full-time and 2 seasonal positions to operate and maintain the city's parks.

Maintenance Standards

The typical maintenance standards that apply to various categories of parks and recreation items are described in the form of MS Excel spreadsheets. Since it covers too much information to be included in the report, **Appendix 8.4: Maintenance Standards** provides a list of the various maintenance categories.



Maintenance Resources

With the workload established, the maintenance unit needs to balance that workload with the resources it has available to conduct the sustainable maintenance activities. There are three key components:

1. adequate and properly trained staff;
2. adequate work and storage space; and
3. appropriate equipment for the jobs assigned.

These three allow the Department to optimize their productivity and provide cost effective services for the City.

Projected Resource Growth

The following table shows the current total acreage, the portion that is undeveloped and the recommended LOS acreage at Build out. The increase assumes development of current undeveloped park acres added to recommended acres for acquisition and development. It is clear that the growth for build out will more than double. It will be necessary to keep pace with staffing Equipment and space. This will be mitigated somewhat by the fact that a significant amount of the new acreage will be in open space with relatively low maintenance needs.

Table 8.1 Projected Resources Growth

Resource	Current Acres	Current Parks	Undeveloped Acres	Undeveloped Parks	Acres at Build-out	Percent Increase
Neighborhood Parks	311.04	35	46.06	5	525	98.1%
Community Parks	591.15	6	243.92	2	1050	196.9%
Other Parks	909.32	16	746.3	5	2450	1,403.1%

Future Staffing Needs

With the projected increase in resources, the staff numbers will climb as well. This projection is predicated on a continuation of current operations. A more detailed analysis may show acres where seasonal employees can be used instead of permanent staff. Further, as the work on medians increases the department should review the feasibility of contracting medians and other non-park resources. This should be done before each equipment purchase cycle.

Other staffing economies may be found by examining the equipment used and the travel times for maintenance activities.

Table 8.2 Projected Staff Numbers

Employee Category	Current Staff	Build-out Staff
Park Manager	1	1
Park Superintendent	2	4
Crew Leaders	11	30
Equipment Operators	11	30
Maintenance Workers	23	45
Mechanics	2	4
Irrigation	6	12
Certified Applicator	1	3
Playground Safety	1	2
Public Facility	2	4
Total	60	135

Maintenance Summary

The table below summarizes the maintenance requirements showing both current and target levels of funding and staffing.

Table 8.3 Maintenance Requirements Summary

Maintenance Requirements	Budget	FTE's	Staff Hours ¹	Maintained Acres	Acres per FTE	Cost per Acre
Current Maintenance Data	\$5,487,549	60	124,800	1,198.74	19.98	\$4,577.76
Target Maintenance Data	\$15,236,067	166.58	346,488	3,328.28	19.98	\$4,577.76

¹The staff hours needed was calculated on the basis of a known quantity of assets and accepted staff time per unit standards for each maintenance activity. The calculated hours exceed the staff hours available. For projecting the needs at build out the planning team used the existing staffing as the guide.

The City of Frisco with a population near 140,000 is roughly 40 % of the way to the build out target of 350,000 residents. The current park and open space numbers are 36 % of the target goal recommended in this document. The park and open space acres are a considerable economic value to the City both for the growth of population and retention of the residents that move to the city before build-out. Consequently, it is important to match the growth of the parks and open space with the development of the residential and commercial real estate.



8.3 Administration & Maintenance Facility

Maintenance Facility Distribution

Figure 8.1 illustrates the maintenance crew's driving time from the PARD headquarters and back as it relates to the physical layout of the City of Frisco.

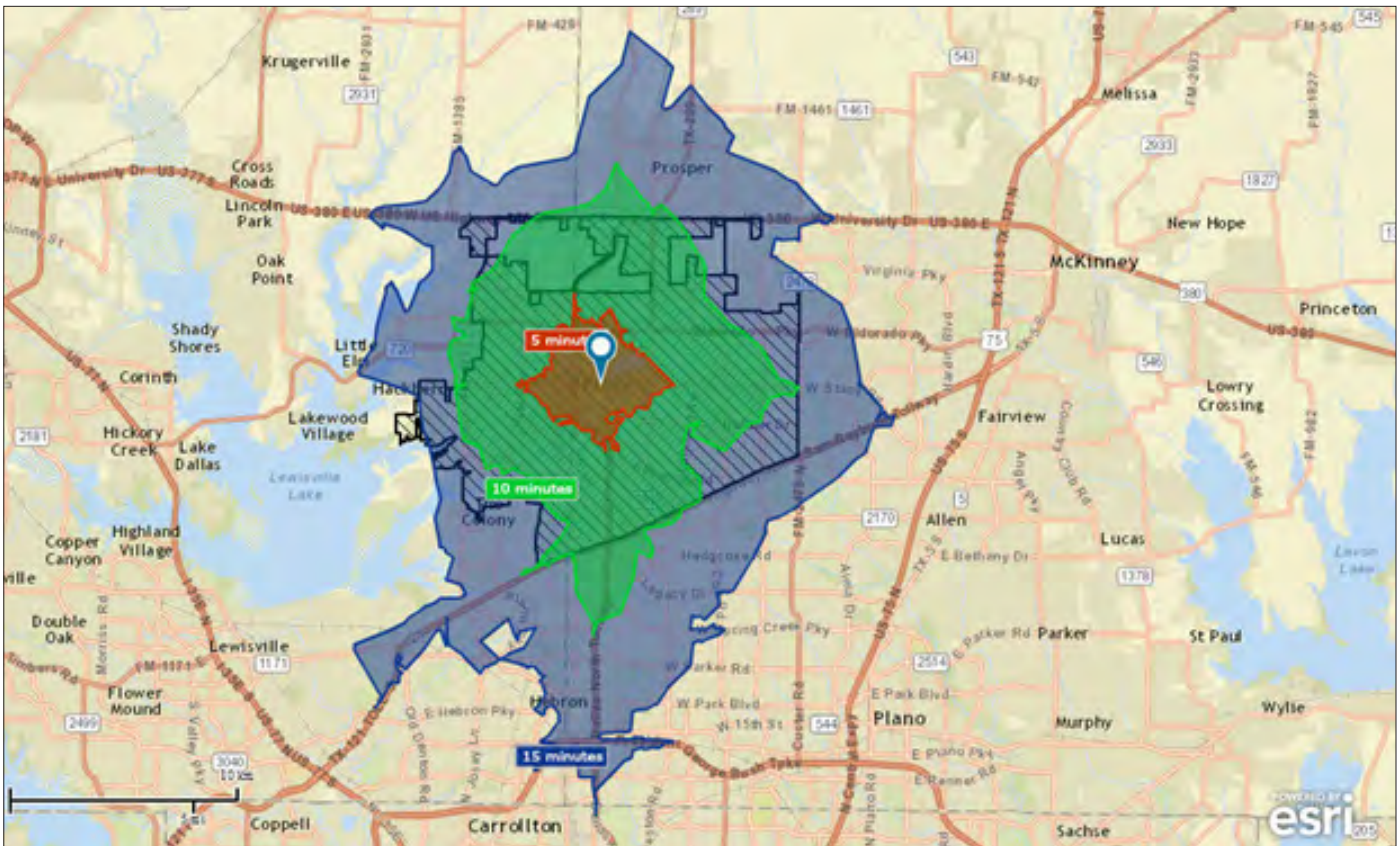


Figure 8.1 – PARD Headquarters Drive Time

The map shows an outline of Frisco in black. Gray represents a 15-minute drive time to the current PARD headquarters. Green is a 10-minute drive time and the area within the red boundary is a 5-minute drive time.

Once a crew has reached their starting point on their route the travel time is not going to change much between parks. It is the time to and from the route that becomes inefficient as distance and traffic density start to impact travel time. In the coming years as more parks are being built and roads are more heavily used the drive times should not exceed

30 minutes per person per day. It is obvious that no problem currently exists. The current maintenance facility will probably be functional as a location for the next ten years. However, there are two issues to consider:

1. The maintenance yard is currently at capacity
2. At build out a minimum of three and possibly four maintenance facilities will be needed to serve the City.

Administration and Maintenance Facilities Needs

The PARD Administration and Maintenance facilities are centrally located in the City. Since it allows for one facility location to efficiently cover the entire City, it should ideally remain centrally located now and in the future.

For an analysis of the Park Administration and Maintenance Facilities, implication of staff projections on space needs, equipment needs, storage/support needs, and parking needs, refer to **Appendix 8.5: Park Administration and Maintenance**.

A summary of needs include:

- Total O&M site and building area comes to 206,569 SF (+/- 4.7 acres)
 - The breakdown between O&M site (including shed) and building is 203,368 SF and 3,201 SF respectively
- Total Admin site and building area comes to 98,484 SF (+/- 2.3 acres)
 - The breakdown between Admin site and building is 85,000 SF and 13,484 SF respectively
- The total general (setback and landscape) area comes to 76,263 SF (+/- 1.75 acres)
- In summary the total areas for building and site area:
 - O&M and Admin building area = 16,685 SF
 - O&M, Admin and General site area = 364,631 SF
- The total area needed for the Park Administration and Maintenance Facilities comes to 8.75 acres (381,316 SF)
- The current Park Administration and Maintenance Facilities and support yard is about 3.2 acres in size, which means that another 5.55 acres are needed to be acquired to achieve the 8.75 acres required for the future in about 10 years' time.



8.4

Operations Peer Review

As part of the Frisco Park and Recreation Master Plan six cities were chosen for comparison to Frisco Department to examine how its operations compares to other recognized high performers in the field. The results which clearly show Frisco at or near the top in all elements examined, are presented in **Appendix 86: Operations Peer Review**.

In a rapid growth environment it is frequently difficult to husband the resources to meet the demands of the growing population. Each of these peers at one time has been among the fastest growing municipalities in the country. They have each adopted different ways of meeting their challenges as has Frisco but all have been successful at keeping pace with the growth. Frisco, like the others has been successful at keeping up with the growth. A summary of the key findings include:

1. Frisco is the only department that achieves 100 % revenue to cost operation for a recreation center facility.
2. Frisco's total revenue to total operating cost ratio is the highest among the peers. Frisco recovers a total of 45.5 % of its operating cost resulting in a net per capita cost to taxpayers of \$43.90 per year. This is not only the best among the peers but it is well below the median of \$69.87, the median for all parks departments in the nation.
3. Frisco at 14.5 developed acres per staff person has the best acreage-to-fulltime staff ratio for its maintenance. This number may be a bit deceptive since most of the other peers contract a significant amount of their grounds maintenance, a consideration for the future.
4. At 85.5 sq. ft. of programmable indoor space Frisco ranks second only to Plano with its four recreation centers. However, Plano is the only city that approaches the accepted design standard of 1 sq. ft. of indoor space per capita. In the near term with expected growth Frisco will need to consider an additional facility or an expansion to keep pace with demand for such facilities.
5. Frisco also leads all peers with the number of registrations for athletic teams. The high demand for sports participation will also require additional development of athletic fields
6. Joint Use agreements for both program spaces in schools, during after-school hours, and on grounds for after-school use of fields and courts, prove to be a more cost-effective approach than expending capital funds for the Frisco PARD to meet all of the demand.



7. Peers have been aggressive in applying impact fees and processes to ensure that land remaining to be developed are contributing the lands and facilities needed keep pace with the influx of residents and their recreational demands.
8. Some peers particularly Gilbert and Round Rock include Home-Owner Association lands in calculating their total parks acreage. National trends have shown this strategy to be risky as facilities age and are removed creating park and recreation lands and amenity deficits. The citizens generally petition the government for relief in order to maintain the viability and values of the development.
9. Chandler, AZ in recognition of their climate has a number of stormwater basins in their parks. Rainwater captured by these basins is injected by pumps back into the aquifer to retain ground water levels.



8.5

Operations Recommendations

Operations related recommendations based on a review of peer cities (see **Appendix 86**) are summarized as follows:

1. *Joint use agreement with schools*

Negotiate with the school district 1) the use of school buildings of Elementary or Middle schools to make available spaces for recreation classes after school hours; and 2) the use of school grounds and facilities at elementary and middle schools for active recreation and athletic programs.

2. *Fees and charges policies and guidelines*

Create a document that addresses the philosophy that guides the establishment of fees (classes, memberships, etc.) and charges (permits, rentals, etc.) and the policies and guidelines that will address the process for collecting those fees.

3. *Impact Fees and Processes*

Frisco should consider a similar approach to impact fees and in-lieu payments as is followed by Round Rock, Texas to maintain the quality of housing in Frisco and minimize property tax increase into the future.

4. *Regional Cooperation*

Development a Regional Partnership where the participating cities provide reciprocity for use of facilities or services.

5. *Program enterprise fund*

Consider enterprise funds that cover specific facilities, and programs and classes for enrichment.

6. *Expand Sports opportunities*

Investigate the following:

- The viability of increased trails for developed areas for running and biking
- A formal tennis club with one or more tennis pros to teach and offer both local and regional tournaments
- A golf practice facility with driving range, sand traps, putting green and pitching are. This would also be operated by a PGA pro.
- A track and field program with related facilities (often from the schools has something for everyone. Running, walking, jumping, throwing the activities can be designed for all

ages, both genders and reflect both recreational and skilled competition. Many American communities expand this by offering Olympic type events including everything from Archery to Wrestling.



8.6

Maintenance Recommendations

1. Create an inventory of assets for sustainable maintenance

Sustainable Maintenance is defined as a level of maintenance necessary to ensure the life-cycle cost of the asset is consistent with the estimated life expectancy of the asset. The City, having invested funds in the acquisition and development of the parks has a fiduciary responsibility to optimize the investment. Assets include parks, open spaces, recreation facilities, infrastructure and amenities as well as all public assets that are maintained. The PARD needs to create an inventory of their assets that must be provided with sustainable maintenance. The GIS element of NRPA's PRORAGIS is free to members and provides an asset inventory system for use.

2. Develop a reporting system for each maintenance function

In concert with the Asset Inventory, the Maintenance Unit of the PARD should develop a reporting system for each maintenance function performed using the assets identified and the work unit standards to determine the need for staff (either full-time or non-full-time) or contractors; the material and supply needs; equipment needs and funding required to conduct sustainable maintenance. **Appendix 8.3** contains the detailed work sheets that can be used to develop the reporting system. All of the numbers are subject to refinement, or replacement. A series of work standards are provided as an example in **Appendix 8.4** but they are not developed specifically for Frisco or even eastern Texas and thus are subject to revision.

3. Prepare a drive time study

Among the data that is unknown is the average travel time per employee. Generally speaking it is best to keep travel time below 40 minutes average per day. At this time a drive time study of the city shows the entire city within a 15 minute drive time of the maintenance yard (see **Maintenance Facility Distribution** above). The implication is that there is no need to create a second maintenance yard until the travel times are approximately double what currently exists. Prepare a more accurate drive time study.

4. Consider maintenance contracts

The determination of how to staff the developed parks, open space and facilities should depend on the market conditions and the functions being performed. The planning team accepts that the PARD should have a major role in the maintenance of the City's grounds and related amenities. It is not, however,

always best practice to have the park staff actually doing the work. For instance, the medians and Rights-Of-Ways (ROWS) may be more cost effectively maintained under contract. Such a contract should be managed by the PARD to ensure quality work. This would free staff to work in other park areas where additional staff is needed.

Note: Contracting for Grounds Services Best Practice includes the following Key Practices.

- Know what it costs you to provide the service at the desired level of quality to effectively evaluate bids.
- Determine the length of contract necessary to optimize the value of the contract.
- Include measurable performance expectations that the contractor is expected to meet. Be detailed!

5. *Study the value of commercial and residential properties adjacent to parks*

Monetary benefits may accrue for the City from parks creating a premium tax value for properties adjacent to park lands. The New York City Hi-Line Park extending over a mile on vacated rail tracks clearly showed the value both commercial and residential locations place on the proximity to passive park spaces and in some case to active park sites. In 2006 the Charlotte-Mecklenburg metro government found that the premium tax rate for living adjacent to a nature preserve was \$1,181,878 annually for 5,172 houses. Round Rock in 2010 estimated that their 1,797 acres of land generated \$602,504 annually in proximate tax values. Frisco could also study the proximate value of its commercial and residential properties adjacent to parks and dedicated some, or all, of the premium to the maintenance of the park properties.

6. *Acquire property to expand the PARD Administration and Maintenance Facilities*

Park Maintenance and Park Administration should continue to be centrally located in the City. This will allow one facility location to efficiently cover the entire City. It is therefore recommended that the city should attempt to remain in this central service location by acquiring adjacent property to grow the yard to between 10 and 11 acres.

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FRISCO PARKS & RECREATION

OPEN SPACE MASTER PLAN



9 - IMPLEMENTATION PLAN

APRIL 2016

9.1

Introduction

This Parks Master Plan is intended to provide a broad vision and course of implementation for the future of Frisco’s parks, recreation, and open space. Action plans and cost estimates are provided for recommended future actions for Parks & Open Space, Athletics, Recreation Facilities, and Operation & Maintenance. These actions are based on analyses of existing conditions, needs assessments, and community outreach as discussed in previous chapters.

Purpose

This chapter summarizes the recommendations and implementation items contained within the Parks Master Plan. It also provides a summary of funding sources. An emphasis has been placed on utilizing outside sources for funding park acquisition and development as much as possible. Outside sources include grants, partnerships with public agencies, and partnerships with private entities. Partnerships with private entities include working with residential developers as needed to provide neighborhood and community parks for their developments consistent with current levels of service.

Finally, information regarding compliance with the TPWD requirements for park master plans is included.



Coordinated Implementation

Maintaining the City of Frisco’s effective interdepartmental coordination is an important consideration for the successful and efficient implementation of projects identified in this Plan. Coordinating these actions with projects from other departments (such as planning, water or wastewater projects, right-of-way acquisition, drainage improvement, and flood management projects) will reduce overall capital costs to the City and speed up the implementation of this Parks Master Plan.

There is a strong, symbiotic relationship between high-quality parks, accessible trails, protected open space, and healthy economic development. High-quality, well-maintained recreation facilities that are distributed across the City and are highly visible indicate high quality of life and economic prosperity. This plays a large role in attracting new businesses. On the other hand, funding for parks and recreation is dependent on sales and property tax revenues, which increase with sustainable economic development. In order to further capitalize on this natural symbiosis, it is recommended that the coordination between PARD and the Frisco Community Development Corporation continue and that funding levels for parks and recreation be maintained or increased in the future.

Business Plan / Capital Improvement Plan

The City of Frisco's business plan or capital improvement plan (CIP) as it specifically refers to parks, recreation, open space, and trail projects, is the appropriate tool to maintain the relevance of the Parks Master Plan and to implement the recommendations contained in this Master Plan. Consequently, this business plan or CIP needs to be adjusted accordingly. Based on available funding, it should identify and prioritize specific projects including the acquisition of park and open space land, to be funded each year based on City Council, Park Board, and Frisco CDC input. Finally, it should be flexible to respond to changing needs and to account for implemented actions.

Plan Updates

It is recommended that City Staff conduct periodic reviews of this Parks Master Plan. Regarding the plan's recreation-oriented components, the Texas Parks and Wildlife Department requires master plans to be updated every five years (see paragraph 9.4 TPWD Master Plan Compliance, for additional information). Plan updates can be published in short report format and attached to this Parks Master Plan for easy use.



9.2

Action Plans & Cost Estimates

Each of the four components of this Parks Master Plan: Parks & Open Space, Athletics, Recreation Facilities, and Operations & Maintenance, include lists of actions for implementation. To aid in the implementation and coordination of projects, as well as with near-term and long-term budgeting, this section includes summaries of the Action Plans from each of the four components and provides cost estimates. For purposes of estimating costs, it is assumed that the projected build-out population of 350,000 will be reached by 2030 (or 15 years from now).

Parks & Open Space

Neighborhood Parks

The Action Plan for neighborhood parks primarily includes the development of two to three new neighborhood parks per year and recommends the acquisition of 214 acres of land (about 29 parks) to make provision for build-out conditions. For the next five years, it is recommended to budget for the acquisition of land for 12 new neighborhood parks, and the development of 12 new neighborhood parks, which include four existing undeveloped parks. It is recommended that the city allocate funding for the maintenance and replacement of neighborhood parks facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

Table 9.1 Neighborhood Parks Action Items & Cost Estimates (next 5 years)

Action	Acres	Estimate of Probable Cost	Main Source of Funding	Additional Funding Sources
Land for New Neighborhood Parks¹				
Acquire land for 12 new neighborhood parks (average of 7.5 acres).	90	\$9,000,000	CIP, Park Land Dedication	-
Development of New Neighborhood Parks				
Develop 12 neighborhood parks at an average cost of \$1,250,000 per park as development occurs, with priority placed on Boulder Draw NP, Independence/Rolater NP, Pearson NP, and Southwest Area NP.	-	\$15,000,000	CIP, Park Improvement Fee	TPWD Outdoor Grant, Private Donations
Existing Neighborhood Park Improvement				
Replace and repair existing facilities on a regular basis.	-			
TOTAL	90	\$24,000,000		

¹Assumed cost of land = \$100,000/acre. The cost of the land can vary considerably depending on whether it is urban or rural, the size of the parcel, and frontage access along a major roadway. \$100,000 is chosen for purpose of budgeting with the intent to secure land at fair market value and to account for instances of high-value land.

Community Parks

The primary action for community parks is land acquisition and development of existing community parks. For the next five years it is recommended to acquire 450 acres for three additional community parks, and to develop three phases of the two existing undeveloped community parks.

Other than addressing the acreage deficit, the 450 acres additional community park land will contribute to meeting the needs for athletic facilities (e.g. baseball and soccer fields, practice space, tennis courts, lacrosse, and cricket for which an additional 306 acres of newly acquired land are needed); and non-athletic facilities like pick-up games, walking, bird watching; or the protection of natural areas that may be acquired as part of a larger park area.

For existing community parks, it is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

Table 9.2 Community Parks Action Items & Cost Estimates (next 5 years)

Action	Acres	Estimate of Probable Cost	Main Source of Funding	Additional Funding Sources
Land for New Community Parks¹				
Acquire land for three future community parks.	450 ²	\$45,000,000	CIP, Park Land Dedication	-
New Community Park Development				
Develop three phases on undeveloped community park land at a cost of \$8,000,000 per phase.	-	\$24,000,000	CIP, Park Improvement Fee	TPWD Outdoor Grant, Private Donations
Community Park Improvement³				
Replacement and repair of existing facilities at a cost of an average of \$1 million per year.	-	\$2,000,000 ⁴	CIP	TPWD Outdoor Grant, Private Donations
TOTAL	450	\$71,000,000		

¹Assumed cost of land = \$100,000/acre. The cost of the land can vary considerably depending on whether it is urban or rural, the size of the parcel, and frontage access along a major roadway. \$100,000 is chosen for purpose of budgeting with the intent to secure land at fair market value and to account for instances of high-value land.

²Of the 450 acres needed for new community parks, 306 acres are earmarked for athletic fields and associated amenities; the additional acreage is needed for non-athletic activities or the protection of natural areas that may be acquired as part of a larger park area.

³For existing community parks, it is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

⁴Due to the newness of the community parks, it is anticipated that it may be another 3 to 5 years before the full \$1 mill per year is needed; from that point forward, it should be carried at \$1 million per year.

Other Parks

The main action item for Other Parks is the acquisition and protection of natural habitat and open space. This is in line with the community that places a very high priority on natural areas. Out of the more than 1,500 acres of natural areas that are available, it is recommended that the city acquire, or place in protection, at least 750 acres for every 5-year period for the next 10 years. Although, the city may need to do so more aggressively as land gets developed.

For the development of Other Parks, it is recommended to place priority on the currently undeveloped Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks. It should be noted that funding for the development of Grand Park, also an Other Park, has already been allocated separate from this Parks Master Plan.

It is recommended that the city construct 3 miles of trails every year. Since trails will require support facilities, it is recommended that the city acquires 20 acres over the next 5 years for trail heads and gateways.

Table 9.3 Other Parks Action Items & Cost Estimates (next 5 years)

Action	Acres	Estimate of Probable Cost	Main Source of Funding	Additional Funding Sources
Land for Special Purpose Use¹ Acquire land for special purpose parks including trail heads, trail gateways, and other as yet unforeseen special purpose use.	20	\$2,000,000	CIP, Grant Funding	Park Land Dedication, Private Donations, Land Trusts
Open Space Acquisition and Protection Acquire creek corridors within the 100-year flood line at build-out conditions; assumed \$25,000 per acre.	750	\$18,750,000	CIP, Grant Funding	Park Land Dedication, Private Donations, Land Trusts
Development of Other Parks² Develop five phases of Other Parks over the next 5 year period at an average cost of \$750,000 per phase with priority place on the currently undeveloped Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks.	-	\$3,750,000	CIP, Park Improvement Fee	TPWD Outdoor Grant, Private Donations
Trails Develop an average of 3 miles ² of trails every year at a cost of \$1.2 million per mile.	-	\$18,000,000	CIP	TPWD Outdoor Grant, Private Donations
Natural Resource Survey Purpose: to determine the existence of prairieland and natural tree cover worthy of protection.	-	\$25,000	CIP, Grant Funding	-
TOTAL	770	\$42,525,000		

¹Assumed cost of land = \$100,000/acre. The cost of the land can vary considerably depending on whether it is urban or rural, the size of the parcel, and frontage access along a major roadway. \$100,000 is chosen for purpose of budgeting with the intent to secure land at fair market value and to account for instances of high-value land.

²Both the number of trail miles per year and cost per mile may change per refinements expected from the Trails Master Plan currently under preparation.

Athletics

Athletic Facility Construction Costs

The construction cost vary considerable due to variance in development costs, selection of materials, types of amenities, and the construction economy at the time the projects are bid. In the Southwest the cost of a lighted and irrigated rectangular grass field for typical recreational use is about \$325,000. Any amenities or refinements will increase the cost. A synthetic field is going to cost at minimum \$750,000. Synthetic fields are of course cheaper to maintain but there are some issues to consider in hot and dry climates such as Frisco's.

Baseball diamonds tend to cost a bit more with more complex drainage and the tendency to add amenities such as scorer's stands, bleachers, fencing and special infield soils. A basic recreational diamond with lights and irrigation and good drainage will run about \$375,000 if installed by a contractor. The costs can escalate rapidly with desirable additions. There is an economy of scale using synthetic turf and adjustable fencing but the department must manage use expectations to avoid conflicting uses.

Table 9.4 Capital Budget for Athletic Fields (next 5 years)

Priority	Action	Estimate of Probable Cost
1a	Add one additional adult softball field OR	\$175,000 (no lighting)
1b	Lighting of existing fields	\$175,000 (lighting per field)
2	Perform a Tennis Club Feasibility Study	\$30,000
3	Add one additional girls softball field	\$150,000
4	Add two regulation soccer fields	\$260,000
TOTAL		\$790,000

Table 9.5 Ten Year Capital Budget for Athletics

Priority	Action	Estimate of Probable Cost
1	Add four new baseball fields for 7 and 8 years old children	\$560,000 (no lighting)
2	Add one additional girls softball field lighted	\$300,000 (lighting included)
3	Add one regulation baseball field	\$200,000 (no lighting)
4	Develop a dedicated football field with 400 meter track and related field events amenities and spectator bleachers	\$900,000
5	Develop a tennis club outdoor center	\$25,000,000
Total		\$26,960,000

Recreation Facilities

Table 9.6 Implementation of Facilities (next 5 years)

Action	Timeframe	Estimate of Probable Cost
New Senior Center		
Feasibility/Site Study/Cost Projections	2015-2016	\$25,000
Planning and Design	2016	\$850,000
Construction	2016-2017	\$9,000,000
New Fitness Center		
Feasibility/Site Study/Cost Projections	2016-2017	\$60,000
Planning and Design	2017-2018	\$2,300,000
Construction	2019-2020	\$26,500,000
Administration and Maintenance Facility		
Feasibility/Site Study/Cost Projections	2015	\$25,000
Acquire 5.5 acres ¹	2016	\$550,000
Planning and Design	2016	\$950,000
Construction	2017-2018	\$12,950,000
TOTAL		\$53,210,000

¹It is recommended that the existing (3.2 acres) parks administration and maintenance facilities and support yard be enlarged by 5.5 acres to a total of 8.7 acres by 2016 for improvement by 2018. Acquisition cost = \$100,000/acres for a total of \$550K.



Operation & Maintenance

Estimate of Probable Cost for Parks & Recreation Facilities Maintenance

Maintenance cost for parks and recreation facilities may vary greatly depending on staff salaries and benefits, seasonal conditions, development intensity, quality of materials, level of improvement, etc.

Table 9.7 Operation and Maintenance Cost (next 5 year period)						
	2016	2017	2018	2019	2020	5-year Subtotal
Parks						
Neighborhood Parks	\$1,450,000	\$1,595,000	\$1,754,500	\$1,929,950	\$2,122,945	\$9,768,160
Community Parks	\$2,700,000	\$2,970,000	\$3,267,000	\$3,593,700	\$3,953,070	\$13,431,220
Other Parks	\$1,300,000	\$1,430,000	\$1,573,000	\$1,730,300	\$1,903,330	\$7,936,630
Subtotal Parks	\$5,450,000	\$5,995,000	\$6,594,500	\$7,253,950	\$7,979,345	\$33,272,795
Athletic Fields						
Diamond Field	\$275,000	\$302,500	\$332,750	\$366,025	\$402,628	\$1,678,903
Rectangular Field	\$125,000	\$137,500	\$151,250	\$166,375	\$183,013	\$763,138
Practice Field	\$450,000	\$495,000	\$544,500	\$598,950	\$658,845	\$2,747,295
Subtotal Fields	\$850,000	\$935,000	\$1,028,500	\$1,131,350	\$1,244,485	\$5,189,335
TOTAL	\$6,300,000	\$6,930,000	\$7,623,000	\$8,385,300	\$9,223,830	\$38,462,130

The following describes a more detailed estimate of maintenance cost for parks and athletic fields:

Maintenance Cost per Acre

This assumes that the totality of acres whether un-developed or highly developed are averaged out over a year. The costs are based on sustainable maintenance practices. The current cost per acre for Frisco as calculated in Chapter 8, Table 8.3, is \$4,577.76 per acre per year.

Neighborhood Parks

The current annual cost of maintaining neighborhood parks (311 acres) is \$1,423,886. At build-out (year 2040) the maintenance cost of neighborhood parks (525 acres) will rise to \$2,403,450. If the Inflation stays at approximately 2.5% or below, the cost in 2040 would be \$3,942,000.





Community Parks

The current annual cost of maintaining community parks (591 acres) is \$2,705,000. By the year 2040 there will be a maintenance cost at today's dollars of \$4,805,850. With 2.5% inflation the cost in 2040 would be \$7,884,506.

Other Parks

By the year 2040 the un-developed or minimally developed open space and ancillary maintained sites with 2,400 acres will cost about \$3,410,000 annually to maintain.



Athletic Fields Maintenance Costs

The average maintenance cost for the southern states is about \$12,000 annually per rectangular field and \$18,000 annually for diamonds. The most significant cost is the staff. Most agencies combine seasonal employees, proper equipment, a consistent sustainable schedule of turf management and judicious use of contracting for labor-intensive tasks as a means to control their costs without loss of quality.

Indoor Facilities Maintenance Costs

As a guide for budgeting purposes, an annual projected maintenance budget for indoor facilities is 2 to 4% of the development cost, rounded to an average of 3% per year.

Parks Administration and Maintenance Facilities and Support Yard

In order to accommodate adequately for administration staff, maintenance personnel, equipment, storage space, etc. in the future, it is recommended that the existing parks administration and maintenance facilities and support yard be enlarged. Currently at a size of 3.2 acres, the goal is to acquire 5.5 acres adjacent to the existing facility to result in a total of 8.7 acres by 2016.

Summary of Actions and Cost

Table 9.8 Summary of all Parks Actions and Cost Estimates (next 5 years)		
Action	Acres	Estimate of Probable Cost
Land Acquisition		
Neighborhood Parks	90	\$9,000,000
Community Parks	450	\$45,000,000
Other Parks	770	\$20,750,000
Administration & Maintenance Facility	5.5	\$550,000
Land Acquisition - Subtotal	1,315.5	\$75,300,000
Development/Improvement		
Neighborhood Parks		\$15,000,000
Community Parks		\$26,000,000
Other Parks		\$3,750,000
Trails		\$18,000,000
Athletics		\$760,000
Senior Center		\$9,000,000
Fitness Center		\$26,500,000
Administration & Maintenance Facility		\$12,950,000
Development/Improvement - Subtotal		\$111,960,000
Studies/Surveys/Planning/Design		
Natural Resource Survey		\$25,000
Tennis Club Feasibility		\$30,000
Senior Center		\$875,000
New Fitness Center		\$2,360,000
Administration & Maintenance Facility		\$975,000
Studies/Surveys/Planning/Design - Subtotal		\$4,265,000
Operations & Maintenance		
Parks		\$31,800,000
Athletic Fields		\$5,200,000
Operations & Maintenance - Subtotal		\$38,500,000
AGGREGATE TOTAL	1,315.5	\$230,025,000

9.3 Potential Funding Sources & Strategies



Implementing the Parks Master Plan with Vision and Commitment

A large amount of funding is required to accomplish the goals of the Frisco Parks Master Plan, but with vision, commitment, and a concerted effort to secure funding from available sources, many of the recommendations can be accomplished.

The very purpose of this Parks & Recreation Open Space Master Plan is to provide the City with the vision to motivate the citizens of Frisco to support, participate, and collaborate with park development, recreation and open space programs.

Implementation Strategies

Optimization of Existing Resources

While the optimization of existing resources has always been a desirable practice in the public sector, it has become an even higher priority in today's economy. These resources can be physical, human, and even intangible, but they can and should become a priority for the community.

Park and recreation professionals have long been the initiators of such approaches with the general public being the recipients of their efforts. Frisco PARD is fortunate to have a staff that is well-motivated and skilled in such optimization approaches.

Optimization Strategies

The following list outlines strategies that can be embraced by an agency that lays the ground work for optimization. Frisco PARD with the information secured through this planning effort is well aligned to incorporate these strategies.

- Reflect The Important Needs and Issues of a Community. Regardless of how a department or area of responsibility defines “community”, it is critical that the needs identified are ones that specifically and strongly reflect those needs and issues that are important to that community.
- From Individual Services to Community Wide Benefits and Outcomes. In surveys conducted across the nation, individuals are consistently able to cite the role and importance that parks and recreation plays in their own lives. While this is most positive for public parks and recreation, it doesn't mean that a

department should place individual services and programs ahead of the more beneficial and widespread community outcomes. The special events undertaken by Frisco PARD are an excellent example of transforming individual attributes to community-wide impact.

- Outcomes over Activity. The development of a comprehensive program plan along with individual program planning should address the outcomes to be accrued rather than only focusing upon variety of activities.
- From Full Service to Facilitator. Residents within a community have a multitude of recreational interests and public park and recreation staff have program ideas of their own. When these suggestions and ideas are coupled with the customer-service orientation of most public park and recreation departments, it can result in a proliferation of direct program services. While these expressions of interests and ability by staff are assets for a department, it is critical for a public department to maintain a balance between offering programs and services to residents and making people aware and helping to secure access to existing activities, programs, and facilities provided by others in the community.



Optimization through Organizations

In addition, there are also existing practices that can be utilized including the following:

- Adopt-A-Park: Individuals or small groups of people such as existing clubs and organizations agree to provide resources for a particular park or trail; resources could be financial or volunteering time and effort.
- Friends' Groups: Non-profit organizations that work on behalf of park sites to assist with daily programs, special events, fund raising, and public education. These groups serve as important links to local communities and park user groups as well.
- Park Foundations: Private, non-profit organization that raises and secure funds for either park and recreation agencies as a whole or a specific park location.
- Youth Service Providers: A variety of youth organizations, Boys and Girls Scouts, 4-H, and even schools have a requirement for community service and more formalized arrangements with such organizations can result in a number of worthwhile community projects.





- Service groups in communities such as Rotary, Kiwanis, and others often seek specific projects or days of service for their members.
- Partnerships with Interest or Volunteer Groups that are typically non-profit organizations keenly interested in particular subjects e.g. aesthetics, theater, art, and human interaction with nature including wildlife and native plants. Such Volunteer Groups are often willing to contribute time and energy free of charge for the betterment of public spaces within a city.
- Sponsorship through Businesses is a means to secure funding through businesses operating in Frisco. Entities can contribute through a Foundation (once established) or directly support Frisco PARD construction or programming efforts.

Designating an individual(s) within a department to identify potential projects, create relationships with various organizations, and provide support for their efforts is a prime way to optimize these existing resources. As Frisco grows, plans should be made to secure the services of a full-time staff member directed towards both individual and organizational volunteer efforts.

Shared Resources and Agreements

Shared resources, human, facility, and expertise established by agreements between two or more entities can serve to optimize existing resources in ways that are very beneficial to a community, its residents, and its finances. Some of these opportunities include:

- Joint Programs: There are a number of options where programs are jointly planned and executed by two or more entities, i.e. wellness activities with local hospitals, special events with Chamber of Commerce.
- Social Issue Action: When a community is faced with a critical or important social issue such as increasing the high school graduation rate or supporting independent living among the elderly, there is an opportunity for several entities to join forces and undertake initiatives to address the issue. Such an approach enhances the ability of seeking and receiving grant funding as well.
- Joint Facility Usage: The most common and efficient agreements for optimizing existing resources is to share facilities. The agencies with the most facilities are often school districts; parks and recreation departments across the country have formal agreements involving use of school facilities and fields.

Potential Funding Sources

City Generated Funding Sources

General Fund Expenditures are primarily used for improvements or repairs to existing parks and facilities. Typical general fund expenditures are for smaller repair and replacement efforts.

Municipal Bonds

Debt financing through the issuance of municipal bonds is the most common way in which to fund park and open space projects. This type of funding is a strategy wherein a city issues a bond, receives an immediate cash payment to finance projects, and must repay the bond with interest over a set period of time ranging from a few years to several decades. General obligation bonds—the most common form of municipal bond— is the primary bond type for park and open space projects.

Tax Increment Financing/Public Improvement Districts

These related tools allow a development district to divert a portion of its property taxes to fund infrastructure improvements within its area. This can include plazas, pocket parks, linear parks, and other types of facilities.

Electric Utility Partnerships

This type of partnership can be established for the purpose of providing and enhancing linear parks and trails along utility easements. This partnership typically does not involve monetary contributions. However, through use agreements and/or easements, it makes land for trail corridors accessible at little or no cost to the community.

Half Cent Sales Tax Funds

The Parks, Recreation and Open Space funding that derives from Frisco's 4B ½ cents sale tax currently is 35% of gross sales tax revenues.

Park Donations Funds can be used for applicable projects, equipment, and general facility improvements.



Park Improvement Fee Funds

For many cities, this funding received from developers is a very helpful revenue source for park development. The requirement for such a fee needs to be written into the City's Parkland Dedication Ordinance.

Cash in Lieu of Conveyance of Land

As part of many cities' Parkland Dedication Ordinance subject to specific prescribed conditions, a cash amount may be accepted in lieu of the conveyance of land. The goal is for the city to have the option to purchase land of an equal amount that was to be conveyed, elsewhere in the city.



Utility Bill Contributions

In many cities, residents are allowed to electively add a small amount to their utility collection bills to fund park improvements. As an example, the City of Colleyville has a Voluntary Park Fund, which allows citizens to donate \$2.00 per month through their water utility bills. This results in approximately \$150,000 per year, which is used to fund park improvements throughout their community.



Tree Restoration Funds

The source of such a fund is a city that levies fines against developers for removing quality trees for development. The revenue generated is used to plant trees and to irrigate City properties enhancing the City.

Governmental Grant Sources

State Government

A variety of grant sources exist, but three general sources account for most of the major potential sources of grants for parks in Texas. These include programs administered by the Texas Parks and Wildlife Department, the Texas Department of Transportation, and the Department of the Interior through the Urban Parks and Recreation Recovery (UPARR) program. The following is an overview of major grant programs.

TPWD – Texas Recreation and Parks Account (TRPA) funds the following grants:

1. Outdoor Recreation Grants (TPWD)

This program provides 50% matching grant funds to municipalities, counties, MUDs and other local units of government with a population less than 500,000 to acquire and develop parkland or to renovate existing public recreation areas. There will be two funding cycles per year with a maximum award of \$500,000. Eligible sponsors include cities, counties, MUDs, river authorities, and other special districts. Projects must be completed within three years of approval. Application deadlines are typically January 31st and July 31st each year (the master plans submission deadline is 60 days prior to application deadline). Award notifications occur 6 months after deadlines.

2. Indoor Recreation (Facility) Grants (TPWD)

This program provides 50% matching grant funds to municipalities, counties, MUDs and other local units of government with a population less than 500,000 to construct recreation centers, community centers, nature centers and other facilities (buildings). The grant maximum will increase to \$750,000 per application. The application deadline is typically July 31st each year (with master plan submission deadline 60 days prior to application deadline). Award notifications occur the following January.



Community Outdoor Outreach Program (CO-OP) Grants (TPWD)

The CO-OP grant helps to introduce under-served populations to the services, programs, and sites of Texas Parks & Wildlife Department. This is not a land acquisition or construction grant; this is only for programs. Grants are awarded to non-profit organizations, schools, municipalities, counties, cities, and other tax-exempt groups. Minimum grant requests are \$5,000 and maximum grant requests are \$50,000. The application deadline is typically February 1st and October 1st with awards on April 15th and December 15th.

The purpose of the Community Outdoor Outreach Program (CO-OP) is to expose participants to environmental and conservation programs as well as outdoor recreation activities.

Recreational Trail Grants (TPWD)

TPWD administers the National Recreational Trails Fund in Texas under the approval of the Federal Highway Administration (FHWA). This federally funded program receives its funding from a portion of federal





gas taxes paid on fuel used in non-highway recreational vehicles. The grants can be up to 80% of project cost for trails (the contact number for motorized trail grant funding availability is 512-389-8224). Funds can be spent on both motorized and non-motorized recreational trail projects such as the construction of new recreational trails, to improve existing trails, to develop trailheads or trailside facilities, and to acquire trail corridors. Application deadline is typically May 1st each year.

Land & Water Conservation Fund (LWCF) Grants (TPWD)

TPWD administers the Texas apportionments of LWCF through the Texas Recreation Park Account. If an entity is applying for an Indoor Grant, Outdoor Grant, or Small Community Grant, TPWD may consider the application for LWCF funding. No separate application is required.

Regional Park Grants administered by TPWD

This grant program was created to assist local governments with the acquisition and development of multi-jurisdictional public recreation areas in the metropolitan areas of the state. It allows cities, counties, water districts, and other units of local government to acquire and develop parkland. The program provides 50% matching fund, reimbursement grants to eligible local governments for both active recreation and conservation opportunities. Master plans submission deadline is 60 days prior to application deadline. Grants are awarded yearly by TPW Commission when funds are available. There is no ceiling on match amounts, but grant awards are dependent on the number of applicants and the availability of funds. Past recipients for the Regional Park Grant have ranged from \$750,000 to \$1,200,000. In the past deadlines were held on January 31 of each year.



Texas Preservation Trust Fund Grants

Eligibility: historic structures, archeological sites, archeological curatorial facilities, and heritage education projects.

The Texas Historical Commission (THC) awards grants for preservation projects from the Texas Preservation Trust Fund (TPTF). Created by the Texas Legislature in 1989, the TPTF is an interest-earning pool of public and private monies. The earned interest and designated gifts are distributed yearly as matching grants to qualified applicants for the acquisition, survey, restoration, preservation or for the planning and educational activities leading to the preservation of historic properties, archeological sites and associated collections of the State of Texas.

Competitive grants are awarded on a one-to-one match basis and are paid as reimbursement of eligible expenses incurred during the project. Applications are typically available early each year.

The TPTF grant cycle is typically once a year. Information for the next grant cycle will be posted on this web site (www.tpwd.state.tx.us/business/grants/trpa/) when funds become available.

Local Government

Collin County

The Collin County Parks & Open Space Project Funding Assistance Program allows cities within Collin County to apply for Parks and Open Space bond funds. Such funds are allocated on a competitive basis to assist cities in implementation of Parks and Open Space Projects which are consistent with the Collin County Parks and Open Space Strategic Plan.

Sustainable Development Funding Program

The North Central Texas Council of Governments (NCTCOG) Sustainable Development Funding Program was created by its policy body, the Regional Transportation Council, to encourage public/private partnerships that positively address existing transportation system capacity, rail access, air quality concerns, and/or mixed land uses. By allocating transportation funds to land use projects promoting alternative transportation modes or reduced automobile use, NCTCOG and its regional partners are working to address mounting air quality, congestion, and quality of life issues.

The program is designed to foster growth and development in and around historic downtowns and Main Streets, infill areas, and passenger rail lines and stations. To support this effort, the Regional Transportation Council designates funds for sustainable infrastructure and planning projects throughout the region. The deadline to submit grant application is typically in October. Types of projects include:

- **Infrastructure:** An infrastructure project is a construction project that provides public infrastructure in the public right-of-way and can be used to support private vertical development. Examples include pedestrian amenities, landscaping, intersection improvements, lighting, street construction, traffic signalization, etc.
- **Planning:** Planning projects include market, housing, and



economic analyses, transit station planning, Transit Oriented Development (TOD) Planning, General Planning (subdivision regulations, creation of new code/zoning regulations, master planning, updates to pedestrian and/or bicycle plans, etc.), and others.

Regional Transportation Council Partnership Program

Through the Local Air Quality Program, NCTCOG's Regional Transportation Council will fund transportation projects that address the new air quality standard, including traffic signal timing, trip reduction, air quality outreach and marketing programs, vanpool programs, bicycle/pedestrian regional connections, high-emitting-vehicle programs, diesel freight programs, off-road construction vehicle emissions reduction programs, park-and-ride facilities, and other air quality strategies.



Transportation Enhancement Program funds available

Through the Statewide Transportation Enhancement Program, the Texas Department of Transportation makes funds available for construction of non-traditional transportation projects such as bicycle routes, pedestrian safety, and landscaping of transportation facilities. NCTCOG typically reviews the projects within the Metropolitan Planning Area for eligibility, ranked the projects, and provided the state-required Letter of Transportation Improvement Program Placement.

The Program provides monetary support for transportation activities designed to strengthen the cultural, aesthetic, and environmental aspects of the transportation system. Funding is on a cost reimbursement basis, and projects selected are eligible for reimbursement of up to 80% of allowable cost. This funding program is not available on a yearly basis, but intermittently only, often in 5 year periods apart.

Federal Government

National Park Service (NPS) Programs include the Land and Water Conservation Fund (LWCF) and Urban Park and Recreation Recovery Act (UPARR), which provide funds for parks and recreation. Congress appropriates both funds. Typically, the funding sources have supported traditional parks rather than linear systems.

Environmental Protection Agency can provide funding for projects with money collected in pollution settlements.



Other Governmental Sources of Funding

Purchase and Transfer of Development Rights

Purchase of development rights (PDR) and transfer of development rights (TDR) are programs for landscape preservation whereby a municipality, county, or other entity can pay landowners (typically farmers and ranchers) to limit development on their land. Through PDR, land-owners are paid an amount relative to the development potential of their land, required to maintain their land generally as-is (greatly limiting any future development), and maintain ownership of the land and residence. The land is thereby conserved, either in a natural or cultivated state. Taking the PDR model a step further, TDR programs conserve rural landscapes through “trading” potential development intensity between sending areas and receiving areas. Areas to be protected (significant cultural, rural, or natural landscapes) are designated as sending areas while areas where more intense development is desirable are designated as receiving areas. In this model, landowners in sending areas are allowed to sell their right to develop their land to developers in receiving areas. Both of these programs can offer a financially competitive alternative to selling land for development.



Other Private and Quasi Private Funding Sources

Partnering with Developers and Private Land Owners is possible by implementing parkland dedication rules, whether voluntary or mandatory. Such an ordinance provides a vehicle for development of parks, open space, and trails as land is developed in a city. Frisco has such an ordinance in place and needs to be updated on a regular basis. The purpose of an up-to-date land dedication ordinance is to ensure land is set aside for parks and sufficient funding is provided so that tangible park improvements can be made, rather than token improvements.

Other Foundation and Company Grants assist in direct funding for projects, while others exist to help citizen efforts get established with small seed funds or technical and publicity assistance. Before applying for any grant, it is crucial to review The Foundation Directory and The Foundation Grants Index published by the Foundation Center to learn if a particular project fits the requirements of the foundation.

Grants for Greenways is a national listing that provides descriptions of a broad spectrum of both general and specific groups who provide technical and financial support for greenway interests.





Private Sponsorship Programs/Naming Rights

Obtaining private sponsorship for parks and recreation facilities—often by selling naming rights—can be an effective tool for acquiring additional financing. The long-term success of this financing tool depends greatly on a concerted effort by the City to ensure the ongoing prominence of the sponsored facilities through appropriate marketing efforts and a commitment to an excellent maintenance program.

National Endowment for the Humanities

As part of its We the People initiative, the NEH has a grant program designed to help institutions and organizations secure long-term improvements in and support for humanities activities that explore significant themes and events in American history, thereby advancing knowledge of the founding principles of the United States in their full historical and institutional context.

Grants may be used to support long-term costs such as construction and renovation, purchase of equipment, acquisitions, and conservation of collections. Grants may also be used to establish or enhance endowments that generate expendable earnings for program activities.

Because of the matching requirements, these NEH grants also strengthen the humanities by encouraging nonfederal sources of support. Applications are welcome from colleges and universities, museums, public libraries, research institutions, historical societies and historic sites, public television and radio stations, scholarly associations, state humanities councils, and other nonprofit entities. Programs that involve the collaboration of multiple institutions are eligible, as well, but one institution must serve as the lead agent and formal applicant of record.



Land Trusts

Land trusts provide a valuable service to municipalities across the country in helping to acquire natural areas, open space, and other land for public use. Typically, land trusts not only assist in funding land acquisition but also assist in managing the transaction and financing. Often, each land trust will have a specific set of requirements for the types of land they are willing to help acquire and/or how that land will be used. The Texas Land Trust Council can be contacted for more information.



9.4

TPWD Master Plan Compliance

One of the primary purposes of this Master Plan is to serve as a parks, recreation, and open space master plan as defined by the Texas Parks and Wildlife Department (TPWD).

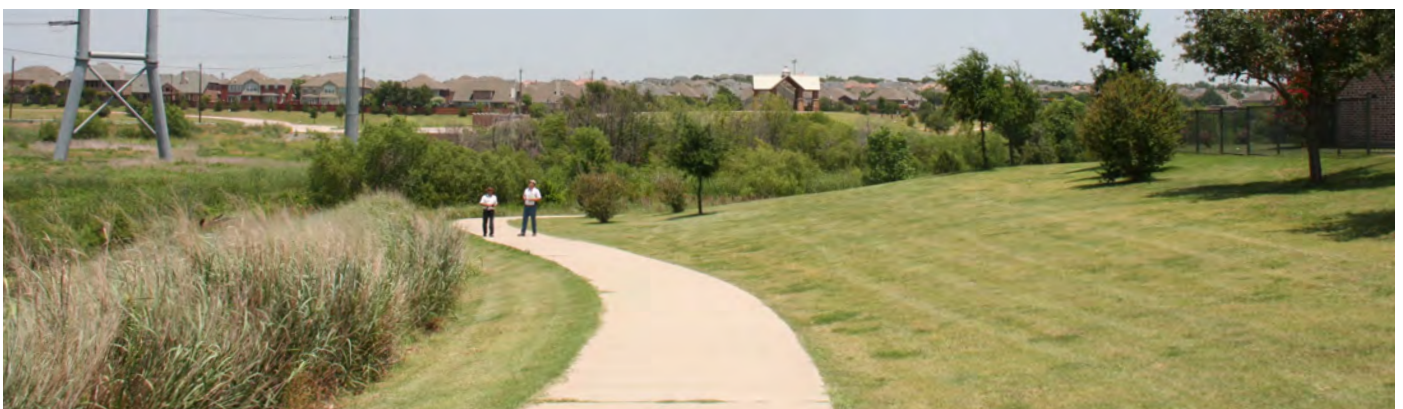
TPWD Requirements

As of January 2008, TPWD stipulates that park master plans must cover at least a ten-year period. Plans must be updated every five years to remain eligible for grant funding (a completely new plan is required every ten years). At a minimum, updates should include a summary of accomplishments, new public input, most recent inventory data, updated needs assessment, priorities, new implementation plan, demographics, population projections, goals and objectives, standards, and maps. Priorities should be updated as implementation items are accomplished. A new resolution is not required when updating priorities; however if the City changes or revises its priorities, it must submit a new resolution adopting the new priorities.

High Priority Needs

Consistent with TPWD requirements, **Table 9.9** lists the top priorities for parks, recreation, open space, and trails in Frisco. These priorities have been determined based on community outreach, needs assessments, and City staff and City official input in order to provide an effective set of actions to enhance quality of life in the community for purposes of grant applications. The priorities are broken into two lists: one for outdoor facilities and one for indoor facilities.

Table 9.9 High Priority Parks & Recreation Needs	
Outdoor Facilities	Recreation Facilities
1. Acquire and preserve open space and nature areas and make them publicly accessible from both a physical and visual point of view.	1. Senior Center New senior facility to open 2018
2. Develop currently undeveloped neighborhood parks with playgrounds, pavilions, loop trails, and open play areas.	2. Health and wellness center New recreation facility to open 2020
3. Acquire land for new community parks.	
4. Acquire land for new neighborhood parks in areas of future development.	
5. Develop Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks.	
6. Develop an average of 5 miles of trails every year.	
7. Consider and create public/private/ partnerships as a strategy to provide adequately for parks and recreation in mixed-use developments.	



9.5

Plan Updates

This Master Plan is a guide to be used by the City to develop and expand the existing parks, recreation, trails, and open space system for future needs over the next five to ten years. Since recreation trends and needs change over time, it is necessary to consider this Master Plan as a living document that should be updated regularly. Potential factors that might bring about the need to revise this Master Plan include:

- The population may increase more or less rapidly than projected;
- The recreation needs, wants, and priorities of the community may change; and
- The implementation of certain action items may stimulate and inspire other needs.

Three key areas for focus of these periodic reviews are as follows:

- **Facility Inventory** - An inventory of new facilities should be recorded as well as any significant improvements of facilities provided by the Frisco ISD whenever such facilities may become available for public use.
- **Facility Use** - Facility use is a key factor in determining the need for renovation or additional facilities. Updates on league participation of sports facilities should be prepared each season with data from each association. Changes in participation of those outside the City limits as well as the citizens of Frisco should be recorded.
- **Public Involvement** - As mentioned previously, this Master Plan reflects the current population and attitudes as expressed by the citizens. However, those attitudes and interests may change over time as the City changes. Periodic surveys are recommended to provide a current account of the attitudes of the citizens and additional direction from the public on issues that may arise.

Maintaining a regularly-updated Master Plan will ensure that the needs of Frisco's citizens continue to be met and that the vision and goals set forth in Chapter 1 can be achieved.



FRISCO PARKS & RECREATION

OPEN SPACE MASTER PLAN



APPENDICES

APRIL 2016

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FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN

CHAPTER 3 APPENDICES

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Appendix 3.12	Interview with Inter-departments
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APPENDIX 3.1 Summary of Group Visioning Meetings

SUMMARY OF VISIONING

Between Monday, September 30 and Thursday, October 3, 2013, a series of meetings were held in Frisco, TX for the purpose of beginning the master plan for the Frisco Parks and Recreation Department. A common set of questions were asked in most of these meetings and this summary reflects the common themes identified by participants across these meetings.

Two of the major areas highlighted was the identification by attendees as to the positive assets and attributes associated with living in Frisco as well as challenges anticipated in the future with the onset of additional growth.

Best Things about Living in Frisco

There was indeed a commonality of responses to this question. In general, the themes included:

- **Important Assets** of Frisco. Frisco is a city with many assets.
 - The location of Frisco with its accessibility
 - The Fisd with its Class 4 status
 - The development of the infrastructure that included roads, utilities, and the overall plan of the city
- **Amenities** of Frisco. This category related to the services and opportunities available within Frisco and included: shopping, public arts, youth sports, and affordable housing.
- **Less Tangible Attributes** of Frisco. The less tangible attributes of Frisco fell into two different categories, which reflected:
 - The current infrastructure and amenities and the need to maintain those elements in a clean, 'new feel' type of manner; and
 - The people who make the community friendly and family oriented. The community involvement and the small town feel were regularly mentioned.
- **Forward Thinking Local Government** was cited in all of the groups and the characteristics included visionary leadership, long term planning, city planning, investment in public safety, and fiscal responsibility.
- **Economic Outlook** was an additional positive aspect of living in Frisco and consisted of affordable housing, low taxes, and its overall economic viability as a growing, thriving community.

Challenges Facing Frisco in the Future

The responses to this area of questioning were also composed of common areas of responses and of course, responses included the strain and cost for building and maintaining infrastructure and providing services as well as the potential loss of the attributes residents felt were unique and important to Frisco. The areas of responses could be segmented into impact upon resources and changes to positive attributes.

Infrastructure

- Infrastructure concerns included how to maintain current infrastructure that will likely require repair and replacement at the same time
- The cost of building additional infrastructure as the community grows
- The challenge of maintaining an infrastructure that has the new, clean, thriving appeal to residents and newcomers alike
- Potential shortage of water
- Possible school over-crowding

Amenities and Services

- How to double practically all the amenities and services that Frisco currently has
- How to maintain current sports field that are already over-used and in short supply
- Loss of open space and farmland
- Over-crowding
- Higher demand for services
- Fewer resources to go around

Desirable Attributes

- Loss of that small town, family feel was the number one attribute mentioned in this category
- Loss of that clean, new feel
- The aging of neighborhoods
- Maintaining high quality leadership
- Maintaining affordability in housing costs and taxes
- Changing demographics
- Loss of wildlife habitats and hunting

Other Areas of Questioning

Depending upon the size of the group and its dynamics, there was not time for the following questions to be asked of all groups. Those questions included specific suggestions for parks and recreation and ideas for new or expanded facilities, areas of services.

Suggestions for Parks and Recreation

- Suggestions included two recurring themes: expanded, connected bike and hike trail system and more fields for youth sports
- Meeting the challenge of balancing parks: new and old; active and passive; changing expectations and preferences
- Other areas included acquiring open space before it was gone and the difficulty of maintaining and improving the maintenance of medians and practice fields

New or Expanded Facilities and Services

- Connected paths and trails re-appeared here as did the need for more open space and additional practice fields for soccer
- Other facilities cited were public golf course, skateboard park, tennis center, another fitness facility, and others

About the Meetings

During this Visioning Week, there were two public meetings held, a meeting of the plan steering committee, a meeting with representatives from other public departments as well as meetings with four focus groups. The focus group for sports was not included in this report as the focus of the concerns was highly specialized.

There were also interviews held during this week with the Visitors and Convention Bureau staff, members of the Mayor's Youth Council, and Public Safety and Community Services.

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Appendix 3.2

Meeting with Steering Committee

VISIONING

Meeting: Steering Committee

Date and Time: Monday, September 30, 2013 from 6 to 7:30 p.m.

Questions Asked:

1. Best Things about Living in Frisco
2. Challenges Facing Frisco in its Future

Summary of Responses

Best Things about Living in Frisco

There were three, general categories in response to this question; valued assets of Frisco, attributes of Frisco, and leadership in Frisco (numbers in parenthesis refer to specific responses to questions defined on next page).

- **Valued Assets of Frisco.** The valued assets of Frisco included its location, the great schools, sports teams, public art program, its history and its roads and infrastructure (3, 4, 7, 11, 12, 19, 21, 23).
- **Attributes of Frisco.** Attributes of characteristics of Frisco that attendees valued included small town feel, family friendly, cleanliness, unique identify, community involvement in events, everything you want/need, young and moldable community, and its demographics (1, 2, 6, 10, 11, 14, 16, 18, 20, 22, 25).
- **Leadership/Management of Frisco.** The high quality local leadership was recognized by attendees who cited this group's long term planning, forward thinking, and emphasis upon growth and financial strength and low taxes (5, 8, 9, 15, 17).

Challenges Facing Frisco in its Future

- **Impact upon Resources.** There were concerns in a number of areas related to potential impact of growth upon resources including new and old infrastructure, development all at one time, water, traffic, transportation, maintenance of amenities and facilities, and being landlocked (1, 2, 3, 5, 6, 10, 16, 19, 20).
- **Changes to Positive Attributes.** The areas cited within this category are aging housing stock, aging youth population, youth sports facilities, small town feeling, loss of quality leadership, homeless population, public safety, and low taxes (4, 7, 8, 11, 12, 13, 14, 15, 17).

Specific Thoughts related to Parks (18, 19, 21, 22)

Among the specific comments related to parks how to balance parks: old and new; active and passive; and changing needs and expectations.

Specific Responses to Questions:

#1 – Best Things about Living in Frisco

1. Small town feel
2. Family friendly
3. Location
4. Great schools
5. Leadership
6. Clean
7. Sports teams
8. Long term planning
9. Forward thinking
10. Unique identity
11. Community involvement/Events
12. Public art program
13. Youth sports programs
14. Enthusiasm to participate
15. Growth/financial strength
16. Everything you want/need
17. Low taxes
18. Young and moldable
19. Parks and trails
20. Value
21. History
22. Community-oriented
23. Roads and infrastructure
24. Business development
25. Strong demographics
26. Sense of pride
27. Opportunities for children

#2 – Challenges Facing Frisco in its Future

1. Infrastructure (new and old)
2. Development all at once
3. Water
4. Aging housing stock
5. Traffic
6. Transportation
7. Balance of reality
8. Aging youth population
9. Schools
10. Youth sports facilities
11. Small town feeling
12. Maintaining quality leadership
13. Homeless population
14. Public safety
15. Affordable housing
16. Maintenance
17. Low taxes
18. PPP
19. Amenities/facilities
20. Being landlocked
21. Neighborhood parks
22. Balance of parks; old/new; Expectations; active/passive

About the Process

A modified nominal group process was used whereby each attendee was asked to list responses to each of the questions. The responses were sought around the table with similar responses being cited only once for time purposes. The numbered item under question headings reflects the individual responses from the meeting.

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Appendix 3.3 Public Meeting 1 (evening)

VISIONING

Meeting: Public Meeting (1)

Date and Time: Tuesday, October 1 from 6 to 8 p.m.

Questions Asked:

1. What are the good things about living in Frisco?
2. What are the future changes and impact of those changes?
3. Suggestions for Parks and Recreation
4. What special types of facilities could you suggest for Frisco?

Summary of Responses

Summary of responses are based about categorizing specific response from the group. The number associated with each Category can be found in the section, 'Specific Responses to Questions'.

What are the good things about living in Frisco?

This group identified 4 major areas of positive aspects for living in Frisco including: *infrastructure; services and amenities; economics; and forward thinking leadership.*

Infrastructure reflected city planning, roads and traffic, utilities, the library, and good schools. (1, 3, 10, 11, 12, 20)

Services and amenities identified as being positive assets included the newness of Frisco, the amenities and shopping, cleanliness, youth sports, healthcare, library, affordable housing, investment in public safety, and aesthetics (2, 5, 6, 7, 8, 11, 15). Other aspects mentioned were affordable homes, a growing community, and the people who live in Frisco. (8, 13, 14, 15, 18)

The **asset of economics** included fiscal responsibility, housing values, cost of living, and affordable housing. (9, 13, 18)

Under the category of **forward thinking leadership**, the attendees cited city planning, investment in public safety and roads, fiscal responsibility, a growing city with a low cost of living. (3, 4, 6, 9, 12, 14, 18)

What are the future changes and impact of those changes?

General categories within this question included the general *impact of growth*, *impact on amenities*, and *expansion*.

The general *impact of growth* included such factors as loss of farmland and open space and continuity of that open space, pressure to expand infrastructure, maintenance of infrastructure, higher cost of living due to demand, possible crime increase, and a small town with a demand for large town services (1, 3, 5, 6, 7, 8, 9, 10, 11).

The *impact upon amenities* were identified as maintaining Frisco’s new look with increased demand for service and the overall impact on the amenities themselves (1, 2, 4, 6, 12, 13).

The category *expansion* focused particularly upon loss of farmland, continuity of open space, and loss of hunting areas (1, 12).

Suggestions for Parks and Recreation

There were three areas of suggestions for Parks and Recreation. One area was related to sports with the recommendations to maintain the safe, quality youth sports programming and the need for more tournament space. The need for an executive golf course and a ‘field of dreams’ was also cited.

The second major category related to biking and hiking trails. Many of those in attendance felt Frisco was behind in its trail system and needed a comprehensive biking and hiking trails, particularly along creek corridors.

The last area was focused upon wildlife and the preservation of wildlife habitat as well as wildlife viewing.

Specific Responses to Questions:

#1 - What are the good things about living in Frisco?

1. Good schools

2. Amenities and retail stores

3. Excellent city planning

4. Forward thinking

5. Cleanliness

6. Investment in public safety

7. Youth sports

8. People

9. Fiscally responsible

10. Good location

11. Library

12. Roads and traffic flow

13. Affordable homes

14. Growing community

15. New

16. Utilities

17. Diversity

18. Low cost of living

19. Healthcare

#2 - What are the future changes and impact of those changes?

- | | |
|--------------------------------------|---|
| 1. Loss of farmland and open space | 8. Challenge to maintain |
| 2. New stuff becomes old | 9. City services to meet demand |
| 3. Pressure to expand infrastructure | 10. Larger town will cut down on responsiveness |
| 4. Youth sports | 11. Longer wait for service, higher costs |
| 5. Continuity of services | 12. Loss of hunting space |
| 6. Double amenities needed | 13. Increase in crime |
| 7. More traffic | |

#3 - Suggestions for Parks and Recreation

- | | |
|---------------------------------------|--------------------------------|
| 1. Safe, quality youth sports | 7. City behind on trail system |
| 2. Tournament space | 8. Wildlife habitat |
| 3. Field of dreams (Mansfield) | 9. Watching wildlife |
| 4. Executive Golf Course | 10. Walking spaces |
| 5. Comprehensive bike and hike trails | 11. Parks have to look good |
| 6. Trails along streams | |

#4 - What special types of facilities could you suggest for Frisco?

- | | |
|-----------------|--|
| 1. Amphitheater | 4. Nature Preserve |
| 2. Golf complex | 5. Discovery Center |
| 3. Shade | 6. Family-friendly opportunities to engage in nature |

About the Process

A modified nominal group process was used whereby each attendee was asked to list responses to each of the questions. The responses were sought around the table with similar responses being cited only once for time purposes. The numbered item under question headings reflects the individual responses from the meeting.

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Appendix 3.4 Public Meeting 2 (daytime)

VISIONING

Meeting: Public Meeting (2)

Date and Time: Wednesday, October 2, 2013 from 9 to 11 a.m.

Questions Asked:

1. What are the best things about living in Frisco?
2. What are the changes in Frisco's future?
3. Comments and suggestions for Parks and Recreation Department

Summary of Responses

Summary of responses are based about categorizing specific response from the group. The number associated with each Category can be found in the section, 'Specific Responses to Questions'.

What are the best things about living in Frisco?

Among the categories highlighting the best things about living in Frisco were *services, the government, open spaces, the caring nature of Frisco*.

Among the **valued services** were the schools, Frisco Athletic Center, the city's location, its amenities, access to affordable housing, and the perception that Frisco was a dynamic, happening place.(1, 2, 5, 8, 9, 10, 11).

Government was identified as one of the positive things about Frisco and included factors such as leadership having a vision for growth along with affordability (4, 5).

The **caring nature of Frisco** and its people was related through comments about feeling of a family environment and that everyone matters (6, 12, 13).

What are the changes in Frisco's future

There were several areas of concerns related to the changes in Frisco's future including *loss of open space, overuse of resources, loss of intangibles, and taxes with economic changes*.

Loss of open space and the *disappearance of trees and wildlife* was a concern of the attendees (1, 9, 13). **Overuse of resources** included higher demand for services, more pressure on playing fields, water shortages, and fewer resources to go around (2, 3, 4, 5, 6).

Another area of concern was the **loss of intangibles** that make Frisco special such as loss of community and over-crowding (2, 8). This concern was extended to the impact upon the **taxes and the economics** of Frisco as well. Aspects of this concern included higher demand for services, fewer resources to go around, aging neighborhoods and the tax base cap (3, 6, 7, 11).

Comments and suggestions for Parks and Recreation Department

Almost the entire focus of these attendees was upon *sports fields and athletics* with a reminder of the importance of *maintaining medians* (1, 2, 3, 4, 5).

Summary of responses are based about categorizing specific response from the group. The number associated with each Category can be found in the section, '*Specific Responses to Questions*'.

Specific Responses to Questions

#1 - What are the best things about living in Frisco?

- | | |
|-------------------------------|------------------------------|
| 1. Close to many options | 8. Access and location |
| 2. The schools | 9. Something for everyone |
| 3. Natural setting | 10. Dynamic, happening place |
| 4. Political vision of growth | 11. Frisco Athletic Center |
| 5. Affordability | 12. Small town |
| 6. Feel of family environment | 13. Everyone is important |
| 7. Trees and open space | |

#2 - What are the changes in Frisco's future?

- | | |
|------------------------------------|------------------------|
| 1. Loss of open space | 8. Loss of community |
| 2. Overcrowding | 9. Loss of trees |
| 3. Higher demand for services | 10. Cost of toll roads |
| 4. More pressure on playing fields | 11. Lack of access |
| 5. Water shortage | 12. Tax base cap |
| 6. Fewer resources to around | 13. Loss of wildlife |
| 7. Aging neighborhoods | |

#3 - Comments and suggestions for Parks and Recreation Department

1. Parks should have more and better fields
2. More athletic centers
3. Well system for fields
4. Improve practice fields
5. Better maintenance of medians

#4 - *Your directions for the Park and Recreation Department*

1. Attention to neighborhood parks
2. Offer disc golf in schools
3. Focus more on unique offerings
4. Focus on connections between neighborhoods (trails)
5. Need longer, more nature-like trails

About the Process

A modified nominal group process was used whereby each attendee was asked to list responses to each of the questions. The responses were sought around the table with similar responses being cited only once for time purposes. The numbered item under question headings reflects the individual responses from the meeting.

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Appendix 3.5 Focus Group with Business Leaders

VISIONING

Focus Groups and Interviews

Focus/Interview Focus Group 1: Business Community

Date and Time: Tuesday, October 1, 2013 from 11:30 a.m. to 1 p.m.

Invited: Developers, FISD, CDC, EDC, Chamber of Commerce

Topics Discussed:

1. Positive Attributes of Frisco
2. Challenges Facing Frisco in the Future

Summary of Responses

Summary of responses are based about categorizing specific response from the group. The number associated with each Category can be found in the section, 'Specific Responses to Questions'.

Positive Attributes of Frisco

There was a general consensus that the infrastructure of the community was a positive asset for Frisco including such aspects as good schools, location, youth sports, and utilities. Amenities were another positive attributed to Frisco and among the examples cited included: retail stores, aesthetics, cleanliness, library, and police response time. Two other positive attributes were identified, economics and forward thinking. Economic factors included: fiscal responsibility, low cost of living, and affordable housing. The visionary and forward thinking of the elected officials included investment in public safety, excellent city planning that involved citizens, fiscal responsibility, traffic and road patterns, and managing a growing community ready for the next 'big thing'.

Challenges Facing Frisco in the Future

The two general areas mentioned by this group in terms of categories of challenges were amenities and expansion. When referencing the amenities, many of the factors focused upon the likely need to double the number of amenities and the challenge of maintaining the amenities as newer aspects of Frisco become old. Youth sports were one of the amenities specifically cited.

This group felt that the growth and expansion of Frisco created additional challenges as well such as the loss of farmland, pressure to expand infrastructure, continuity of open space, impact of additional traffic, possible increases in crime, and lack of space for hunting.

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Appendix 3.6 Focus Group with Sports and Athletics

VISIONING

Focus Groups and Interviews

Focus/Interview Focus Group 2: Athletic and Sports

Date and Time: Wednesday, October 2, 2013 from 5 – 6:30 p.m.

Questions Asked:

1. Each of the representatives of the various sports in attendance was asked to share an overview of their respective area.
2. Each representative was asked about the number of non-resident participants in each sport.
3. Attendees were given a form to complete and return that spells out their numbers, seasons, practice needs, and game needs.

Specific Responses to Questions

Soccer.

- Soccer has the largest number of young people playing in Frisco. They have 5900 children as participants and added 10 teams this past season. Children can start playing at 3 years of age and there are 10-11 children per team.
- Securing adequate practice space is one of the biggest issues and coaches get creative to find spaces to use. The game fields get a great deal of use and it might be better to not use them during the week to ensure better quality fields for game use.

Volleyball.

- For the past two years, volleyball has been renting 7 courts in the Field House; they pay for their own space. There are 1000 players in the fall and 1200 in the spring. The league functions during the four seasons of the year with girls in 1st to 5th grade. The schools begin offering volleyball in 7th and 8th grade.
- There is no volleyball available for beginners or recreational players.

Lacrosse.

- This sport has been growing by 50% every season; this current year the growth has slowed to 30%. In the fall 2013, there are 900 children playing and 1200 children are the number projected for 2014; participants range from 1st and 2nd grade up to high school. Main season is fall and they use Phillips for practices; each team practices 2 nights a week. Clock time and field sizes are modified for the younger children.

Cricket.

- This group started with 13 people and now have 7 teams composed mostly of adults. Forty to forty-five members are the maximum for play. They only have practice space at this point. They practice on an open field using football field at present that will not be available as it is becoming a baseball field. Cricket games last about four hours.
- They play in all seasons and hold clinics for youth.

The Miracle League.

- This group started with 40 children three years ago and now has grown to 300 participants. They offer six sports: baseball, soccer, football, basketball, bowling, and track. Each sport goes for six weeks, twice a year. Children involved in these sports range in age from 5 to 18.
- Soccer is played inside and they pay for rental space themselves. They have plans to construct a center of their own.

Football.

- Football has been operating for 20 years and currently have between 85 and 100 teams; teams start at 7 years of age and there are between 18 to 20 children on a team. A flag football league is offered for 5 and 6 year olds. They also have a noncontact league which is very popular with girls.
- The league uses high school field for practices. Games are played at high school football fields and for the last 3 years or so have been paying \$700 to \$800 a game.

Responses to question about non-resident players:

Soccer.

There are a few children playing from other communities, but the majority of non-residents listed on their rosters are playing on soccer select or Academy soccer who play some games here; players must register in this way according to the national soccer governing board.

Volleyball.

Some children from outside of Frisco

Lacrosse.

Association does not let non-residents play with the few exceptions being if a parent coaches a team

Miracle League.

Many participants from outside of the community; needed to enhance the activity for all children

Appendix 3.7 Focus Group with Less Traditional and Outdoor Sports

VISIONING

Focus Groups and Interviews

Focus/Interview Focus Group 3: Less traditional and outdoor sports

Date and Time: Wednesday, October 2, 2013 from 7 to 8:30 p.m.

Groups Invited: Representatives from dog park, Frisbee golf, tennis, mountain biking, and others

Topics Discussed:

1. Attributes that make Frisco a good place to live
2. Changes foreseen with future growth
3. Suggestions for Park and Recreation Department

Summary of Discussions

Attributes that make Frisco a good place to live

Attendees spoke about assets and attributed cited in previous meeting such as location, schools, neighborhoods, clean, new, shopping, entertainment and growing community.

Changes foreseen with future growth

Attendees cited the need for expanded infrastructure and the ongoing maintenance of current infrastructure and loss of that small town feel. Aspects not mentioned by previous groups were an emphasis upon becoming 'less car-centric' and concerns about lost heritage.

Suggestions for Park and Recreation Department

1. More neighborhood parks
2. Bring disc golf to FIRD
3. More diverse and non-traditional sports, i.e. horse shoes
4. Interconnectivity of the community through trails, etc.
5. Public, private partnerships not always best approach
6. Competitive style disc golf course
7. More alternatives for children not involved in traditional sports
8. More activities for teens
9. More mountain bike trails
10. Activities to reflect demographic changes
11. Keep up the good work you do for the community
12. Even some of the small things you do make a big impact

Appendix 3.8 Focus Group with Community Leaders

VISIONING

Focus Groups and Interviews

Focus/Interview Focus Group 4: Community Leaders

Date and Time: Thursday, October 3, 2013 from 11:30 a.m. to 1 p.m.

Groups Invited: Garden Club, Arts, VFW, and others

Topics Discussed:

1. What are the positive attributes of living in Frisco?
2. What are the challenges in Frisco's Future?
3. What suggestions would you have for Parks and Recreation?
4. What new and exciting things could you envision for Frisco P&R

Summary of Discussions

Positive Attributes of Frisco

This group identified attributes of Frisco that can be categorized into services provided, leadership, and defining characteristics.

Among the services identified as positive were schools, local jobs, sports, accessibility, public safety, events, and neighborhoods. Leadership qualities cited included: tax base, city and school cooperation, city leadership, and visionary leadership. The defining characteristics of Frisco that made it attractive and desirable included such factors as family-oriented, sports, thriving community, access to city officials, small town feel, connected to one another, can do spirit, and a city that is willing to go the extra mile.

Challenges Facing Frisco in the Future

The three general categories that appeared as challenges for Frisco were infrastructure, services, and general challenges.

The infrastructure challenges included keeping the business tax base, congestion, school crowding, maintenance that needs to be done all at the same time, keeping infrastructure fresh, and roads. The service category included maintaining of current service levels and affordable community events. General challenges were identified as addressing the question as to "who are we? and what will we become?" as well as influence of new ideas from new residents, and the potential loss of small town feel.

What suggestions would you have for Parks and Recreation?

Suggestions included the following: keep up the good work you already accomplish; median maintenance; walkable, connected, longer trails; widen gravel trails; military memorial that is hallowed.

What new and exciting things could you envision for Frisco P&R

There was an interesting list of aspects to be addressed: connected paths and trails; open space; additional soccer fields for practice; public golf course; sports for special needs; skateboard park; access to bird watching.

Appendix 3.9 Interview with Public Safety and Community Groups

VISIONING

Focus Groups and Interviews

Focus/Interview Focus Group 4: Public and Community Services

Date and Time: Tuesday, October 1, 2013 from 1 to 3 p.m.

Groups Invited: Police, Fire, Frisco Family Services, YMCA, and Boys & Girls Club

Topics Discussed:

1. Overview of Services
2. General Comments
3. Moving Forward Suggestions

Summary of Discussions

Overview of Services

- The YMCA works closely with the schools in providing after-school care at the elementary schools; summer day camps; camps and clinics and sports leagues. Youth sports offered by the Y tend to be more recreational and instructional than the youth.
- There is a relatively low crime rate in Frisco with the primary crimes being property or against persons. There is a curfew ordinance for those under 17 years of age; from midnight to 6/7 a.m. The Police apply CPTED principles and have cameras in the parks.
- The Fire Department extensively pursues prevention with its fire safety town, bike safety, storm readiness, and 911 practice. The Department also is very community and volunteer oriented.

General Comments

- The Police Department view Parks and Recreation as part of a healthy community model as it provides a variety of activities and opportunities for the young people in the community during the after-school hours and summers. The role that attending these games has for families becoming acquainted is an asset as well.

Moving Forward Suggestions

- Both the Police and Fire would like to have a number/location system for the trails.

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Appendix 3.10 Interview with Mayor's Youth Council

VISIONING

Focus Groups and Interviews

Focus/Interview: Mayor's Youth Council

Date and Time: Thursday, October 3, 2013 from 6 to 7 p.m.

Topics Discussed:

1. Ideal place to go in leisure time
2. Positive additions to Frisco for fun
3. General comments
4. Dream Ideas

Summary of Discussions

Ideal places to go in leisure time

- Anyplace that has the "mall" sense of excitement and interaction
- A place such as Lake Lewisville where people could go for a getaway with a picnic in a beautiful, natural setting
- Jogging with dog

Positive additions to Frisco for fun

- Waterparks
- Something unique, exciting, and revolutionary that would set Frisco apart

General comments

- Would like to see more branching out from school into the community
- Frisco does well for sports-oriented people and younger kids

Dream Ideas

- Shopping center with a downtown atmosphere
- Indoor rollerskating
- Never before seen "book hubs": outdoor libraries
- Progressive technology based activity/facility

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Appendix 3.11 Interview with Convention and Visitors Bureau

VISIONING

Focus Groups and Interviews

Focus/Interview: CVB and Tourism

Date and Time: Monday, September 30, 2013 from 1 to 2:30 p.m.

Topics Discussed:

1. CVB's Target Markets
2. Long term goals of CVB
3. Suggestions for ongoing support
4. What's missing in Frisco
5. General Comments
6. Future Collaborations

Summary of Discussions

CVB's Target Markets

These are the most significant groups targeted by this organization.

1. Sports
2. Texas associations
3. Religious, educational, clubs
4. Corporate/national associations
5. Weekends

Messages Shared about Community

When pitching or describing to would-be visitors, the specific factors they mention include:

- Family friendly
- Safe
- Walkable
- Something for everyone

- Good weather
- Proximity to DFW
- Bookable for small groups
- Frisco is appreciated by these two groups for the community image and brand it has.
- Visitors to Frisco have many positive things to say about the community which contributes to return visits and good 'word of mouth'
- Bringing in people for baseball brings money into Frisco for hotels and restaurants
- Sports fields for soccer and baseball
- Desirability of things for families to do, i.e. shopping, parks, etc.

Long term goals

- Looking at the changes in demographics and diversity of sports play and activities
- Refining specific sports that can work with infrastructure
- Continuing to make Frisco attractive and desirable for conventions, tournaments, events, visitors, etc.
- Home town feel adds to desirability

Suggestions for ongoing support

- Resolve field control, i.e. city or the leagues; would help to have bookable parks
- Turf fields would be helpful as would multipurpose fields
- Several fields in one spot
- Festival Park and the closing time for bars
- More parks with less built environment such as Northwest Park which is more natural to encourage sense of adventure similar to Beaver's Bend and Arbor Hills in Plano

What's Missing?

- Large water park with mini lazy rivers
- 12 fields in one pod

General Comments

- Frisco is similar to Round Rock and Sugarland in this area; Frisco is among the top 15 in tax revenue generated in the state and the top 5 per capita in the state
- Car show is the second largest in the United States
- Uniqueness of parks in different areas tie the elements of Frisco together
- Frisco provides a community image and brand that helps selling the city
- Visitors to Frisco have many positive things to say about the community which contributes to return visits and good “word of mouth”
- Bringing people in for baseball bring money into Frisco for hotels and restaurants
- Sports fields for soccer and baseball are a draw
- Frisco has things for families to do other than just sports

Future Collaborations

- Link CVB calendar of events to Fun website
- Collectively identify which assets could be used for which sporting events for planning purposes

A modified nominal group process was used whereby each attendee was asked to list responses to each of the questions. The responses were sought around the table with similar responses being cited only once for time purposes. The numbered item under question headings reflects the individual responses from the meeting.

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Appendix 3.12 Inter-departmental Interview

VISIONING

Focus/Interview: City-wide Interdepartmental Meeting

Date and Time: Tuesday, October 1, 2013 from 8 to 11 a.m.

Topics Discussed:

1. What makes Frisco a good place to live and work?
2. What are the challenges facing Frisco in the future?
3. What makes Frisco unique?
4. Comments about Parks and Recreation

Summary of Discussions

Summary of responses are based about categorizing specific response from the group. The number associated with each Category can be found in the section, *'Specific Responses to Questions'*.

What makes Frisco a good place to live and work?

This group identified both assets present within Frisco as well as attributes associated with Frisco as making Frisco a good place to live and work. Positive assets of Frisco included such things as the schools, variety of housing, trees, activities, and location (1, 4, 6, 7, 10). Attributes specific and important to Frisco were identified as the newness of the community; the way Frisco is laid out; the fact that everything people need appears to be here; the small town feel; willingness of people to get involved; its economic viability; and its emphasis upon young children and families (2, 3, 5, 8, 9, 11, 12, 13).

What are the challenges facing Frisco in the future?

This group identified two major areas of challenge for Frisco. These were changing demographics and maintenance concerns. The concern about demographics was focused upon the overall changes in the population including the aging of the population, growing number of residents working from home, changing diversity (lower income and more ethnic), and both one and two family households (1, 3, 6, 8, 10, 11, 13, 14, 15).

Related to maintenance concerns, there were a variety of challenges including: maintenance deficit, doing more with less, drought resistant materials, and low maintenance plant materials.

An overall theme running through this list was the fact that the current infrastructure was going to require restoration all at once and it could likely occur with the need to build new infrastructure (4, 17, 18, 23).

Other concerns that defy exacting classification included the residents’ expectations for the same services and level of service; competition from other communities for residents especially based upon newness; transient population waiting for the next transfer; and balance between housing and commercial (19, 20, 21, 24).

What makes Frisco unique?

There were a number of reasons why Frisco is perceived as being unique. Among the attributes and assets identified were being a temporary boomtown, the schools, CDC and EDC, its connection to sports, and the overall quality and aesthetics.

Comments about Parks

The Department contributes to making Frisco a desirable place to live particularly by the services and amenities they provide and their flexibility and responsiveness to change.

Specific Responses to Questions

#1 - What makes Frisco a good place to live and work?

1. Frisco ISD

2. Newness

3. Way its laid out

4. Variety of housing

5. Everything is here

6. Trees

7. Activities

8. Small town feel

9. People get involved

10. Location

11. Economic viability

12. Caters to young and preschool

13. Family-oriented

#2 - What are the challenges facing Frisco in the future?

- | | |
|---|--|
| 1. Silver tsunami | 14. Lower income residents |
| 2. Park maintenance | 15. 1-2 family households |
| 3. Needs of future population | 16. Life expectancy of materials |
| 4. Maintenance deficit | 17. Doing more with less |
| 5. Urban parks | 18. Age of facilities |
| 6. Population changes | 19. Expectations for same services |
| 7. Open space will be gone | 20. Competing with other communities for residents |
| 8. Home working population (professional positions) | 21. Transient population (waiting for next transfer) |
| 9. Proximity to DFW | 22. Water |
| 10. Technology driven community | 23. Drought resistant/low maintenance plant material |
| 11. Small business owners | 24. Balance between housing and commercial |
| 12. Continued desirability of housing | |
| 13. Diversity (lower income, more ethnic) | |

#3 - What makes Frisco unique?

- | | |
|-----------------------|--|
| 1. Temporary boomtown | 4. FISC relationship with parks department |
| 2. Quality/aesthetics | 5. Connection to sports |
| 3. 4A schools | 6. CDC and EDC (4A and 4B) |

#4 - Comments about Parks and Recreation

- | | |
|----------------------------------|--------------------------------------|
| • Flexible when change is needed | • Responses to change, i.e. cricket) |
| • Natural trees | • Desirable place to live |
| • Services and aesthetics | • Creates places for people |

About the Process

A modified nominal group process was used whereby each attendee was asked to list responses to each of the questions. The responses were sought around the table with similar responses being cited only once for time purposes. The numbered item under question headings reflects the individual responses from the meeting.

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Appendix 3.13 Community Survey

This appendix includes the survey instrument presented as **Appendix 3.13a: Survey Instrument**. A summary of the findings is presented in **Appendix 3.13b: Summary of Survey Findings**. Detailed survey data that contains 129 pages, are available and contained on CD.

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Appendix 3.13a Survey Instrument

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Dear Resident,

The goal of the Frisco Parks and Recreation Department is to provide the best parks and recreation systems that is available. As you probably know, Frisco has grown tremendously over the past decade and continues to grow annually. In an effort to stay abreast of the needs of the community, we solicit input from residents such as you through the use of a needs assessment survey. We take this information seriously and use it to help prioritize specific projects and needs of the community.

I would ask that you take a few minutes to complete this survey. Your specific answers will be completely anonymous, but your views, in combination with those of others, are extremely important. Should you have any questions about the survey or its results, please feel free to let me know.

Please return your survey within the next seven days. Fold and tape the survey so the return address to National Service Research is shown OR you may take the survey online by visiting the Frisco website at www.friscofun.org and click on the Park and Recreation Citizen Survey link. ENTER YOUR PASSCODE UNDER "RESIDENT" on the outside mail label of this printed survey to access the online survey. Thank you so much for your help in this important survey.

Sincerely,

Rick Wieland, Director of Parks and Recreation

City of Frisco Parks & Recreation Department

PH: 972.292.6500 | FX: 972.335.4091

rwieland@friscotexas.gov



Texas Gold Medal Award Recipient in 2007 & 2010!

Find 'More Than You Expect' at FriscoFun.org

City of Frisco Parks and Recreation Citizen Survey

1a. How often do you or other household members use or visit facilities/events listed below in the City of Frisco?

Frequency of Use (Check ONE answer for each)	At least once a week	At least once a month	Several times per year	Once a year or less	Never Don't use
Playgrounds	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Picnic areas/pavilions	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Hike/bike/walk/jog trails	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Fields for organized sports	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Practice fields (baseball, softball)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Practice fields (football, soccer, lacrosse, cricket)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Tennis courts	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Senior Center	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Outdoor basketball courts	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Open spaces in parks	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Organized programs/classes	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Special Events (Merry Main Street, etc.)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Frisco Athletic Center	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

1b. If your household members **DO NOT USE** Frisco parks, facilities, programs or events, what are the primary reasons that prevent them from using them more frequently? Is it because:

(If you/your household members are park users, SKIP TO Q2)

- | | | |
|---|---|--|
| 1 <input type="checkbox"/> No parks nearby to us | 5 <input type="checkbox"/> Recreation facilities not conveniently located | 9 <input type="checkbox"/> I/we have no time or interest |
| 2 <input type="checkbox"/> I/we use parks/facilities in nearby cities | 6 <input type="checkbox"/> Lack of adequate security | 10 <input type="checkbox"/> Other _____ |
| 3 <input type="checkbox"/> Lack of accessibility due to disabilities | 7 <input type="checkbox"/> Parking is inadequate | |
| 4 <input type="checkbox"/> They do not meet my/our needs | 8 <input type="checkbox"/> Parks & facilities are in poor condition | |

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2. Which age groups in your household have participated in a City of Frisco Recreation Program within the past 12 months? (Check all that apply)

- ☐ 1 Under 5 years of age ☐ 3 10 to 14 ☐ 5 20 to 24 ☐ 7 35 to 44 ☐ 9 55 to 64 ☐ 11 None
☐ 2 5 to 9 ☐ 4 15 to 19 ☐ 6 25 to 34 ☐ 8 45 to 54 ☐ 10 65 or older

3a. Would you be in favor of adding any of the following activities or facilities in Frisco?

(Rate EACH facility on a scale as 1 to 4 with 4 being highly favor and 1 being do not favor at all)

	Highly Favor			Do Not Favor	No opinion/ Not familiar
<u>Specialized Park Facilities</u>					
A – Amphitheater/performing arts space	4	3	2	1	<input type="checkbox"/>
B – Botanic garden/arboretum	4	3	2	1	<input type="checkbox"/>
C – Environmental learning center	4	3	2	1	<input type="checkbox"/>
D – Equestrian center and trails	4	3	2	1	<input type="checkbox"/>
E – Dog park	4	3	2	1	<input type="checkbox"/>
F – Municipal golf course	4	3	2	1	<input type="checkbox"/>
<u>Indoor Facilities</u>					
G – Youth/teen center	4	3	2	1	<input type="checkbox"/>
H – Multi-Use Facility for programming classes and/or events.....	4	3	2	1	<input type="checkbox"/>
I – Additional recreation center	4	3	2	1	<input type="checkbox"/>
<u>Leisure/Outdoor Activities</u>					
J – Disc golf	4	3	2	1	<input type="checkbox"/>
K – Community garden.....	4	3	2	1	<input type="checkbox"/>
L – Open spaces/natural areas	4	3	2	1	<input type="checkbox"/>
M – Picnic areas/pavilions	4	3	2	1	<input type="checkbox"/>
N – Open play areas for pick-up games	4	3	2	1	<input type="checkbox"/>
O – Playgrounds for children	4	3	2	1	<input type="checkbox"/>
P – Large nature area/preserve	4	3	2	1	<input type="checkbox"/>
<u>Trails</u>					
Q – Hike/bike/walk/jog/run trails	4	3	2	1	<input type="checkbox"/>
R – Active use trails (BMX, Mountain biking, etc.).....	4	3	2	1	<input type="checkbox"/>
S – Leisure use trails (bird watching, nature walks, etc.)	4	3	2	1	<input type="checkbox"/>
T – Equestrian trails	4	3	2	1	<input type="checkbox"/>
<u>Water Related Activities</u>					
U – Spray ground/water splash pads	4	3	2	1	<input type="checkbox"/>
V – Outdoor leisure aquatic center.....	4	3	2	1	<input type="checkbox"/>
W – Large waterpark	4	3	2	1	<input type="checkbox"/>
X – Lakes for water recreation (canoeing, paddleboats, fishing)	4	3	2	1	<input type="checkbox"/>
<u>Special Events</u>					
Y – Additional special events (i.e., Merry Main Street)	4	3	2	1	<input type="checkbox"/>
<u>Other Activities or Facilities</u>					
Z – Please specify	4	3	2	1	<input type="checkbox"/>

3b. Which THREE facilities above are the MOST important to you for the Parks Department to focus on within the next five years? (Write in the letter to the left of the facility in the blanks) 1st _____ 2nd _____ 3rd _____



4a. Is there a current need in the City of Frisco for any of these athletic facilities?

(Rate EACH facility on a scale from 1 to 4 with 4 being definitely needed and 1 is not at all needed)

	Definitely Needed	3	2	1	Not at all Needed	No opinion/ Not familiar
A – Adult baseball fields	4	3	2	1		<input type="checkbox"/>
B – Youth baseball fields	4	3	2	1		<input type="checkbox"/>
C – Adult softball fields	4	3	2	1		<input type="checkbox"/>
D – Youth softball fields	4	3	2	1		<input type="checkbox"/>
E – Practice baseball/softball fields	4	3	2	1		<input type="checkbox"/>
F – Adult soccer fields	4	3	2	1		<input type="checkbox"/>
G – Youth soccer fields	4	3	2	1		<input type="checkbox"/>
H – Football fields	4	3	2	1		<input type="checkbox"/>
I – Lacrosse Fields	4	3	2	1		<input type="checkbox"/>
J – Rugby fields	4	3	2	1		<input type="checkbox"/>
K – Regulation Cricket fields	4	3	2	1		<input type="checkbox"/>
L – Practice fields (for football/soccer/cricket/lacrosse, etc.)	4	3	2	1		<input type="checkbox"/>
M – Youth basketball courts	4	3	2	1		<input type="checkbox"/>
N – Adult basketball courts	4	3	2	1		<input type="checkbox"/>
O – Racquetball courts	4	3	2	1		<input type="checkbox"/>
P – Sand volleyball courts	4	3	2	1		<input type="checkbox"/>
Q – Tennis courts	4	3	2	1		<input type="checkbox"/>
R – Open play spaces for practice or other uses (e.g., pick-up games)	4	3	2	1		<input type="checkbox"/>
S – Archery range	4	3	2	1		<input type="checkbox"/>
T – Extreme sports/skate park (skate boarding, inline skating, BMX)	4	3	2	1		<input type="checkbox"/>
U – Competitive natatorium	4	3	2	1		<input type="checkbox"/>
V – Trap and skeet range	4	3	2	1		<input type="checkbox"/>
W – Horse rental stables	4	3	2	1		<input type="checkbox"/>
X – Other need – specify	4	3	2	1		<input type="checkbox"/>

4b. Which THREE ATHLETIC facilities above are the MOST important to you for the Parks Department to focus on within the next five years? (Write in the letter to the left of the facility in the blanks) 1st _____ 2nd _____ 3rd _____

5a. Do you or other household members participate in any non-high school athletic events? 1 ☐ Yes 2 ☐ No

5b. If YES in Q5a, how often do your household members in EACH age group below participate in the following Frisco sports?

Frequency of Use (Check ONE answer for each)	48 times or more Twice a week for two seasons	24 times or Twice a week for a season	12 times or Once a week for a season	At least six times a year	At least once a Year	Never
Baseball age 6 and under	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Baseball age 9 to 7	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Baseball age 12 to 10	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Baseball age 13 and over	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Youth Softball all ages	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Adult Softball	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Soccer age 6 and under	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Soccer age 7 to 10	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Soccer age 11 and over	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Football all ages	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Cheer all ages	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Lacrosse all ages	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Cricket all ages	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>

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6. How often do you or other household members use parks/facilities in other nearby cities?

- 1 ☐ At least weekly 2 ☐ At least monthly 3 ☐ Several times a year 4 ☐ Once a year 5 ☐ Never

7. Which do you prefer? (Check ONLY ONE answer)

- 1 ☐ MORE smaller parks with fewer amenities/features within walking distance of your home
2 ☐ FEWER large parks with more amenities/features within driving distance of your home

8. As Frisco grows, please rate each option below on how you feel undeveloped or newly acquired park land should be used? (Check ONE answer for EACH item)

Park Land Use Rating	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know / Not familiar
Protection of the natural environment/habitat	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Passive use including trails, bird blinds, benches, etc.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Active use including athletic fields, etc.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

9. In order to develop the park and recreation improvements you have suggested herein, how strongly would you support EACH of the funding options/practices listed below.

(Rate EACH option 1 to 4 with 4 being strong support and 1 being low support.)

	Strong Support	Low Support	No opinion/ Not Familiar
Corporate advertising/naming rights	4.....3.....2.....1.....		<input type="checkbox"/>
Voter approved bond programs	4.....3.....2.....1.....		<input type="checkbox"/>
Increased park dedication fees for developers	4.....3.....2.....1.....		<input type="checkbox"/>
Increased property taxes.....	4.....3.....2.....1.....		<input type="checkbox"/>
An increase in user fees (paying a fee to use a facility/program)	4.....3.....2.....1.....		<input type="checkbox"/>
Apply user fee revenue to improve parks and recreation	4.....3.....2.....1.....		<input type="checkbox"/>

10. How long have you been a resident of Frisco?

- 1 ☐ Less than 2 years 2 ☐ 2 to 5 years 3 ☐ 6 to 10 years 4 ☐ 11 to 20 years 5 ☐ Over 20 years

11. In what type of home do you live? 1 ☐ Single family detached home 2 ☐ Multifamily apartment or condo 3 ☐ Other _____

12. Which age groups are represented in your household? (Check all that apply)

- 1 ☐ Under 5 years of age 3 ☐ 10 to 14 years of age 5 ☐ 20 to 24 years of age
2 ☐ 5 to 9 years of age 4 ☐ 15 to 19 years of age 6 ☐ No children in household

13. How many persons, including yourself, reside within your household?

- 1 ☐ One 2 ☐ Two 3 ☐ Three 4 ☐ Four 5 ☐ Five or more

14. Your age? 1 ☐ 19 or under 3 ☐ 25 to 34 5 ☐ 45 to 54 7 ☐ 65 to 74 2 ☐ 20 to 24 4 ☐ 35 to 44 6 ☐ 55 to 64 8 ☐ 75 or older

15. Are you: 1 ☐ Male 2 ☐ Female

16. In which geographic area of Frisco do you reside?

- 1 ☐ North of Main/West of Preston 3 ☐ North of Main/East of Preston
2 ☐ South of Main/West of Preston 4 ☐ South of Main/East of Preston

17. What is your single most important issue or need concerning Frisco parks, recreation programs and facilities?

Appendix 3.13b Summary of Survey Findings

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City of Frisco Park and Recreation Needs Assessment Study

National Service Research

March 5, 2014



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Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Introduction and Study Objectives

Purpose of Study

- The Needs Assessment is one of the most significant instruments in the development of a Parks and Recreation Open Space Master Plan for the City of Frisco. The findings of the Needs Assessment Study provide a foundation for the direction of the Parks and Recreation Open Space Master Plan and provide guidance for developing priorities for park facilities and future park and open space development. National Service Research (NSR), a full service research firm, employed a two-step approach in garnering opinions of the citizens of Frisco. The Needs Assessment process was undertaken to meet the following objectives:
 - 1-To identify priorities of Frisco citizens for facility, amenity and athletic needs.
 - 2-To measure the extent of use of programs and facilities offered by the Parks department.
 - 3-To identify support for funding options for future development of department services and facilities.
 - 4-To create profiles of survey respondents by key demographic variables.
- The City of Frisco, Texas is a dynamic , fast growing city with a current population of 137,920.
- Frisco has 7 community parks, 31 neighborhood parks, numerous hike/bike/walking trails and several undeveloped parks and open spaces.. Facilities also include the Frisco Athletic Center and a Senior Center .



Research Methodology

Approach Used

The research process included a mailed survey instrument to a random selection of 8,000 City of Frisco households. The residential mail list was provided to NSR by the City of Frisco. The mailed survey provided residents with the option of completing the survey on paper or online.

- Paper respondents were instructed to respond using an enclosed postage-paid business reply mailer.
- On-line respondents were instructed to use a provided individual password to access a survey link posted on the City's Park and Recreation website (www.friscofun.org). The on-line survey was only available to the 8,000 households who received a mailed survey. This method controls the sample universe.
- The survey document was designed in conjunction with NSR, Halff and the City of Frisco. The survey questions were based upon goals and objectives of the Park and Recreation Department. The final survey was approved by city staff.
- The 8,000 surveys were mailed January 2, 2013. The online survey link was active January 2-31, 2014. Respondents totaled 569, providing a margin of error of plus or minus 4.4% at a 95% confidence level.

189 completed on-line survey (in its entirety)

380 completed the paper survey

- The report herein presents a summary of all questions asked on the survey.

** Note: other public participation tools (public meetings, focus groups and Mind Mixer) were also implemented to gain input from Frisco citizens. The outcomes of these participation tools are presented under separate cover in the Parks and Recreation Open Space Master Plan Report.*



Summary of Survey Findings



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Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Frequency of Park/Facility/Events Use

Q1a-How often do you or other household members use or visit facilities/events listed below in Frisco?

- Trails, open spaces and playgrounds are the most frequently used facilities in Frisco.
- Half of respondents attend special events several times a year or more.
- Younger respondents with children are frequent users of playgrounds.



All Respondents N=585	Frequency of Use				
Facility	At least weekly	At least once a month	Several times per year	Once a year or less	Never Don't use
Hike/bike/walk/jog trails	28.5%	16.9%	22.6%	11.1%	20.9%
Open spaces in parks	19.8	21.2	22.4	11.6	25.0
Playgrounds	18.3	19.5	21.0	9.9	31.3
Fields for organized sports	19.7	9.7	13.7	9.9	47.0
Frisco Athletic Center	15.0	6.8	19.0	14.2	45.0
Practice fields (football, soccer, lacrosse, cricket)	15.9	5.8	12.0	9.9	56.4
Practice fields (baseball/softball)	10.8	5.6	8.4	10.3	65.0
Picnic areas/pavilions	5.0	10.9	23.2	25.0	35.9
Tennis Courts	5.3	6.8	14.0	13.0	60.9
Organized programs/classes	7.2	4.6	12.5	18.6	57.1
Outdoor basketball courts	4.3	6.2	13.0	10.8	65.8
Special events (Merry Main Street, etc.)	3.2	5.6	41.0	27.0	23.1
Senior Center	3.2	2.7	5.8	6.0	82.2

Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Frequency of Facility Use - Monthly or More

Q1a-How often do you or other household members use or visit facilities/events listed below in Frisco?

- Among households with children – 54% use playgrounds monthly or more
- Almost one-fourth (23%) of those 65 or older use the Senior Center monthly or more which indicates effective marketing and programming for this age group.

Facility (N=585)	Use Monthly or More
Hike/bike/walk/jog trails	45.4%
Open spaces in parks	41.0
Playgrounds	37.8
Fields for organized sports	29.4
Frisco Athletic Center	21.8
Practice fields (football, soccer, lacrosse, cricket)	21.7
Practice fields (baseball/, softball)	16.4
Picnic areas/pavilions	15.9
Tennis Courts	12.1
Organized programs/classes	11.8
Outdoor basketball courts	10.5
Special Events	8.8
Senior Center	5.9

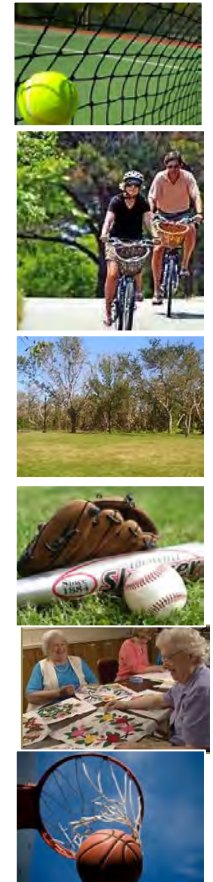


Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Frequency of Facility Use - Users and Non Users

Q1a-How often do you or other household members use or visit facilities/events listed below in Frisco?

- Facilities/events with the highest usage: trails, open spaces, special events, playgrounds and picnic areas/pavilions.



Frequency of Facility Use (N=585)	Use Weekly, Monthly Several times a year, Once a year or less	Never Use
Hike/bike/walk/jog trails	79%	21%
Special Events	77	23
Open spaced in parks	75	25
Playgrounds	69	31
Picnic areas/pavilions	64	36
Frisco Athletic Center	55	45
Fields for organized sports	53	47
Practice fields (football, soccer, lacrosse, cricket)	44	56
Organized programs/classes	43	57
Tennis Courts	39	61
Practice fields (baseball/, softball)	35	65
Outdoor basketball courts	34	66
Senior Center	18	82

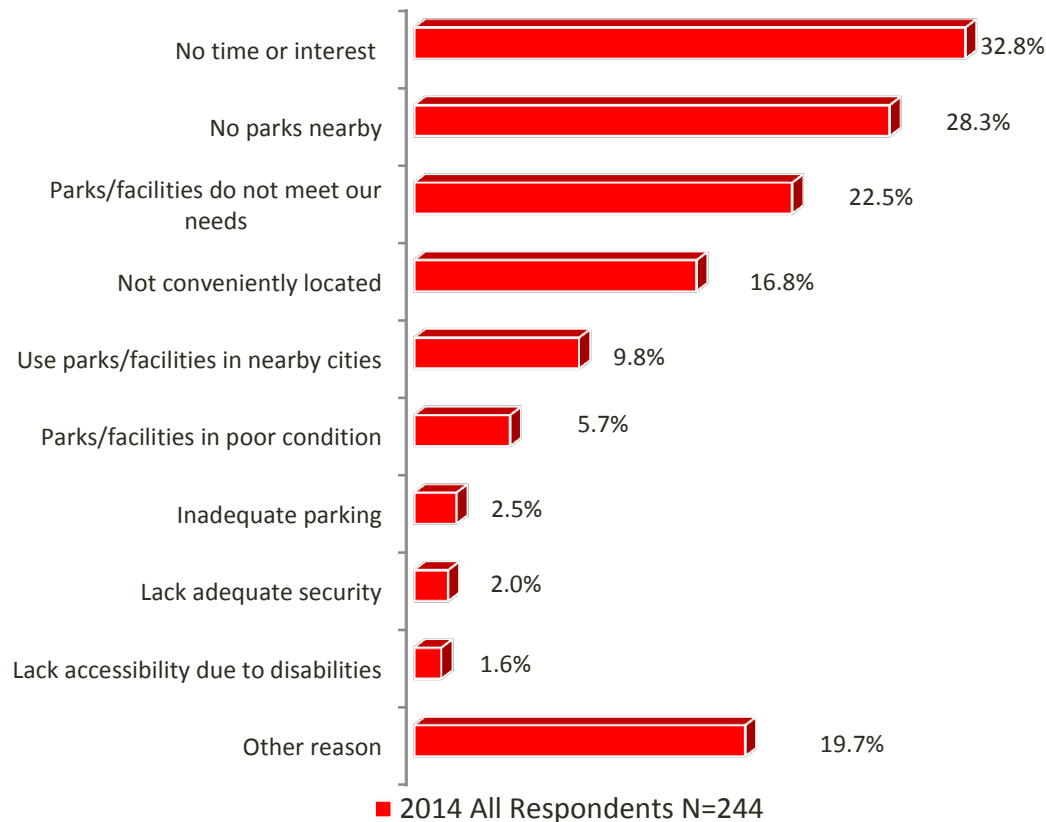
Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Reasons for Not Using Parks/Facilities More Often

Q1b-If your household members do not use Frisco parks, facilities, programs or events, what are the primary reasons that prevent them from using them more frequently?



- The primary reasons for not using Frisco parks and facilities more often: no time or interest, no parks nearby, parks/facilities do not meet needs.
- The main “other” reasons mentioned: not aware of facilities/just moved here, HOA has facilities, no children, and age.
- Only 5% of ALL respondents do not use ANY of Frisco’s parks or facilities.

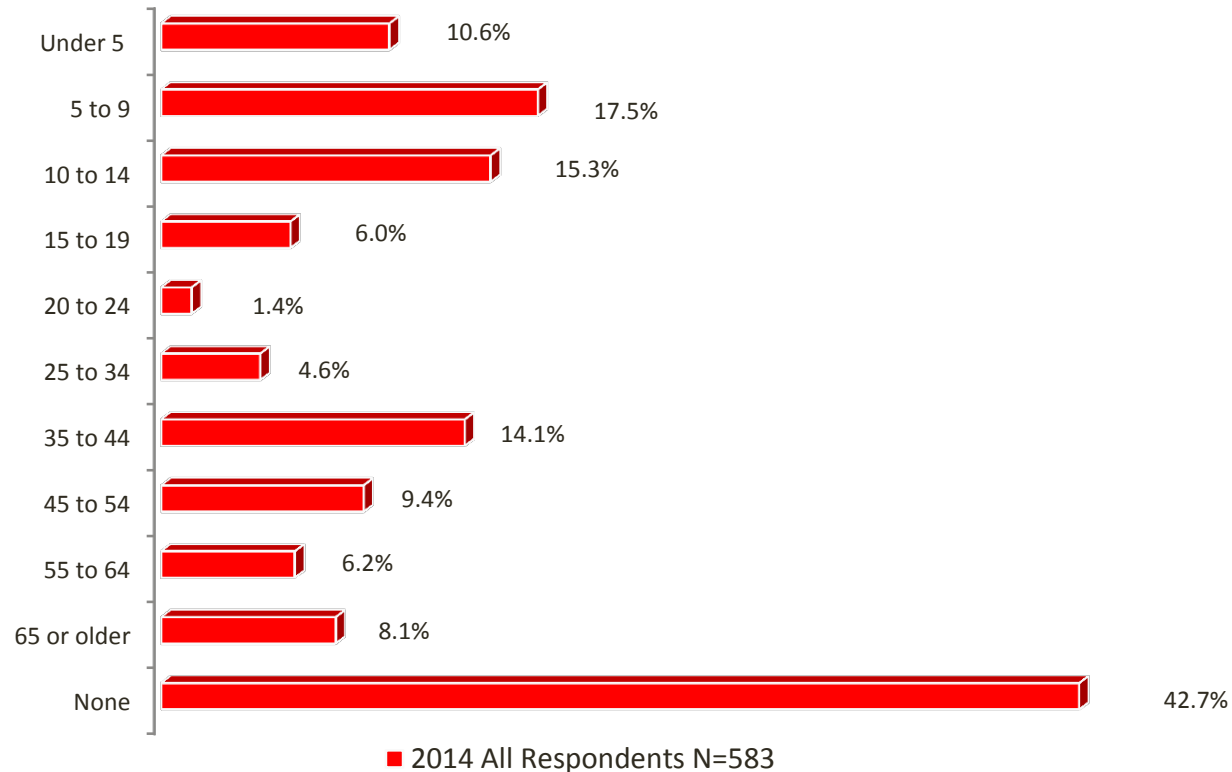


Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Program Participation

Q2-Which age groups in your household have participated in a City of Frisco Recreation Program within the past 12 months?

- More than half (57% of all respondents) reported that they or someone in their household have participated in a City of Frisco Recreation Program within the past 12 months.
- The top 4 user groups: ONE - 5 to 9, TWO - 10 to 14, THREE - 35 to 44, and FOUR - Under 5.
- Program participation among those 14 and under is 43%.
- The lowest participation is among those 20 to 24 and 25 to 34, which could be a lack of: program offerings, awareness of programs available or interest among these age groups.



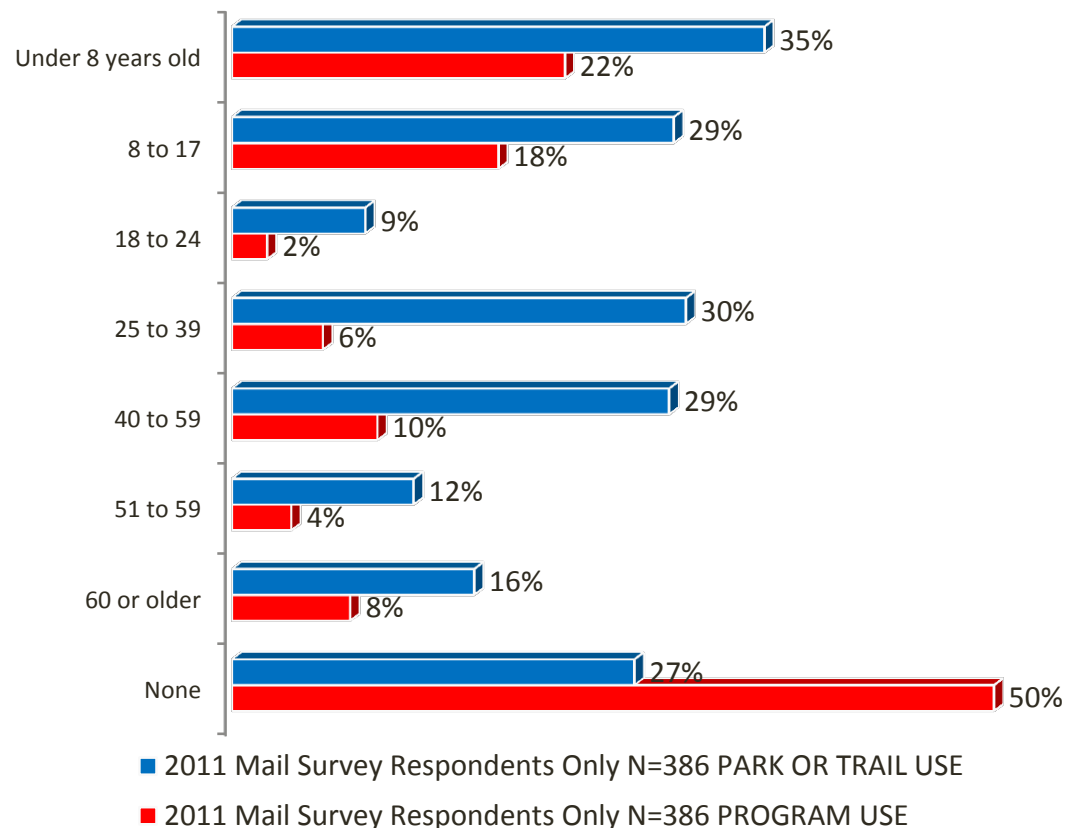
2011 Program Participation and Park/Trail Use

Which age groups in your household have participated in a City of Frisco Recreation Program within the past 12 months?

Which age groups in your household have used a park or trail at least monthly, a few times a year or rarely.



- Half of the 2011 mail survey respondents reported that they or someone in their household have participated in a City of Frisco Recreation Program within the past 12 months.
- The top 4 user groups: ONE – under 8 years old, TWO – 8 to 17, THREE – 40 to 59, and FOUR – 60 or older.
- The lowest participation is among those 18 to 24 and 51 to 59, which could be a lack of: program offerings, awareness of programs available or interest among these age groups.



Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Favored Facilities or Amenities – Rank 1-12

Q3a-Would you be in favor of adding any of the following activities or facilities in Frisco?

(Rating scale 1=Do not favor; 4=Highly favor)

*Q3b-Indicate which THREE facilities/amenities are the MOST important to you for the Park and Recreation Department to focus on within the next five years.

- This charts on the following pages represents the ranked facilities/amenities and athletic facilities among respondents. This data can assist the department in developing priorities in the parks and recreation open space master plan.

Q3b. Importance Rank*	Q3a - FACILITY/AMENITY (All Responses N=585)	% Highly Favor (Rated "4")	Mean Score**
1	Hike/bike/walk/jog trails	60.5%	3.49
2	Amphitheater/performing arts space	36.6	3.01
3	Botanic garden/arboretum	38.1	3.04
4	Large nature area/preserve	46.2	3.22
5	Lakes for water recreation (canoeing, paddle boats, fishing)	45.1	3.15
6	Leisure use trails (bird watching, nature walks, etc.)	39.1	3.05
7	Large waterpark	29.1	2.54
8	Open spaces/natural areas	42.6	3.19
9	Dog park	25.1	2.51
10	Playgrounds for children	29.9	2.83
11	Active use trails (BMX, mountain biking, etc.)	28.5	2.68
12	Municipal golf course	23.8	2.45

*Importance ranking – the sum of the first, second and third most important ranked facilities by respondents.

**Calculation of Mean Scores excludes don't know and not familiar responses.

Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014



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Favored Facilities or Amenities –Rank 13-25 (Cont.)



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Q3b. Importance Rank*	Q3a FACILITY/AMENITY (All Responses N=585)	% Highly Favored (Rated "4")	Mean Score**
13	Youth/teen center	24.4%	2.73
14	Outdoor leisure aquatic center	28.7	2.72
15	Spray ground/water splash pads	28.7	2.63
16	Community garden	20.9	2.49
17	Additional recreation center	25.5	2.66
18	Additional special events (i.e., Merry Main Street)	30.3	2.89
19	Equestrian center and trails	14.7	2.14
20	Environmental learning center	22.1	2.55
21	Multi-use facility for programming classes/events	20.3	2.61
22	Picnic areas/pavilions	22.2	2.67
23	Open play areas for pick-up games	21.5	2.67
24	Disc golf	10.6	2.14
25	Equestrian trails	12.6	2.02

*Importance ranking – the sum of the first, second and third most important ranked facilities by respondents.

**Calculation of Mean Scores excludes don't know and not familiar responses)

Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Favored Facilities/Amenities – All Rankings

- Numerous facilities rated high for the “4” and “3” favored rankings, however, when asked to rank the TOP THREE most important facilities – trails, amphitheater/performing arts space, botanic garden/arboretum, large nature area/preserve and lakes for water recreation were the top five most important facilities/amenities to the respondents.
- In 2011 the top five facilities: #1-Hike/bike/walk/jog trails, #2-Nature trails/greenway corridors, #3-additional recreation center with aquatic center, #4-playgrounds, #5-open spaces/natural areas.



	All Respondents N=585	Ranking			
Q3b. Importance Rank*	Q3a - Facility/Amenity	4-Highly Favored + 3-Favored	2	1-Do Not Favor	Mean Score
1	Hike/bike/walk/jog trails	77.8%	8.9%	3.6%	3.49
2	Amphitheater/performing arts space	58.1	13.7	11.1	3.01
3	Botanic garden/arboretum	61.9	14.2	10.4	3.04
4	Large nature area/preserve	67.1	12.6	7.2	3.22
5	Lakes for water recreation (canoeing, paddle boats, fishing)	68.2	11.3	10.1	3.15
6	Leisure use trails (bird watching, nature walks, etc.)	62.0	17.6	8.5	3.05
7	Large waterpark	43.3	16.4	25.8	2.54
8	Open spaces/natural areas	67.2	14.5	5.6	3.19
9	Dog park	38.8	20.2	22.4	2.51
10	Playgrounds for children	52.1	20.0	12.3	2.83
11	Active use trails (BMX, mountain biking, etc.)	45.3	19.0	17.9	2.68
12	Municipal golf course	37.6	16.6	25.6	2.45

Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Favored Facilities or Amenities – All Rankings (Cont.)

- This chart represents the lower ranked priority facilities and amenities among respondents.
- 15% of respondents listed “other” facilities or amenities. The top mentions included: indoor tennis courts or tennis center, skate park, designated bike lanes, longer walking trails, more trail connections, nature trails, and indoor/outdoor swimming pool/aquatic center.



	All Respondents N=585	Ranking			
Q3b. Importance Rank*	Q3a - Facility/Amenity	4-Highly Favored + 3-Favored	2	1-Do Not Favor	Mean Score
13	Youth/teen center	45.4%	20.0%	13.0%	2.73
14	Outdoor leisure aquatic center	49.4	18.8	17.1	2.72
15	Spray ground/water splash pads	44.9	19.5	20.5	2.63
16	Community garden	40.0	21.2	20.5	2.49
17	Additional recreation center	44.5	18.6	17.1	2.66
18	Additional special events (i.e., Merry Main Street)	53.0	19.1	10.3	2.89
19	Equestrian center and trails	27.3	17.4	31.5	2.14
20	Environmental learning center	39.9	25.6	16.6	2.55
21	Multi-use facility for programming classes/events	42.7	24.1	19.3	2.61
22	Picnic areas/pavilions	47.7	23.8	13.0	2.67
23	Open play areas for pick-up games	45.3	23.9	12.1	2.67
24	Disc golf	26.0	20.3	26.7	2.14
25	Equestrian trails	22.0	19.3	33.2	2.02

Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

2011 Most Needed Facilities/Amenities

- This chart represents the 2011 ranked priority facilities and amenities among respondents.
- It is clear that citizens continue to favor trails as a top ranked needed amenity in Frisco.

2011 Facility	Online Survey		Mail Survey	
	%Responding "4-High Importance"	Mean Score	%Responding "4-High Importance"	Mean Score
Hike/bike/walk/jog/run trails	55.7%	3.52	56.8%	3.50
Nature trails/greenway corridors	40.7	3.25	41.9	3.25
Addn. recreation center with aquatic center	46.3	3.22	25.1	2.70
Playgrounds for children	41.0	3.22	37.7	3.15
Open spaces/natural areas	38.8	3.18	40.3	3.19
Lakes for water recreation	40.7	3.14	37.7	2.99
Picnic areas/pavilions	35.9	3.14	30.7	3.01
Spray ground/water splash pads	37.4	3.09	31.0	2.90
Youth/teen center	34.6	3.06	25.6	2.88
Leisure outdoor swimming pool	39.3	3.02	25.1	2.71
Water park	34.5	2.93	24.3	2.62
Nature surface trails-BMX, mountain biking	25.2	2.74	24.0	2.68
Amphitheater/performing arts space	24.4	2.71	30.0	2.79
Botanic garden/arboretum	20.0	2.60	26.4	2.74
Dog park	22.8	2.51	28.2	2.70
Municipal golf course	19.2	2.44	19.9	2.46
Environmental learning center	10.6	2.38	11.4	2.37
Equestrian center and trails	9.8	2.07	12.1	2.15
Disc golf	6.3	1.94	8.3	2.03



Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Most Needed Athletic Facilities

Q4a- Is there a current need in the City of Frisco for any of these ATHLETIC facilities? (Rating scale 1=Not at all needed, 4=Definitely Needed)

Q4b-Which THREE athletic facilities are the MOST important to you for the Park and Recreation Department to focus on within the next five years.

Q4b. Importance Rank*	Q4a. ATHLETIC FACILITY (All Responses N=571)	% Definitely Needed (Rated "4")	Mean Score**
1	Tennis courts	18.0%	2.55
2	Open play spaces for practice or other uses	18.6	2.58
3	Practice fields (football, soccer, cricket, lacrosse)	16.6	2.42
4	Horse rental stables	11.6	2.15
5	Trap and skeet range	12.4	2.25
6	Sand volleyball courts	12.1	2.36
7	Archery range	11.6	2.18
8	Extreme sports/skate park (skateboarding, inline skating, BMX)	10.5	2.13
9	Youth baseball	11.6	2.28
10	Youth soccer fields	12.6	2.27
11	Practice baseball/softball fields	13.0	2.32
12	Competitive natatorium	8.9	2.13

*Importance ranking – the sum of the first, second and third most important ranked facilities by respondents.

**Calculation of Mean Scores excludes don't know and not familiar responses)

Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014



Most Needed Athletic Facilities - Continued

- 6% of respondents listed “other” athletic facilities. The top mentions included: indoor tennis courts, trails and trail connections, indoor/outdoor pool, golf course, additional athletic center/sports center/recreation center, horse trails and dog park/dog splash park.
- In 2011 the top five ranked facilities: #1-Tennis courts, #2-practice fields, #3-competitive natatorium, #4-basketball courts, #5-soccer fields

Q4b. Importance Rank*	Q4a. ATHLETIC FACILITY (All Responses N=571)	% Definitely Needed (Rated “4”)	Mean Score**
13	Youth basketball	10.5	2.38
14	Racquetball courts	10.7	2.29
15	Adult softball fields	4.9	1.96
16	Youth softball fields	8.8	2.13
17	Football fields	6.1	1.97
18	Adult basketball courts	8.6	2.23
19	Adult soccer fields	5.4	1.88
20	Adult baseball	3.3	1.78
21	Regulation cricket fields	3.7	1.62
22	Lacrosse fields	5.3	1.83
23	Rugby fields	3.3	1.64

*Importance ranking – the sum of the first, second and third most important ranked facilities by respondents.

**Calculation of Mean Scores excludes don’t know and not familiar responses)

Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014



Most Needed Athletic Facilities – All Rankings

- Numerous athletic facilities rated high for the “4” and “3” favored rankings, however, when asked to rank the TOP THREE most important facilities tennis courts, open play spaces, practice fields (football, soccer, cricket, lacrosse), horse rental stables and trap and skeet range were the TOP FIVE MOST IMPORTANT.

	All Respondents N=571	Ranking			
Q4b. Importance Rank*	Q4a. ATHLETIC FACILITY	4- Definitely Needed + 3-Needed	2	1-Not at all Needed	Mean Score
1	Tennis courts	30.3	45.5	15.2	2.55
2	Open play spaces for practice or other uses	31.7	15.1	14.7	2.58
3	Practice fields (football, soccer, cricket, lacrosse)	25.4	13.1	18.0	2.42
4	Horse rental stables	21.8	9.8	24.7	2.15
5	Trap and skeet range	23.1	8.8	22.2	2.25
6	Sand volleyball courts	24.2	16.3	15.8	2.36
7	Archery range	20.9	13.5	22.4	2.18
8	Extreme sports/skate park (skateboarding, inline skating, BMX)	20.8	13.0	23.6	2.13
9	Youth baseball	22.3	10.0	19.4	2.28
10	Youth soccer fields	22.6	11.6	20.7	2.27
11	Practice baseball/softball fields	23.3	8.8	19.6	2.32
12	Competitive natatorium	18.2	13.5	20.3	2.13



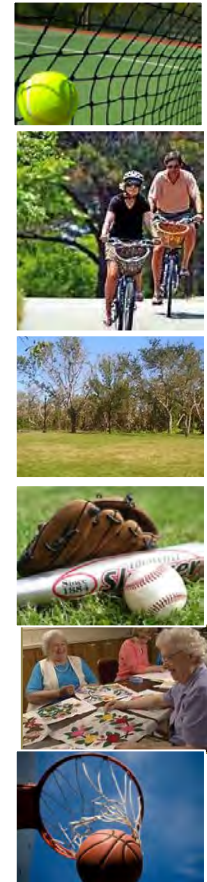
Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Most Needed Athletic Facilities – All Rankings (Cont.)

- This chart represents the lower ranked priority athletic facilities among respondents.



	All Respondents N=571	Ranking			
Q4b. Importance Rank*	Q4a. ATHLETIC FACILITY	4-Definitely Needed + 3-Needed	2	1-Not at all Needed	Mean Score
13	Youth basketball	25.7	13.1	15.4	2.38
14	Racquetball courts	22.1	12.8	17.5	2.29
15	Adult softball fields	15.4	10.9	22.2	1.96
16	Youth softball fields	17.9	10.9	20.3	2.13
17	Football fields	14.7	14.7	22.2	1.97
18	Adult basketball courts	21.6	13.1	17.9	2.23
19	Adult soccer fields	12.6	11.7	24.0	1.88
20	Adult baseball	11.4	10.7	25.2	1.78
21	Regulation cricket fields	7.9	7.9	28.4	1.62
22	Lacrosse fields	10.7	11.7	24.0	1.83
23	Rugby fields	6.6	11.4	25.6	1.64



2011 Most Needed Athletic Facilities

- This chart represents the 2011 ranked athletic facilities among respondents.
- It is clear that citizens continue to favor tennis courts and practice athletic fields.

2011 Facility	Online Survey		Mail Survey	
	%Responding "4-High Importance"	Mean Score	%Responding "4-High Importance"	Mean Score
Tennis courts	24.8%	2.84	20.4	2.70
Practice athletic fields	25.1	2.81	20.4	2.77
Competitive natatorium	25.2	2.71	11.1	2.26
Basketball courts	19.7	2.68	15.2	2.59
Softball fields	13.9	2.53	10.9	2.41
Soccer fields	18.6	2.53	15.8	2.51
Baseball fields	17.4	2.48	16.5	2.55
Sand volleyball courts	11.9	2.36	10.3	2.27
Racquetball courts	12.4	2.34	9.0	2.26
Football fields	10.5	2.24	8.5	2.28
Extreme sports park (skateboarding, BMX, inline skating)	11.3	2.22	9.3	2.19
Lacrosse	5.8	2.05	5.9	2.00
Rugby fields	1.4	1.71	2.3	1.71
Cricket field	2.8	1.60	3.6	1.57



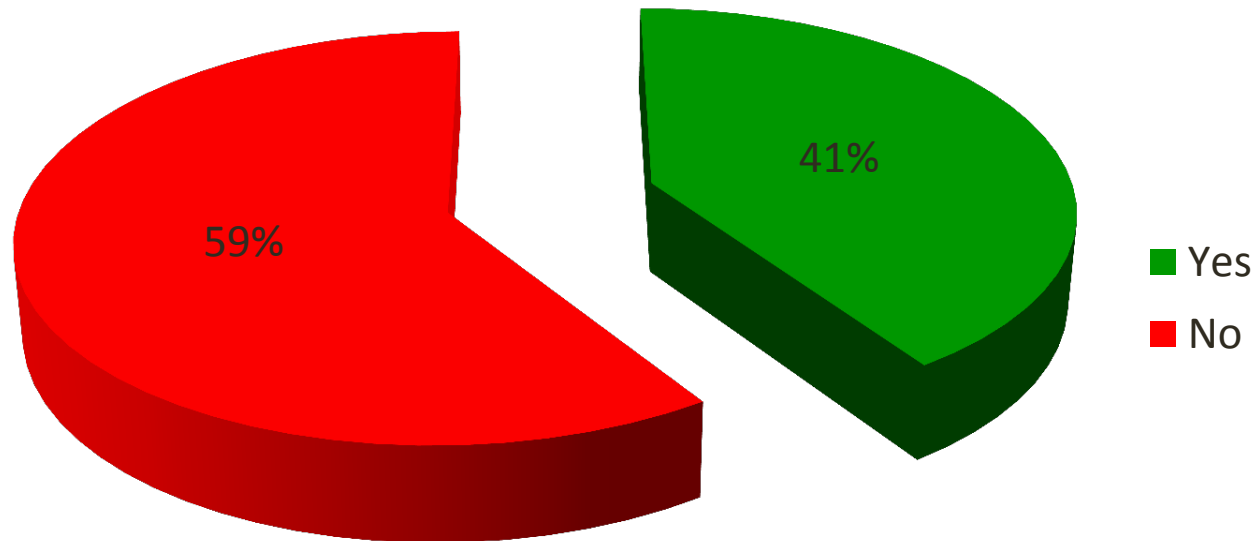
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Participation in Non-High School Athletic Events

Q5a- Do you or other household members participate in any non-high school athletic events?

- *Just less than half (41%) of all respondents reported that some of their household members have participated in non-high school athletic events.*

All Respondents N=571



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Participation in Non-High School Athletic Events

Q5b- How often do your household members in each age group participate in the following Frisco sports?

- Youth soccer has the highest participation rate among these athletic events (Blue)
- The high % of “never” responses indicates low participation among these groups/events.

	Frequency of Use N=232					
Age Group	Twice a week for two seasons	Twice a week for one season	Once a week for one season	At least six times per year	At least once a year	Never
Baseball age 6 and under	5.2%	2.6%	3.4%	2.6%	2.2%	84.1%
Baseball age 7 to 9	6.0	5.2	2.6	0.4	0.9	84.9
Baseball age 10 to 12	4.7	1.7	2.2	0.0	1.7	89.7
Baseball age 13 and over	3.4	1.7	0.9	0.4	1.3	92.2
Youth softball all ages	2.2	2.6	0.9	0.4	0.9	93.1
Adult softball	0.9	2.6	3.9	3.4	1.3	87.9
Soccer age 6 and under	11.2	6.9	6.9	1.3	1.7	72.0
Soccer age 7 to 10	14.7	5.6	2.2	1.7	0.4	75.4
Soccer age 11 and over	10.8	3.4	3.4	0.4	0.9	81.0
Football all ages	6.9	5.6	7.3	0.0	2.2	78.0
Cheer all ages	2.2	2.6	3.0	0.9	1.3	90.1
Lacrosse all ages	2.2	0.9	1.3	0.4	0.4	94.8
Cricket all ages	1.3	0.4	2.6	0.9	1.3	93.5

Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

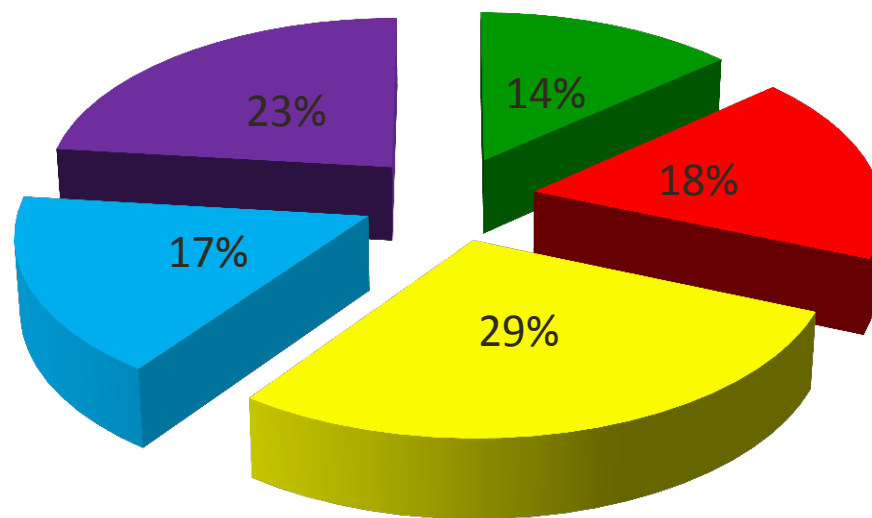


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Use of Parks/Facilities in Nearby Cities

Q6-How often do you or other household members use park/facilities in other nearby cities?

- About one-third (32%) of all respondents reported they visit other parks in nearby cities at least monthly or more.
- Over three fourths (77%) visit other parks in nearby cities at least once a year or more.



All Respondents N=569

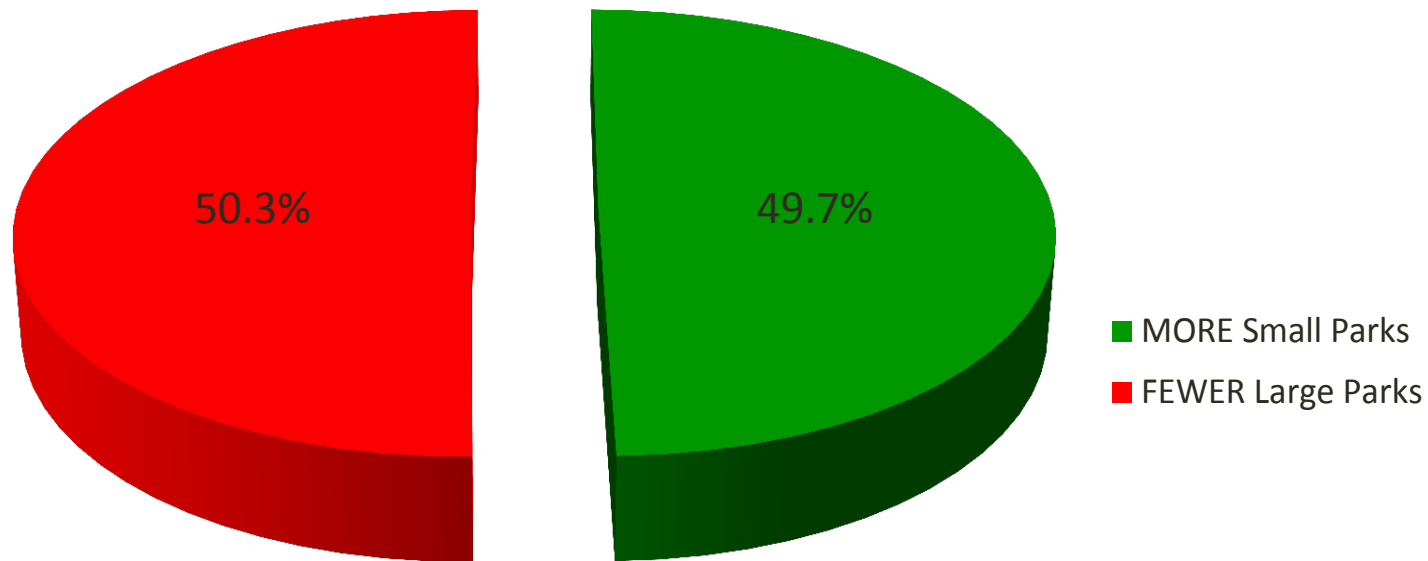


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Prefer MORE Small or FEWER Large Parks

Q7-Do you prefer: MORE small parks with fewer amenities/features within walking distance of your home or FEWER large parks with more amenities within driving distance of your home

- There was a tie among respondents who prefer more small parks and those who prefer fewer large parks.
- Among households with children – 53% prefer fewer large parks with more amenities.
- Younger age groups tend to favor fewer large parks with more amenities than older age groups.



All Respondents N=517



Prefer MORE Small or FEWER Large Parks

Q7-Do you prefer: MORE small parks with fewer amenities/features within walking distance of your home or FEWER large parks with more amenities within driving distance of your home

(Red=highest scores)

- The information in this chart can help guide the department on where small versus large parks are favored among respondents.

	All Respondents N=517	
LOCATION	Prefer Small Parks	Prefer Large Parks
North and West of Main and Preston	50.6%	49.4
South and West of Main and Preston	46.5	53.5
North and East of Main and Preston	57.7	42.3
South and East of Main and Preston	41.6	58.4
AGE GROUP		
Under 35	44.3	55.7
35 to 44	47.3	52.7
45 to 54	49.2	50.8
55 to 64	60.0	40.0
65+	53.0	47.0
YOUTH IN HOUSEHOLD (Under 25 Yrs old)		
Yes	47.4	52.6
No	54.7	45.3

Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014



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Use of Undeveloped/Newly Acquired Park Land

Q8-As Frisco grows, please rate each option below on how you feel undeveloped or newly acquired park land should be used??

- An overwhelming majority (90%) of respondents agree or strongly agree that undeveloped or newly acquired park land be used for passive uses such as trails, bird blinds, benches, etc.
- Respondents are more passionate about passive use and habitat protection than about active uses.

Park Land Use Rating (All Respondents N=569)	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't know
Passive use including trails, bird blinds, benches, etc.	47.8%	42.5%	3.3%	1.2%	5.1%
Protection of the natural environment/habitat	46.6	39.5	4.6	2.5	6.9
Active use including athletic fields, etc.	24.4	36.0	18.5	11.4	9.7

Park Land Use Rating (All Respondents N=569)	Strongly Agree + Agree	Disagree + Strongly Disagree	Ratio of Agree to Disagree
Passive use including trails, bird blinds, benches, etc.	90.3%	4.5%	20:1
Protection of the natural environment/habitat	86.1	7.1	12:1
Active use including athletic fields, etc.	60.4	29.9	2:1



Funding Option Support

Q9-In order to develop the park and recreation improvements you have suggested herein, how strongly would you support EACH of the funding options listed below?

- The citizens reported strong support of corporate advertising/naming rights as a strategy to fund park development.

All Respondents N=569	Funding Option Priorities					
	4-Strong Support	3	2	1-Low Support	No Opinion	Mean Score
1-Corporate advertising/naming rights	57.8%	21.1%	6.0%	7.6%	7.6%	3.40
2-Increased park dedication fees for developers	34.4	30.8	14.4	9.1	11.2	3.02
3-Voter approved bond programs	30.2	30.9	15.8	12.8	10.2	2.87
4-Apply user fee revenue to improve parks and recreation	21.8	22.8	21.4	25.1	8.8	2.45
5-An increase in user fees (paying a fee to use a facility/program)	9.8	17.4	24.8	41.8	6.2	1.95
6-Increased property taxes	2.5	8.3	17.6	65.2	6.5	1.44



2011 Funding Option Support

In order to develop and maintain the park and recreation improvements you have suggested herein, how strongly would you support EACH of the funding options listed below?

- As in 2014, the citizens in 2011 reported strong support of corporate advertising/naming rights as a strategy to fund park development.

All Mail Respondents N=386	Funding Option Priorities					
	4-Strong Support	3	2	1-Low Support	No Opinion	Mean Score
1-Corporate advertising/naming rights	64%	17%	5%	5%	9%	3.53
2-Increased park dedication fees for developers	35	31	11	6	17	3.14
3-Voter approved bond programs	26	25	17	19	13	2.65
4-Apply user fee revenue to improve parks and recreation	--	--	--	--	--	--
5-An increase in user fees (paying a fee to use a facility/program)	24	24	20	23	9	2.54
6-Increased property taxes	5	6	22	58	9	1.54

-- Not asked in 2011 survey

Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014



Single Most Important Issue or Need Concerning Frisco Parks/Programs/Facilities

Q-What is your single most important issue or need concerning Frisco parks, recreation programs and facilities?

- Over 300 respondents provided comments on this open ended question at the end of the survey.
- The comments provided confirm the findings herein.
- There were many comments regarding the need for:
 - Trails (connectivity of trails, more nature trails, linear trails, etc.)
 - Nature parks/trails, more green spaces, nature preserves, open spaces
 - Practice fields
 - Tennis center
 - Skate park
 - Dog park
 - Playgrounds
 - Another recreation center
 - Swimming pool, water park, splash pads
 - Programs, facilities for teenagers
 - Safety/security
 - Park maintenance and upkeep



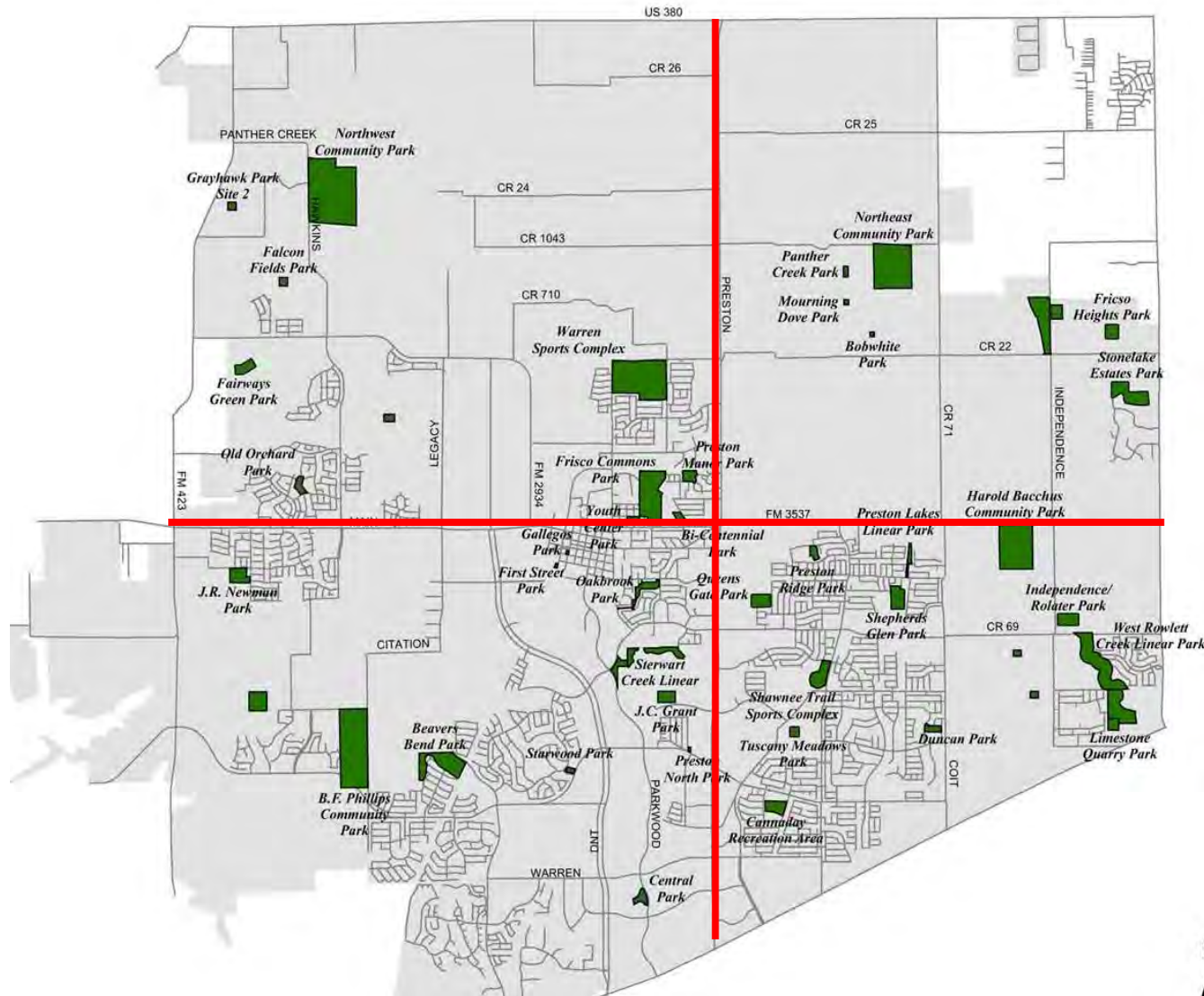
Demographic Characteristics



Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

City of Frisco Map

A representative sampling was received from all four geographic areas
(See chart on next page)

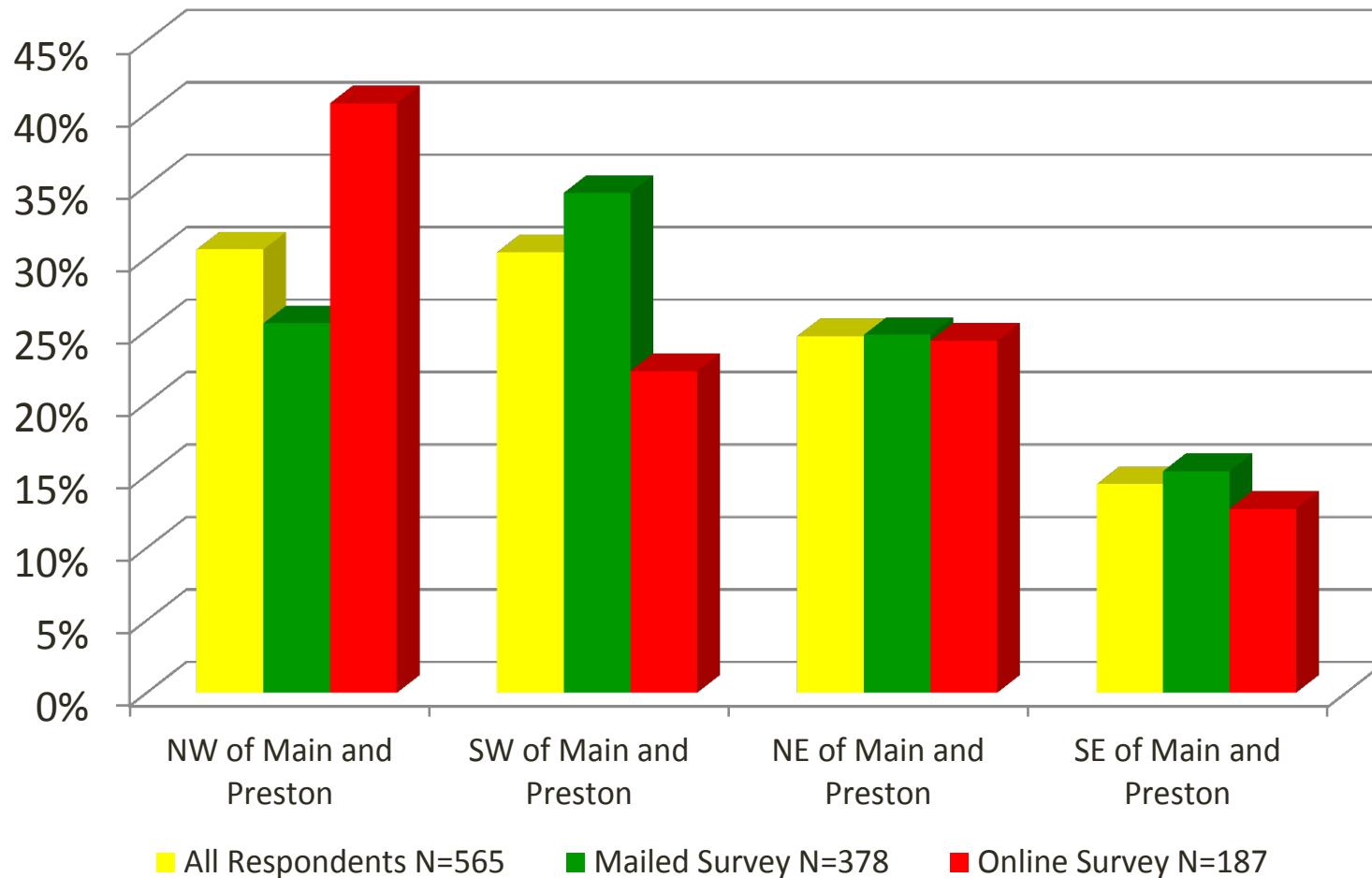


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Demographics

Area of Residence

Q-In which geographic area of Frisco do you reside?

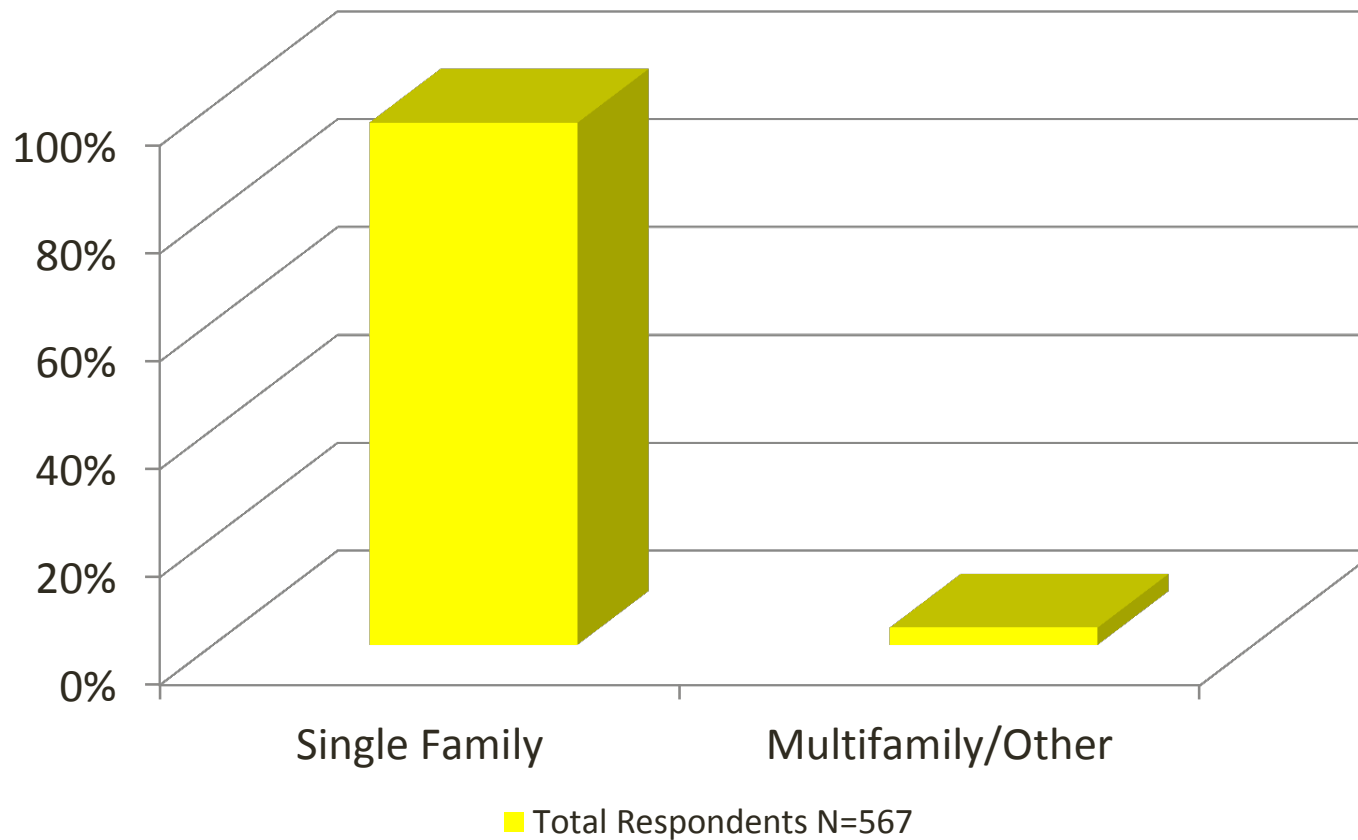


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Demographics

Type of Home

Q-In what type of home do you live?



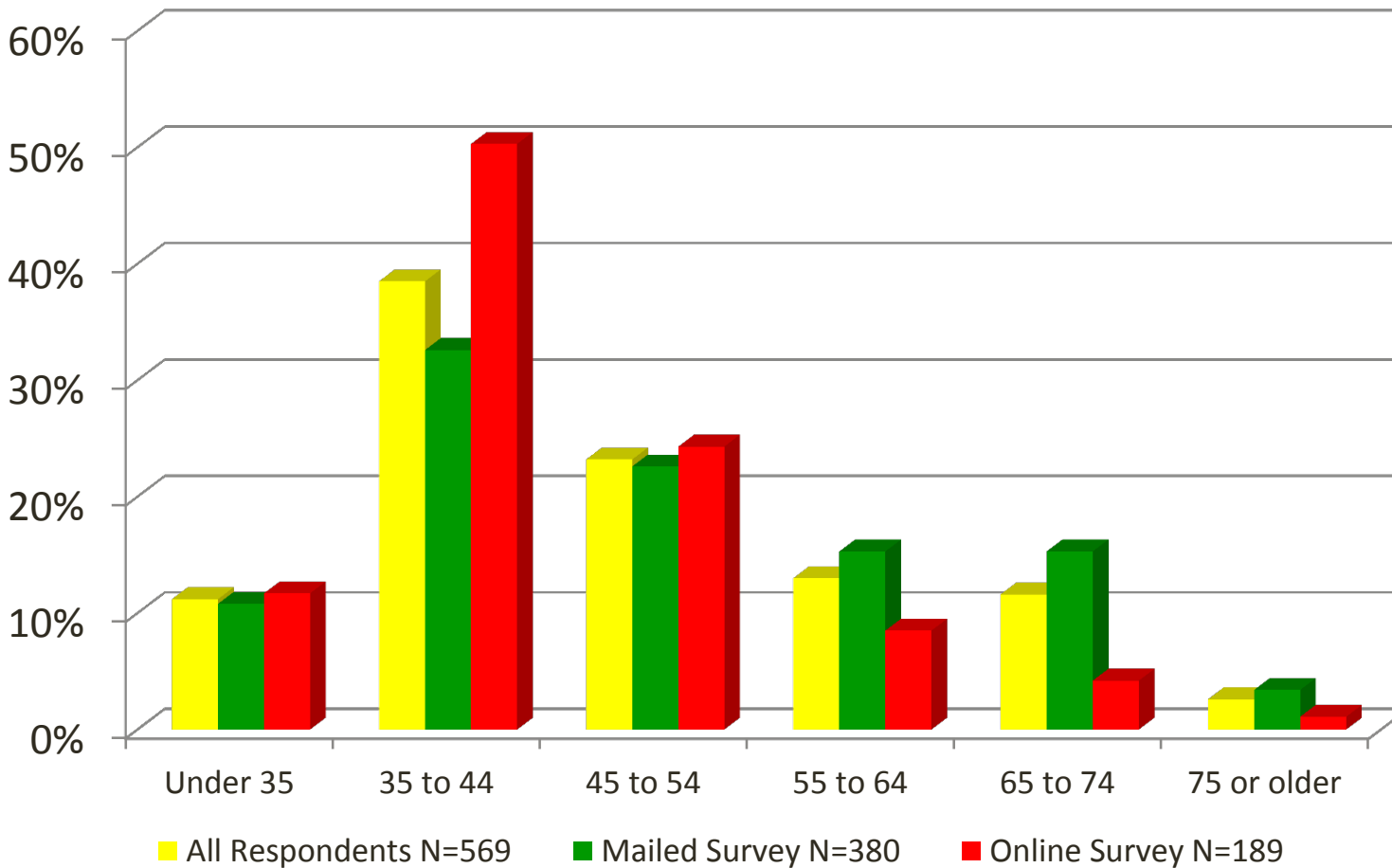
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Demographics

Age - Head of Household

Q-Your Age?

- *More younger respondents completed the online survey*



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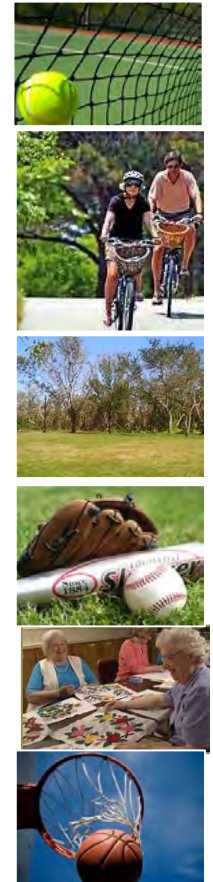
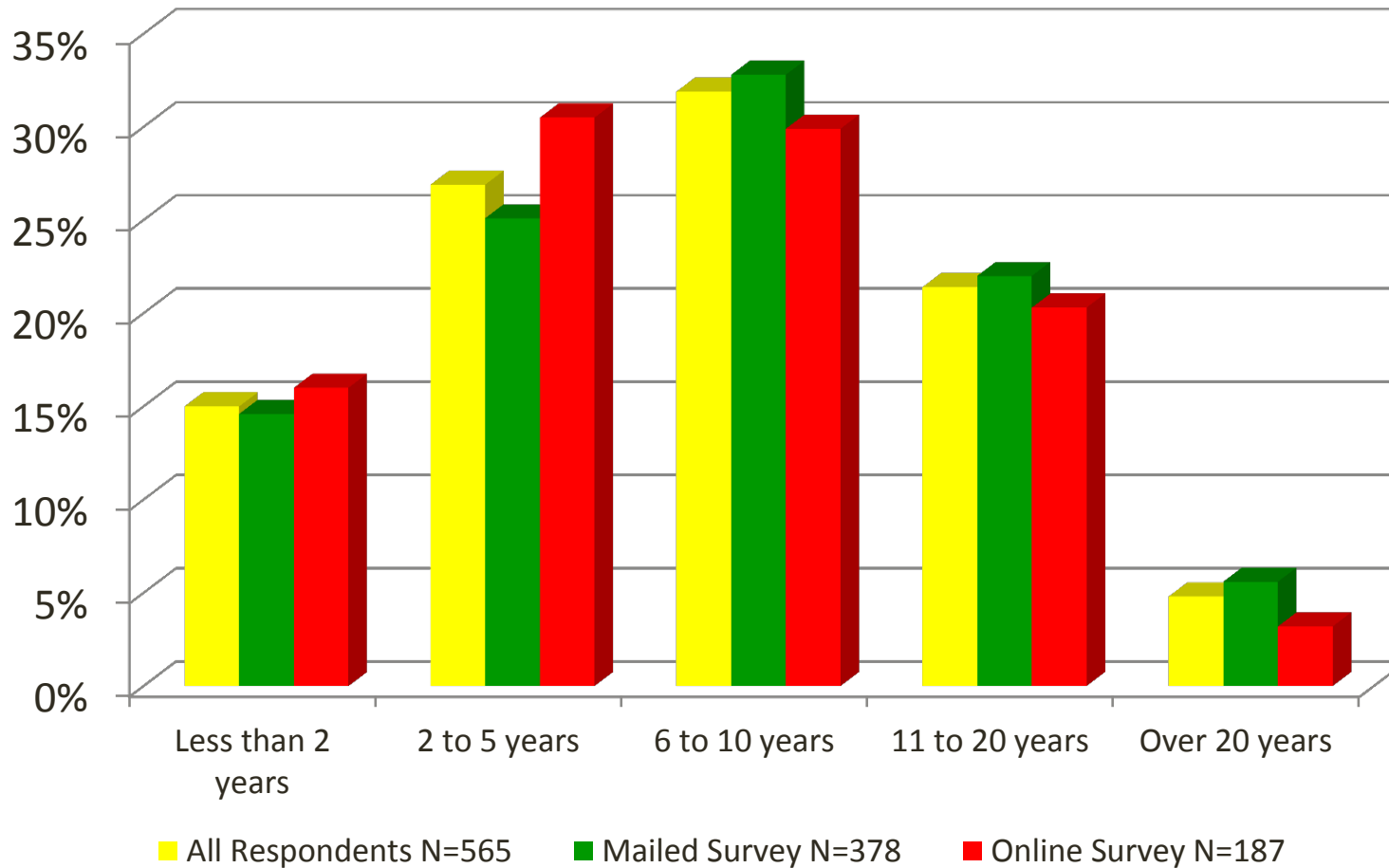
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Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Demographics

Q-How long have you been a resident of Frisco?

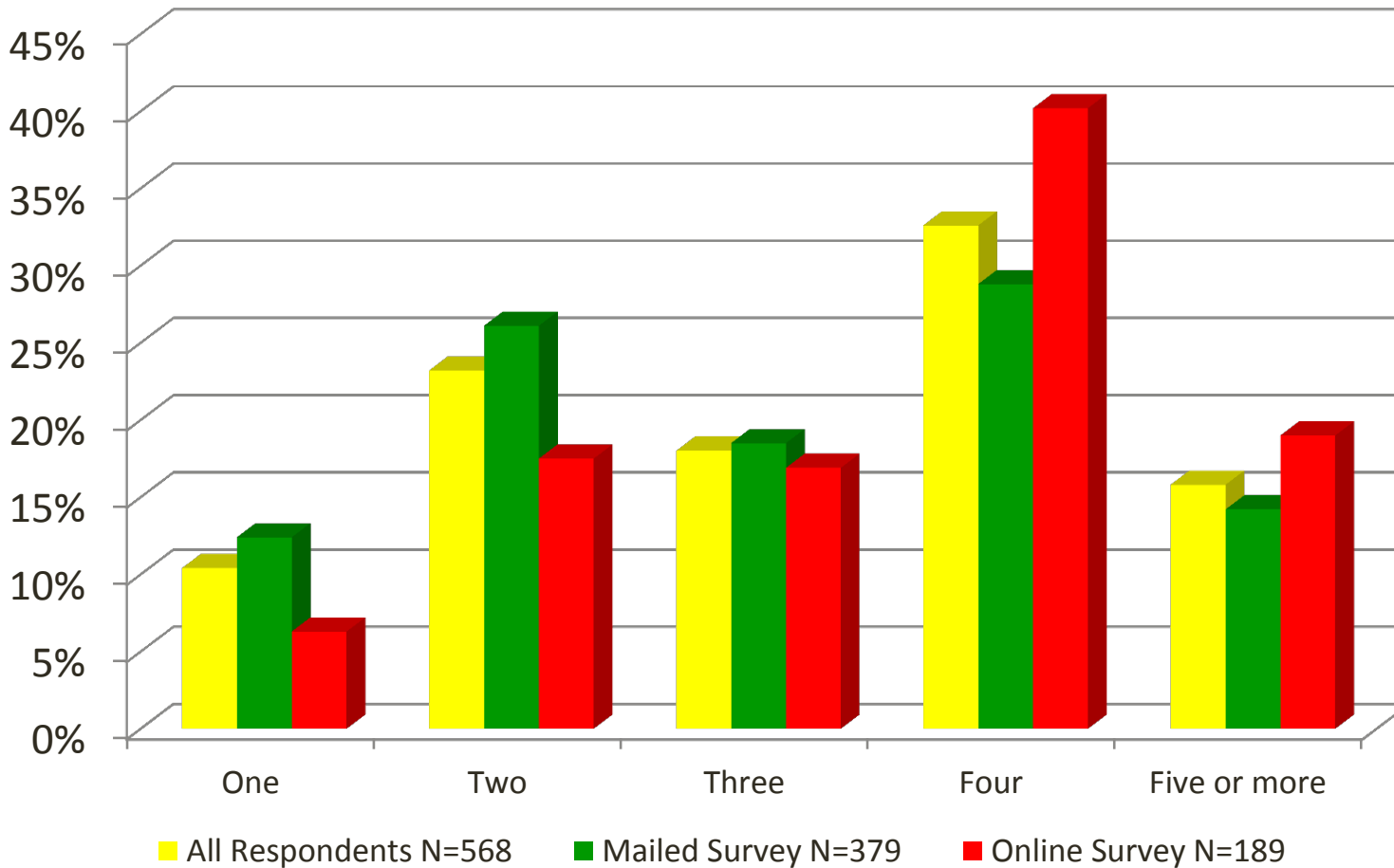


Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

Demographics

Q-How many persons, including yourself, currently reside within your household?

- Larger household sizes are represented in the online survey.

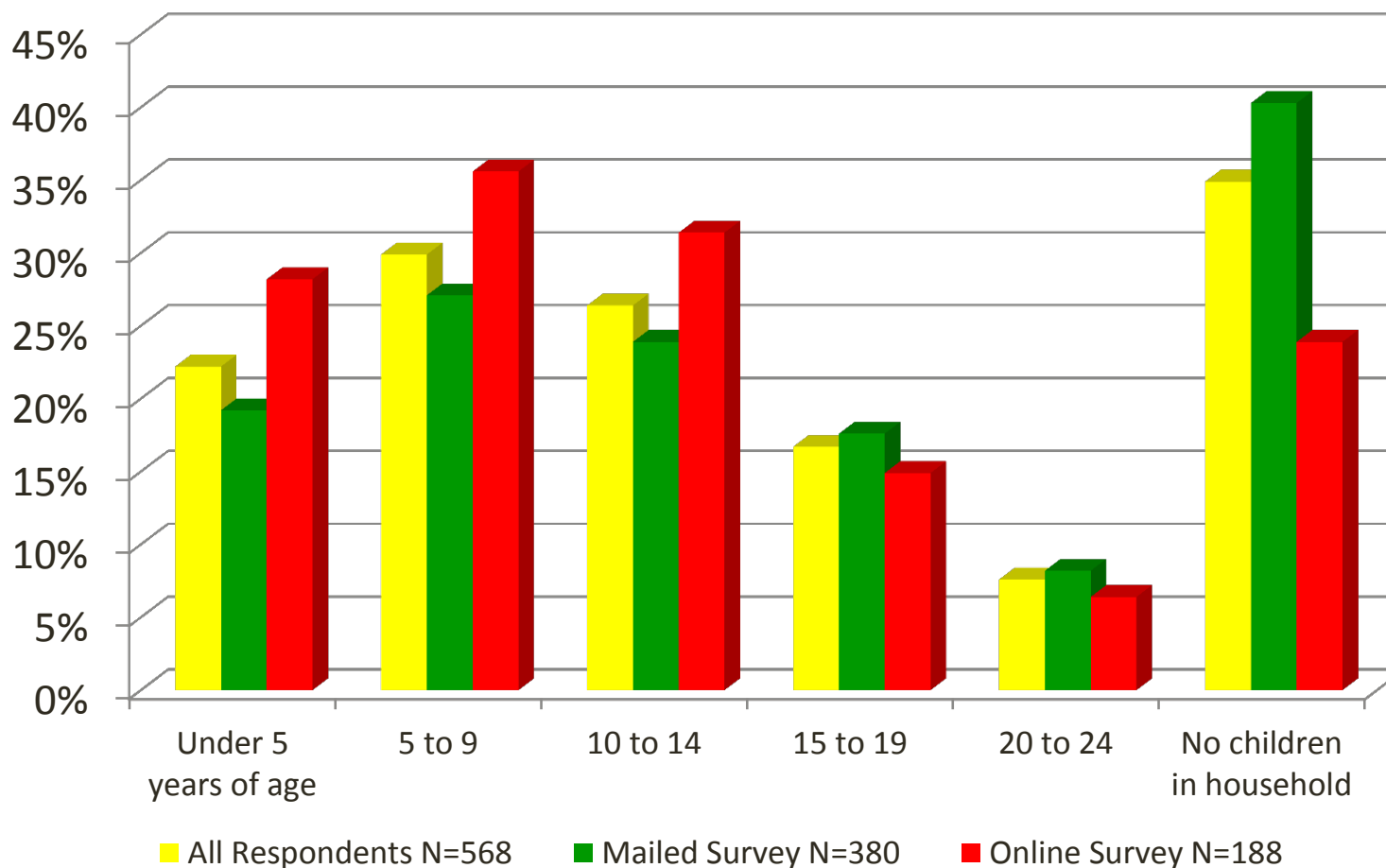


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Demographics

Q-Which youth age groups are represented in your household?

- More respondents with young children are represented in the online survey data.



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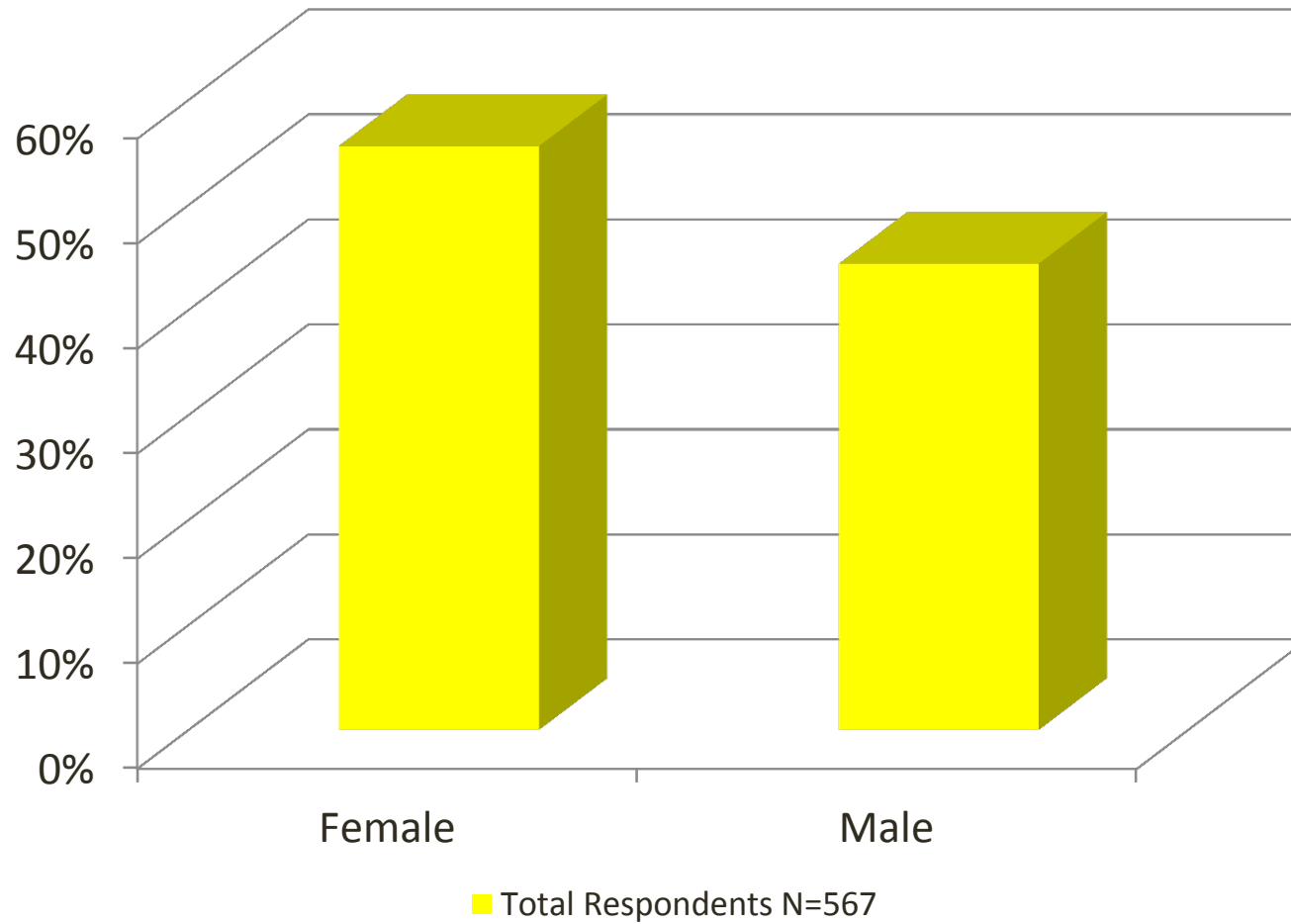


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Demographics

Q-Gender



Source: National Service Research – Mail/Online Survey of Frisco Residents January 2014

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National Service Research (NSR), founded in 1989, is a full-service quantitative and qualitative market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, has over thirty years of professional market research experience.



FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN

CHAPTER 4 APPENDICES

- Appendix 4.1 Demographics and Lifestyles of Frisco, TX**
- Appendix 4.2 Recommended Target Market Strategies**
- Appendix 4.3 Trends: Patterns and Projections**
- Appendix 4.4 Lifestyle Benchmarking for the City of Frisco**

APRIL 2016

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Appendix 4.1 Demographics and Lifestyles of Frisco, TX

Community Profile: Frisco, Texas

A community profile goes to the very heart of a community and that community's understanding of itself. That profile can take both a mega and micro view and also compare and contrast the community to the region in which it is located and its relationship to the rest of the state and country. It incorporates demographics as a base but builds upon those demographic factors to generate insight into the lifestyles of those people who live, work, learn, and play here. It is often those lifestyle patterns and preferences that determine the true needs of people and the unique makeup of a community.

Similarities and Differences: State of Texas and Frisco

There are a number of ways in which Frisco is similar to the State of Texas. Those characteristics include:

Profile Comparison - Frisco vs. Texas		
	Frisco	Texas
White alone (not Hispanic or Latino)	75.0%	70.4%
Living in same house for over 1 year & over	83.4%	82.6%
Children 5 years and under	9.6%	7.7%
Residents 18 years and under	33.3%	27.3%
Persons per households	2.95	2.80
Mean travel time to work (minutes)	27.8	24.9

Other than the aforementioned statistics, Frisco does not share many characteristics that are common to the rest of the State of Texas. Those characteristics include the following:

Profile Comparison - Frisco vs. Texas		
	Frisco	Texas
% of growth (2010-2013)	16.8%	5.2%
Residents over 65 years of age	5.4%	10.3%
Hispanics	12.1%	37.6%
Language other than English in home	19.6%	34.6%
Bachelors' Degrees	58.3%	26.3%
Median house value	\$249K	\$128K
Median per capita income	\$43,073	\$25,809
Percentage living below poverty	4.5%	17.4%

Quick Overview ¹

The proportion of the population in Frisco that is white, living in same household as well as the number of people living in those households is fairly similar to the rest of Texas as it the proportion of residents under the age of 5 years.

However, the City of Frisco is quite different from the State of Texas overall. Frisco is growing more rapidly than the rest of Texas and has half the proportion of residents 65 years of age and older living in Frisco. In addition, Frisco is better education and wealthier than residents of Texas overall and even has a poverty level percentage that is significantly lower than the rest of the state.

¹ (Source: <http://quickfacts.census.gov/qfd/states/48/4827684.html>)

Similarities and Differences: Frisco and the United States

Please Note: Data comparing Frisco to the United States is presented in the same order as data comparing Frisco to the State of Texas. This is to enhance comparisons between the two sets of data and may not always reflect specific similarities and differences.

In a similar manner, it is insightful to ascertain the similarities and differences of the City of Frisco compared to the overall makeup of the United States. Listed below is comparative data.

Profile Comparison - Frisco vs. United States		
	Frisco	United States
White alone (not Hispanic or Latino)	75.0%	77.9%
Living in same house for over 1 year & over	83.4%	84.8%
Children 5 years and under	9.6%	17.1%
Residents 18 years and under	33.5%	20.5%
Persons per households	2.95	2.61
Mean travel time to work (minutes)	27.8	25.4

Those characteristics that may differentiate include the following:

Profile Comparison - Frisco vs. United States		
	Frisco	United States
% of growth (2010-2013)	16.8%	2.4%
Residents over 65 years of age	5.4%	13.7%
Hispanics	12.1%	6.4%
Language other than English in home	19.6%	23.5%
Bachelors' Degrees	58.3%	28.5%
Median house value	\$249K	\$181K
Median per capita income	\$43,073	\$28,051
Percentage living below poverty	4.5%	14.9%

Quick Overview ¹

A quick overview of the similarities between the City of Frisco and the United States overall indicates that the rate of growth in Frisco is almost five times higher than the rest of the country and Frisco is more similar to the other communities in the United States than it is to the State of Texas as it relates to proportion of Hispanics, and language other than English spoken in the home.

However, the data reveals that Frisco is much younger, better educated, and more affluent when compared to the United States overall.

¹ (Source: <http://quickfacts.census.gov/qfd/states/48/4827684.html>)

Similarities and Differences: Frisco, Texas, and United States

Data comparing Frisco, Texas, and the United States is presented in the same order below. This shows a summary of the cumulative data.

Profile Comparison - Frisco vs. Texas vs. United States			
	Texas	Frisco	United States
White alone (not Hispanic or Latino)	70.4%	75.0%	77.9%
Living in same house for over 1 year & over	82.6%	83.4%	84.8%
Children 5 years and under	7.7%	9.6%	16.9%
Residents 18 years and under	27.3%	33.5%	20.5%
Persons per households	2.80	2.95	2.61
Mean travel time to work (minutes)	24.9	27.8	25.4

Profile Comparison - Frisco vs. Texas vs. United States			
	Texas	Frisco	United States
% of growth (2010-2013)	5.2%	16.8%	2.4%
Residents over 65 years of age	10.3%	5.4%	13.7%
Hispanics	37.6%	12.1%	6.4%
Language other than English in home	34.6%	19.6%	23.5%
Bachelors' Degrees	26.3%	58.3%	28.5%
Median house value	\$128K	\$249K	\$181K
Median per capita income	\$25,809	\$43,073	\$28,051
Percentage living below poverty	17.4%	4.5%	14.9%

Frisco as part of the Metroplex ¹

Frisco is part of the Dallas Metroplex area. The two largest cities in the Metroplex, Dallas and Ft. Worth, have populations of 1.2 million and 750K respectively. Cities within the population category of between 200K and 500K include Arlington, Plano, Garland, and Irving. Frisco falls in the next category of community size within the Metroplex of 100K to 200K with other communities of similar size such as Grand Prairie, Mesquite, McKinney, Carrollton, Denton, and Richardson.

The impact of being in close proximity to a significant metropolitan area such as Dallas has a variety of opportunities and challenges for the city itself and its residents.

Changes coming to the Metroplex ²

The City of Dallas, the very center of the Metroplex, has approached build out and experienced slow growth in the last decade. While many of the inner-ring communities of the Metroplex such as Plano, Carrollton, Arlington, Irving, and Garland have chosen to expand further development in their downtown areas with higher density alternatives, they too may soon reach build out.

The growth of these communities as they shift to higher density has resulted in growing diversity in most of these communities as the proportion of minority group has risen. These suburbs now reflect the makeup of America's diversity more closely and the increased relocation of minority populations to the suburbs, a trend that is being experienced across the country. For instance, the minority percentage of the population in Plano was 8.5% in 1980 and grew to 41.6% in 2010. In a similar manner, the city of Arlington had a white population of 82% in 1990 that decreased to 59% in 2010.

It is anticipated that the growth of the communities in the 200K to 500K population categories is likely to be surpassed by northern suburban cities such as Frisco, McKinney, and Denton.

Frisco – Unique People in a Special Place: Demographics

Although the demographics of Frisco or most communities are widely available, it makes sense to highlight those specific factors that will significantly shape this plan. This overview will commence with the factors that were mentioned previously as to how Frisco is quite different from the rest of the State of Texas.

These factors that differentiate Frisco that may likely influence this plan include:

Growth Rate:

- Its growth rate (between 2010 and 2013) Frisco grew 16.8% compared with 3.6% for the rest of the state.

1 (Source: http://en.wikipedia.org/wiki/Dallas%E2%80%93Fort_Worth_metroplex)

2 (Source: <http://www.arlingtontx.gov/parks/PROS/pdf/City%20of%20Arlington%20Population%20Growth%20Profile.pdf>)

Age Breakdown

- Its population for children under 5 years of age is slightly higher than the rest of the state at 9.6% vs. 7.7%; the same is true when compared to the United States overall.
- The population for those residents 18 years of age and younger is also higher at 33.5% vs. 27.3%.
- The proportion of persons living in Frisco that are 65 years of age and older is nearly half that of Texas at 5.4% of the population vs. 10.3% for Texas.

Ethnic Breakdown

- While the proportion of Frisco residents and Texas residents overall who are ‘white’, is nearly identical, the percentage of Frisco residents reporting as ‘white only’ not Hispanic or Latino is 67.2% vs. 45.3% statewide.
- It follows then that the 12.1% of Frisco residents that identify themselves as Hispanic or Latino is far lower than the rest of the state at 37.6% but closer to the proportion of the United States overall at 17.1%.
- There are fewer Black or African Americans in Frisco than Texas, 8.1% vs. 11.8%. There is also a higher proportion for Black ((13.2%) in the United States.
- The proportions of Asians in Frisco is higher than the rest of the state with the Frisco percentage of Asians at 10.0% ; Texan percentage at 3.8% and the United States at 5.3%.
- The percentage of households with children 5 years of age and older that speak a language other than English in the home is considerably lower in Frisco at 19.6% compared to 34.6% for the rest of the state. This proportion for Frisco is nearly identical to that of the nation as a whole.

Education and Income

- The residents of Frisco are better educated than the rest of people living in Texas and in the United States
 - Residents of Frisco 25+ age or over the high school graduation rate is 95.9% compared to the rest of Texas at 80.8%
 - The difference in education grows larger when looking at the Frisco residents 25+ years of age with bachelor’s degree or higher is 58.3% compared with the remainder of the state residents at 26.3%
- Per capita income in Frisco is much higher at \$43,073 while the same for the rest of the state residents is \$25,809. Frisco is also wealthier than the rest of the country.
- Median household income is higher in Frisco as well at \$108,428 compared to \$51,563 in the rest of Texas and this trend follows that of per capita income as well.
- Poverty rate in Frisco is significantly lower than the rest of the State at 4.5% of residents living in poverty rather than the 17.4% level across the State

Summary of Profile Comparison - Frisco vs. Texas		
	Frisco	Texas
Growth Rate		
% of growth (2010-2013)	16.8%	3.6%
Age Breakdown		
Children 5 years and under	9.6%	7.7%
Residents 18 years and under	33.5%	27.3%
Residents 65 years and older	5.4%	10.3%
Ethnic Breakdown		
White alone (not Hispanic or Latino)	67.2%	45.3%
Hispanic	12.1%	37.6%
Black/ African-American	8.1%	11.8%
Asian	10.0%	3.8%
Language other than English in home	19.6%	34.6%
Education & Income		
High School Graduates	95.9%	80.8%
Bachelors' Degrees	58.3%	26.3%
Median house value	\$249K	\$128K
Median per capita income	\$42,073	\$25,809
Median household income	\$108,428	\$51,563
Percentage living in poverty	4.5%	17.4%

Frisko – Unique People in a Special Place: Lifestyles

While the demographics of a community provides the underlying framework for understanding a community, the real similarities and differences are determined by more subtle life style factors such as how the residents live, work, learn, and play. Three communities could have similar proportions of young families yet have very different households and way of living. The lifestyle profiles presented here are from the Tapestry Segments provided by ESRI, a mapping and marketing research firm.

The Tapestry segments provided by ESRI provide two different profiles: 65 Tapestry segments and 11 Urbanization Summary Groups. The 65 Tapestry Segments condense those 65 Tapestry groups into 12 Life Mode Groups based upon lifestyle and life stage data with significant role played by income. All Life Mode and Tapestry Segments are given 'names' that reflect the makeup of the various groups.

There are 11 Urbanization Groups based upon geographic and physical features. For the purposes of this community profile, ONLY the information that specifically applies to Frisco will be overviewed.

Life Mode (LM) Groups in Frisco		
Life Mode Group	Tapestry Segment	Percentage of Community
LM 1 High Society	Boomburg	59.9%
LM 9 Family Portraits	Up and Coming Families	17.3%
LM 2 Upscale Avenues	Enterprising Professionals	12.2%
Total		93.9% of Frisco

Frisco's Life Mode Groups and Tapestry Segments

Frisco is quite unusual due to the similarity of the people who live in this community. There are 3 Life Mode groups out of a possible twelve that make up 93.9% of the population. Life Mode groups can encompass anywhere from four to seven individual tapestry segments but the 3 Life Mode Groups in Frisco each relate to only one of the Tapestry Segments. There are only 3 Life Mode Groups that consist entirely of 3 different Tapestry segments. The unlikely hood of a community with only 3 Life Mode Groups and 1 Tapestry Segment found within each of the groups addresses the homogeneity of Frisco.

The 3 Life Mode Groups in Frisco are as follows:

Life Mode Group 1: High Society

Life Mode Group 2; Upscale Avenues

Life Mode Group 9 – Family Portrait

As a reminder, it is very unusual that all 3 Life Mode Groups would only consist of 3 different Tapestry segments.

About these Groups and Segments

LM 1 – High Society.

Residents of this Life Mode group are among the most affluent and well educated in the country. Most of the households are married couple families. They are the least diverse communities, but their numbers are rapidly increasing and are more active in most areas of life, civically, physically, etc.

Tapestry Segment: Boomburg. Boomburg is the name given to this Tapestry segment and reflects people who live in suburban areas that are growing rapidly with mostly busy, affluent, young families. Boomburgs have a high proportion of young families with children; adults are between the ages of 35 and 44 years of age; and there is little ethnic diversity within this segment. They rank #4 out of the 65 Tapestry segments in the United States. The ranking indicates rate of affluence and it is obvious this group is among the most affluent in the country.

Other Patterns and Preferences of Interest:

- High concentration of two household incomes
- Well educated
- Work in management and professional positions
- Large proportion of homeowners at 87% compared to 64% nationwide
- Live primarily in single family homes
- Lead a commuter lifestyle
- Spend a great deal on TVs, DVDs, laptops, software, cell phones, etc.
- Shop, bank, invest, make plans online
- Family vacations are a top priority
- Active physically and attending sporting events

Percentage = Largest Segment in Frisco: 60%

LM 9 – Family Portrait.

Fastest growing segment in the Life Modes due primarily to the increases in this Tapestry Segment: Up and Coming Families. This segment is also the only Tapestry segment residing in Frisco. The focus here is on the presence of children and the mostly married couple households who live in single family homes and identify with a concerted focus on children. This group overall is more diverse than some of the other segments living in Frisco.

Tapestry Segment: Up and Coming Families. This group is a mix of Baby Boomers and Gen Xers that make up the second highest growth among the tapestry segments. This segment is the youngest of the Tapestry Segment’s affluent family markets. Most of these residents are white but levels of diversity are increasing.

Other Patterns and Preferences of Interest:

- 80% of the households are families
- Earn above average incomes; median household income is \$69,522
- Two-thirds of residents aged 25 and over have attended college; more than one in five have bachelor’s degrees
- Tend to be working parents
- Most live in single family homes built within the last 10 years with 80% homeownership rate
- Spend a great deal on baby equipment, children’s clothing and toys as well as homeowner type purchases such as furniture, fertilizer
- Likely driving a SUV or minivan
- Eat out at family restaurants on weekends and buy fast food at drive-thrus or takeout.

Percentage = 2nd Segment in Frisco: 17.3%

LM 2 – Upscale Avenues.

This is a prosperous group of individuals who are well educated with above average earnings. One of the aspects that differentiate this Life Mode group is their preference for living in townhouses and high rises, but that is not true of all the Tapestry Segments within this Life Mode.

Tapestry Segment: Enterprising Professionals. Young, well-educated working professionals describes this group; 43% are singles who live alone or with roommates and 43% are married couple families. This group overall represents only 2% of the total U.S. population with diversity more similar to the country. Most residents are white and 12.4% are Asian.

Other Patterns and Preferences of Interest:

- 90% earn income from wages and salaries; 39% earn income from investments
- Well educated with one-half of the group holding bachelor's degrees
- Move more frequently for better jobs and growth opportunities
- Prefer to own rather than rent in newer neighborhoods of townhouses or apartments; rental payments are 36% higher than rental rates across the country
- Young, mobile with increasing consumer clout
- Cell phones and emails are major source of communication
- Shop and download on line for many purchases
- Like to travel both domestic and internationally
- They like both active and passive activities, i.e. video games and jogging both

Percentage = Third Largest Segment in Frisco: 12.2%

This brings the total proportion of Frisco residents who make up one of these three Tapestry Segments at 93.9%.

Frisco's Life Mode Groups and Tapestry Segments

While ESRI created 12 Life Modes with its 65 Tapestry Segments, the organization also created 11 Urbanization Group Descriptors that identify various levels of density and proximity to various locations, urban, metro, suburban, and rural.

In a similar manner as to the Life Mode categories describing Frisco, there are also three urbanization groupings that define **93.9% of the community of Frisco**. These three categories include:

Urbanization Groups in Frisco		
Urbanization Group	Percentage	Tapestry Segment
Urban Outskirts	59.9%	Boomburg
Suburban Periphery	19.3%	Up and Coming Families
Metro Cities	14.7%	Enterprising Professionals

These three groupings present in Frisco have the following characteristics as devised by ESRI.

U5 Urban Outskirts (59.9%).

Urban Outskirts refer to highly dense suburban areas in metropolitan areas. This higher density housing often provides affordable housing while in close proximity to employment and entertainment. Housing is dominated by single family homes.

About these Residents:

- Enjoy simple DIY projects as well as caring for lawn and garden
- Walk and swim for exercise; some bowl, golf, and fish
- Televisions throughout the house but read newspapers and listen to radio as well

U7 Suburban Periphery I (19.3%).

Lower density housing developments located in metropolitan and micropolitan areas. It is the largest of urban groupings with the most populations and households and it also has the highest growth rates. The residents are primarily married couple households living in single family houses with two cars.

About these Residents:

- More likely to employ lawn and gardening services as well as cleaning services
- Invest in home improvement projects
- Own the latest in technology, big screen TVs, laptops, etc.

U3 Metro Cities I (14.7%).

These upscale individuals live in the higher density areas of a community and are afforded the opportunities of city living with the benefits of living in suburbia. About 60% of residents are married couple households without children. The exception would be the Enterprising Professionals who are single living in Frisco.

About these Residents:

- Well educated and enjoy reading
- Health conscious
- Travel domestically and internationally
- High end shoppers

Community Population Projections

Information from the Frisco I.S.D.

In 2013, the Frisco I.S.D. received detailed information about demographics and demographic projections as they related to future enrollment size and patterns from a report completed by Population and Survey Analysts (PASA) of College Station, TX. This report utilized housing projections and ratio of students per household to create scenarios for the future planning for the school district.

The current status of the Frisco I.S.D. included the following:

- Lowest percentage of free/reduced lunch students of any large district in the State
- Second highest median value of single-family homes of any large district in the state
- Highest STARR passage rate of any large district in Texas
- High proportion of students relative to the total population; approximately 24% of the entire population of Frisco attends school

Factors identified as determining enrollment projections for the next ten years included:

- Significant increase in the proportion of housing that is multi-family which may result in lower ratio of students initially but is likely to add to the numbers in later years; this trend is anticipated to grow over the next ten years
- Higher density housing will continued to be added based upon the City of Frisco's belief that future residents of the City will not have the financial ability to spend 76% above the State's median owner value for single family house as is the present situation
- Approaching the end of the ten-year projection period, the students added to existing subdivisions should approach zero or net losses from these older subdivisions may be experienced
- Ratios will start declining over the next few years as students age out of the school district and parents remain in Frisco but do not sell homes to younger families
- Availability of loans for single family homes is a significant determinant of future enrollment

In the fall of 2013, the District gained students in the following types of housing

- 62% active subdivisions
- 12% multi-family
- 26% existing subdivisions

On the basis of this information and a plethora of additional analysis, PASA created various scenarios for the Frisco I.S.D. which included a low growth scenario, a most-likely scenario, and a high growth scenario. For the purpose of this community analysis for the Frisco Parks and Recreation Department, the most likely scenario will be incorporated.

PASA does note that this projection is based upon the following information and assumptions:

- Number of new homes and apartment
- Increasing ratios of students per household in new and existing homes

- Aging of the student population
- Increase in number of kindergarten age group
- Little development in the large, undeveloped tracts of land in Frisco
- Not all multi-family units are accounted for due to the ability to change zoning from commercial to multi-family based upon city approvals
- More popular perception of the District relative to surrounding districts
- Unemployment rates and interest rates remain about the same
- Slight increase in immigrants entering the Dallas area will remain stable thus encouraging out-migration to suburban districts

Projections of the Most-Likely Growth Scenario

Based upon current enrollment patterns and the assumptions cited previously, the most likely scenario growth for students in the Frisco I.S.D. between 2014 and 2024 are as follows:

- While the actual number of students projects between 2014 grows from 49,256 to 71,289 in 2013, the percentage increases continue to drop from 7.26% in 2014 to 2.41% in 2023
- Enrollment by grade groupings indicate:

Grade Group Population	2014	2023
Elementary through 5th grade	24,631	33,742
6th – 8th	11,788	16,277
9th – 12th	12,837	21,321
Grade Group Percentage Increase	2014	2023
Elementary through 5th grade	0.046	0.030
6th – 8th	0.089	0.022
9th – 12th	0.112	0.016

(Source: Population and Survey Analysis: Frisco I.S.D. – September 2013)

Conclusions

There is little doubt that the City of Frisco shares some similarities with the United States overall even more so than the State of Texas, but there are a number of significant socio-demographic characteristics that makes Frisco truly unique. The four characteristics that most clearly make Frisco unique include:

- Growth Rate: Significantly higher than the rest of Texas and the United States
- Age Breakdown: Much younger than the rest of society as a whole
- Ethnic Breakdown: Predominantly white
- Education and Income: Much higher levels of education and income

It is not only these socio-demographic characteristics that make Frisco unique. The ESRI Lifestyle data highlights the high levels of homogeneity of the community as 93.9% of residents belong to one of three LifeMode Groups. Even of greater rarity is the fact that for each of those LifeMode Groups only one Tapestry segment is representative of each of the three LifeModes making Frisco even more homogenous than other communities in the United States. The significance of these three groupings is magnified when you recall that ESRI has a total of 65 Tapestry Segments.

Potential Implications for Frisco PARD

- The demographic and lifestyle patterns of communities are significantly impacted upon by growth and the type of growth planned or anticipated. Maintaining its proactive approach to management, these patterns need to be closely monitored.
- There will be more children under the age of 18 but they will be a smaller proportion of the overall Frisco population.
- The Tapestry Segment, Up and Coming Families, represents 17.3% of the population and it is important to note that it falls within the LifeMode Group 9 which is towards the lower income range of the 12 Life Mode Groups. With the advent of more multi-family units being constructed, it is likely that this group may increase.
- The natural aging of the population will increase the proportion of older adults living in Frisco. It is important to note that the aging of the Baby Boomers and the approach taken by parks and recreation as well as all service providers will need to change significantly to ensure their participation and involvement.
- The aging of the population can include three different groups: older couples living in original Frisco home; empty-nesters downsizing; and grandparents moving to live close to their grandchildren. Thus, again, emphasizing the likely differences among groups of older adults.
- As the number of people living in a community increases, it is likely that the diversity of the community will increase as well.
- Frisco's status as an Urban Outskirts designation will give way to higher density resulting in an increase making the community more Suburban Periphery and due to the proposed density more similar to Metro Cities I.
- Greater increases in the Up and Coming Families where the focus here is on the presence of children and the mostly married couple households who live in single family homes identify with a concerted focus on children. This group overall is more diverse than some of the other segments currently living in Frisco.
- Enterprising Professionals. The projections for increased density in building in Frisco will result in attracting additional young, well-educated working professionals; 43% are singles who live alone or with roommates and 43% are married couple families. While this is a highly desirable group due to their income, their needs related to parks and recreation will likely differ from current Frisco residents.

Desirable Outcomes for Parks and Recreation Departments

In a similar manner to the impact upon opportunities and issues, there are certain desirable outcomes that come into play for parks and recreation. This is an area of trends that reflect different and desirable outcomes being played by agencies across the country and include the following:

- ***Vital and Vibrant Communities.*** People want to live places where you can feel the pulse of activity and interaction and see the life and vibrancy of a community. As people move to urban areas, parks and recreation can help suburbs re-create themselves as more desirable places to live, work, walk, hike, play, etc.
- ***Economic Drivers.*** As the economy changes and certain industries no longer exist, ghost towns are created across the country. Parks and recreation has already played a role in developing or promoting tourism through historic preservation, festivals, bird watching, etc. to infuse jobs and tourism dollars into such communities.
- ***Resilient Communities.*** With less funding and consistency from government, particularly at the federal level along with debilitating situations that communities have faced, it is critical that communities become independent and more resilient on their own. Think natural disasters with community centers as shelters. Recall the role that parks have played as gathering and mourning places for communities facing tragedies.
- ***Healthy, Happy, Successful Adults.*** Diverse home-life situations along with pressures to excel or survive. Parks and recreation could and should play a major role along with schools and other social service agencies to achieve this outcome critical to our collective future.
- ***Strategic Environmentalism.*** People like natural spaces, trees, and other park-like amenities. Human beings require clean air and water. Think green roofs, tree plantings, rain gardens, and permeable pavement as smart design and preservation landscapes to adopt and support.
- ***Support for Healthier Communities.*** The development and placement of park space that supports healthy behaviors by members of the community as well as programs that address similar outcomes.

Appendix 4.2 Recommended Target Market Strategies

The purpose of reviewing the current ESRI data and its information regarding lifestyle patterns and types of community groupings is to serve as a foundation for projecting lifestyle marketing options for the Frisco Parks and Recreation Department in the upcoming build out of Frisco.

These projections are based upon the following assumptions:

- City of Frisco will build out at a total of 350,000.
- Much of the additional housing will be multi-units increasing the density of Frisco.
- Population growth will likely conform to profiles more similar to the United States and the State of Texas meaning that residents of Frisco will become older, more diverse, and slightly less wealthy.
- The projections from the Frisco I.S.D. suggest that the number of children will remain constant or grow in the next two to three years and then continue to increase but decrease as a proportion of the total Frisco population.

The four major segments of target markets living with the Frisco of the future will fall into the following categories:

- Older Adults
- Families
- Singles
- Youth

Older Adults

While the proportion of adults currently living in Frisco is below the national average, the following factors are likely to increase the number and diversity of interests of this age group as follows:

- ongoing aging of current residents
- older adult individuals or married couples relocating to be closer to family
- presence of Frisco Lakes
- empty nesters, either new to Frisco or Frisco residents moving into multi-dwellings

The older adult target market is likely to segment into the following:

- Silver and Gold – refers primarily to residents of Frisco Lakes where the housing prices are over the average found in Frisco and whose preferences and needs are likely well taken care with the activities and amenities of the Frisco Lakes
- Relocators – These are people who may choose to relocate closer to grandchildren or family as many Baby Boomers and senior adults have elected to do. Recall that they are newcomers to the community but newcomers that don't fit the profile of the younger families and single adults who will be moving into the community.

- Empty Nesters – These are likely to consist of two sub-segments: current residents living in the older sub-divisions of Frisco whose children are grown and new residents to the community perhaps from other communities in the metro area who are downsizing. Many of them will continue working and not retiring any time soon from work. Those empty-nesters who are current residents will contribute to fewer children in the school district.
- The Older, Old – These could be the current residents of Frisco who are over the age of 65 and will choose to “age in place”. They will likely prefer more traditional senior centers and programming, the type abhorred by Baby Boomers. As they age, they are likely to require more specialized and social supportive assistance.

Families

Frisco has been a community mainly composed of married couple families with children. Frisco, especially due to the draw of its fine school district, will likely remain a drawing card for these groups. However, the higher density housing may change some of the characteristics of these families.

‘The Boomburgers’- This group which is currently the largest segment of the Tapestry makeup of Frisco will likely decrease as children in these families age out of the school system causing the homeowners to downside either within or outside of Frisco. A segment of this population will remain in their homes in Frisco and likely continue to work at least part-time.

‘The Up and Coming Families’ – This group is the second largest Tapestry segment in Frisco and is a group that is growing rapidly across the country. These married couple families will have a strong focus upon the activities and well-being of their children and will likely add increased diversity to the Frisco population.

Moving Up Families – These will be families who are attracted by the increased affordability of higher density who like the Up and Coming Families are focused upon the well-being of their children, but are likely not as affluent and more diverse. They have chosen to locate in Frisco to provide upward mobility options for their children.

Married Couples as Family – Not all families have children and there is likely to continue to be a group of married couples living in the current multi-dwelling units who will not function like either the households with children or singles.

Singles

The single target markets likely living in Frisco will be very different from one another in a number of ways most specifically education and discretionary income.

Young Professionals – These individuals who live either alone or with a roommate are well-educated, affluent, with a strong affiliation for leisure activities. Good times will be as central to their lives and work.

Newly Single Adults – These individuals are likely to be divorced with or without one or two children and looking to Frisco as a safe and affordable place to live due to the recent increases in multi-dwelling housing.

Youth

The single greatest difference between all of the target markets previously cited and the younger generations who will be living in Frisco is technology. The next two generations will consist of the Millennials and GenZapp; both of these groups are considered 'digital natives' unlike the generations that come before them.

Since they are not fully understood by most people making decisions and working currently, descriptors will be described as follows:

Millennials¹

Teenagers and twenty-somethings have been dubbed the Millennials born between early 1982 and 2000 (according to some experts). This makes this group currently between the ages of 14 and 32 years of age, a rather wide gap in life experiences.

They have been saddled with some negative perceptions including the Trophy Kids, a 2008 book that describes how many young people have been rewarded for minimal efforts and accomplishments particularly in team sports. They have also been referred to as the Boomerang Generation because of the propensity of some to move back in with their parents, perhaps due to economic constraints, and a growing tendency to delay some of the typical adulthood rites of passage like marriage or starting a career.

They tend to have more of an emphasis on extrinsic values such as money, fame, and image, and less emphasis on intrinsic values such as self-acceptance, group affiliation and community according to recent studies of 9 million high school seniors or entering college students. An even more derisive overview of the Millennials in Time Magazine labelled them the "me generation" and found them narcissistic, lazy, coddled, and even a little delusional.

There are also more positive traits associated with the Millennials such as being regarded as more open-minded about gay rights and equal right for minorities as well as confident, self-expressive, upbeat, and receptive to new ideas.

Their experiences have been quite different based upon when they were born. For instance, for young people born in 1984

- experienced Columbine in middle school
- lived through 9/11 in high school
- just about to become parents when Newtown occurred

1 (Source: The Next America by Paul Taylor published Public Affairs in 2014)

GenZapp or Posts¹

This is the group following the Millennials that is just beginning to be influential in their own right. Some of the predictions about this group include a combination of characteristics and predictions. They are pragmatists who care about connection more than wealth

- Better connected in both a technological and social standpoint
- Pragmatists who care about connection more than wealth.
- Have a global sensibility, they don't think money matters much and they're not interested in taking on debt.
- Not colossally ambitious, perhaps as a coping mechanism, but they're optimistic in the face of economic challenges.
- High level of skepticism about marketing will make posts tough for advertisers to reach. They have been using smartphones practically forever as they get older, they'll prefer to make their consumption choices based on social media recommendations on mobile devices.
- Access to near-perfect real-time information; whichever item does the best job for the best price will win out.

Potential Target Markets for Youth

- YALAH (Young Adults Living at Home) – Young adults by virtue of time of graduation entered a recessionary economy which greatly changed forward motion. These people may be living throughout Frisco especially homes with older parents.
- Zoomers – Young adults enroute to success who appeared to do all the right things and are moving on to a successful adult way of life. This group may be the Enterprising Professionals who live in the multi-units in Frisco.
- Over-stressed students – Both high school and some middle school students operating under pressure to do well academically and excel outside of school in order to get into good colleges.
- Getting Starteds – The youngest of the youth market most likely in sixth grade or starting middle school that are unsure of who they are and how they might fit in. They have likely not participated in team sports intensely or will be dropping out at this point in time.
- Kids – Those children under the age of 9 years who are still participating in traditional park and recreation programs with access controlled and encouraged by parents.

These target markets identified in this section should serve as the basis for planning programs, facilities, and events by the Frisco Park and Recreation Department.

Please Note:

The specific information included in this section may not appear directly in the Final Recommendations of the report but will significantly influence those recommendations.

1 (Source: <http://www.chicagobusiness.com/article/20140315/ISSUE01/303159982/move-over-millennials-here-come-the-posts>)

Appendix 4.3 Trends: Patterns and Projections

Overview of Trend Categories

Not all trends are the same. Some trends represent more general assumptions while other trends may be specific to a community or area of interest such as parks and recreation. The trend categories in this section of the plan consist of the following types:

Overall General Trends: Long range general trends recognized as having widespread implications for society

People Trends: Trends that center directly upon the socio-demographics of various groups of people

Pattern and Preference Trends: Trends that are often less directly related to parks and recreation but can certainly have ramifications for leisure behavior

Frisco More Specific Trends: This section includes trends identified by the State of Texas particularly as it relates to increases in various population groups.

Trends in Sports and Recreation Activities: Participation patterns and changes noted in a variety of leisure-related pursuits and industries

The conclusion related to trends will appear at the end of this document as well as 'opportunity areas' for parks and recreation; 'desirable outcomes for parks and recreation' and specific recommendations for the Frisco Parks and Recreation Department.

All of these trends taken in concert with one another will serve as a basis for lifestyle marketing and for overall recommendations to this plan.

Overall General Trends

The trends within this category tend to be more obvious or well-known than information in some of the other categories. This category of trend includes factors and shifts that have long range implications for the future.

Culture of the Future ¹

A good summary of these trends can be found in a report from Culture of the Future. These trends are likely familiar, but must be mentioned due to the significant nature of impact upon the world and life overall. Culture of Future is a trend projecting organization that works with major brands across the globe sharing insights about social and demographic shifts.

1 (Source: Social Demographic Trend Publication. http://www.cultureoffuture.com/Download/FREE.CULTURE.REPORTtest_04.pdf)

These trends cited by Culture of the Future give recognition to the increases in the proportion of aging individuals particularly in the developed countries of the world and cite the growing ethnic diversity being experienced in the United States as well. As people change, the world in which they live changes as well. The environmental trends are trends outside of the influence of individuals and organizations including areas such as economics, science and technology, legal and political issues, and overall trends about how people currently live and will likely continue to live in the United States.

The Culture of the Future's Insight Report identifies these factors as being general, overarching trends for the future:

- Shifting Populations
- Growing Life Expectancy
- Gender & Cultural Rebalancing
- Economic Challenges & Transformation
- Globalization & Localization
- Climate Changes & Challenges
- Generational Upheavals

Quick Overview of Impact: Culture of the Future

- **Shifting Populations** – the impact of both the aging of the population and the growing ethnic diversity will form the basis for this shift
- **Growing Life Expectancy** – the creation of a number of different categories of older adults based on age, generation, physical healthy and cognitive levels. And as well as the potential strain on resources required to address the needs of this growing group.
- **Gender & Cultural Rebalancing** – growing ethnic diversity will create cultural shifts in the country as well as current pattern changes related to gender particularly in the work force
- **Economic Challenges & Transformation** – The economy is going through a transformation from the information era to the transformation economy resulting in current and future challenges. The impact of this shifting economy has an even greater impact due to current economic and market situations as well as changes in the types of employment available or created by this shift
- **Globalization & Localization** – Changes around the world now influence life in the United States. This globalization will lead to a growing role to be played by local government and individuals within communities as they elect to deal with situations related to global impact in ways best for their own local environment
- **Climate Changes & Challenges** – The discussions related to the reality of climate change will continue as will the endeavors to curb pollutants and its impact upon our environment.

JWT Intelligence ¹

Another source of general trends that takes a somewhat different approach is JWT, a well-known marketing company that serves as a center for provocative thinking by identifying shifts in the bigger world. These shifts will likely impact consumer behavior and present potential opportunities for organizations. This is its 9th annual predictions of key trends.’

These trends from JWT Intelligence are not as global or widely recognized as those by Culture of the Future, but have been included due to the many ways in which general trends, particularly as they relate to the impact of technology, have upon ways of the world in which we live.

The complete listing of JWT’s 10 trends for 2014 and Beyond includes the following:

- **Immersive Experiences.** Entertainment, narratives, and products becoming immersed with one another
- **Do You Speak Visual?** The shift to pictures and graphics replacing text. Visual is the new universal language that needs to be acquired
- **The Age of Impatience.** The ‘on demand economy’ when coupled with the ‘always on culture’ naturally leads to consumers’ impatience
- **Mobile as a Gateway to Opportunity.** Especially in emerging markets, the mobile device is changing people’s lives by giving them quick and easier access to financial information, business tools, and education
- **Telepathic Technology.** The advances in computer programming enable companies to understand people’s minds and moods and act accordingly
- **The End of Anonymity.** Once again advances in technology and the demand for collecting more personal information about people make one’s chances of being anonymous a thing of the past
- **Raging Against the Machine.** As we venture further into the digital age, we begin to hate the machines that govern the world in which we live. People begin to place a higher value on all things human or real while continuing to live with the technology invasion
- **Remixing Tradition.** Social norms are changing giving rise to the “new correct” and cherished traditions are getting mixed into new ways of doing things
- **Proudly Imperfect.** As the world becomes too perfect and polished, there is a growing interest in things that are flawed, messy, and even ugly
- **Mindful Living.** Once a practice of the spiritual folk around us, more people are pulled to the idea of shutting out distractions and focusing upon the moment

¹ (Source: <http://www.jwtintelligence.com/about-us2/#axzz2mbILBUAi>)

Since these trends go beyond the predictions for any one year and address the future, the listing of JWT's 10 trends for 2013 and Beyond are presented as well and include the following: ¹

- ***Play As a Competitive Advantage:*** Our culture is always on the go, working more than ever while yet the real advantage for companies is supporting play for their employees both inside and outside of the company.
- ***The Super Stress Era:*** So many factors and issues within the world are coming together to heighten the stress of everyone and all organizations.
- ***Intelligent Objects:*** Everything is getting smarter – clothes, watches, shoes, as we will be able to measure and track our lives through things.
- ***Predictive Personalization:*** The tons of data out there about who we are and what we do will lead to companies being able to create products that are just what we wanted.
- ***The Mobile Fingerprint:*** It is coming soon through electronic wallets and other apps for eventually creating our own mobile identification
- ***Sensory Explosion:*** We are experiencing sensory overloaded which will lead to people wanting even greater sensations in their lives and experiences
- ***Everything Is Retail:*** Where won't we be able to buy is possibly the better question as we use our smart phones to point and purchase.
- ***Peer Power:*** What Facebook has done for products will now extend to most of the services and experiences we choose and pass along to friends and families.
- ***Going Private in Public:*** Signs, tweets, hand gestures abound as we find a variety of ways to share our private thoughts with everyone.
- ***Health & Happiness - Hand in Hand:*** People are coming to believe that money isn't everything and that happiness not only makes our lives better but our health better as well

¹ (Source: <http://www.slideshare.net/jwtintelligence/play-as-a-competitive-advantage-july-2012-13618718>)

Quick Overview of Impact: JWT Intelligence

There are a number of trends identified in these two lists that specifically relate to parks and recreation including play, stress, immersive experiences, health and happiness, and mindfulness. The other trends influence the reasons why people require leisure time and the modifications of leisure time use based upon shifts in the ways the world operates.

A list of challenges based upon the areas cited includes:

- Play is becoming recognized as an aspect of life that is critical to not only the competitive advantages of creativity but the successful growth and development of children.
- The technology overload will likely contribute to people's stress and also their need for contact with solitude, nature, and human contact.
- There will be a clash of interests between "real" experiences and "immersive" experiences that are based upon expanded uses of technology.
- People's lives will no longer be solely their own as the decline in privacy and the aggressive collection of personal data will mean that organizations may know more about an individual's personal preferences they the individual does.
- The manner in which people define success and happiness is already currently underway.

People Trends

This category of trends centers directly upon the demographics and some psychographics of various groups of people. Parks and recreation holds people at the center of their existence and mission therefore this area of trends is critical to this industry. It would be difficult to nearly impossible to encompass all of the factors within this trend area, but those particularly useful to parks and recreation will be identified. However, information related to older adults, Asian Americans, and Upscale Latinos have been included due to the projected growth and its impact upon the City of Frisco.

Generational Analysis

The term, generational gap, is alive and well and more especially with the significant divide caused by technology. Culture of Future, the trend projecting organization cited in the previous category, pinpoints the differences among generations due to the belief and track record that generations have distinct characteristics and these characteristics can create gaps among the cohort groups. Worldwide gaps are emerging between elder non-digital natives and younger digital natives.

At the forefront of challenges for parks and recreation are the behavioral demographics of the current generations. This report identifies four different groups: Boomers, Gen X, Gen Y, Next Gen. Listed below are a few of the generational characteristics of these four groups.

Boomer	Gen X	Gen Y	Next Gen
Industrial, Hierarchy, Hard Working, Striving	Rebels Culture of Overworking Parents	Social, Connected, Seeks Creative, Loves Vintage and New	Value, Sharing, Learning, Leading Family, Digitally
Ever Bigger Life	More Intimate Life	Creatively Engaged Life	Integrated (all of those)
Self-Determined	Self-Reliant	Socially Reliant	Personally Inventive
Killer Job	Killer Life	Killer Lifestyle	Killer Values
I have Tech	I use Tech	I share Tech	I am Tech
Outcome Focus	Experience Focus	Community Focus	Contribution Focus
Want Ownership/ Credit	Want Engagement	Want to be Seen	Want to Make/Create Value

(Source: Social Demographic Trend Publication. http://www.cultureoffuture.com/Download/FREE.CULTURE.REPORTtest_04.pdf)

State of the Asian-American Consumer

Asian-Americans are sometimes overlooked when examining consumer behaviors. According to the Selig Center for Economic Growth, this group represents \$718 billion in buying power and that number may reach \$1 trillion by 2017. Asian-language media outlets soared more than tenfold to 1,239 between 1999 and 2010. Asian-American growth is fueled by steady immigration rather than native births. According to 2010 U.S. Census data, 87% of the Indian populace living here is foreign-born, as are 84% of Vietnamese, 78% of Korean, 76% of Chinese, 69% of Filipino, and 32% of Japanese.

Stats on Asian-Americans

- 50% of Asian Americans have graduated college compared with this same age group of all Americans.
- Frequent inhabitants of nuclear households; 3.1 individuals per household compared to 2.6 for all Americans.
- 28% higher than average household incomes at \$63,420 compared to \$49,580 for the United States overall.
- Their population has increased 51% since 2000 to 18.2 million; which outpaces the growth percentage of other groups.

A recent survey by Nielsen in its State of the Asian-American Consumer Report identifies some of those behaviors and patterns including the following:

- Asian-Americans are early adopters of technology and could in a similar way drive future retail sales:
 - 77% use smart phones compared to 55% in U.S. overall
 - They surf online 80 hours or more per month
 - Watch more television than other groups of Americans
- Almost 40% live in Los Angeles (14.2%), New York (12.7%) and San Francisco (10.6%)
- 77% speak a language other than English at home

The Upscale Latino Market ¹

It is well known that Hispanics make up a large proportion of the population in the United States with projections for even greater increases. What is not as well recognized is that within this growing group, there is a segment of Hispanics that account for 37% of the group's spending power with estimates for that spending power to increase.

A recent study by Nielsen and the Association of Hispanic Advertising Agencies (AHAA) identified this upscale group of Latinos with spending power, earning between \$50K and \$100K annually, as and other demographics including:

- 29% of Hispanics are part of this upscale Hispanic group
- 75% are under the age of 45
- 77% have households of 4 or more
- 60% live in the Southwest or Pacific Coast regions

Young, Urban and Connected Latinos. This group is described as young, urban and connected

- Upscale Latinos are younger than upscale non-Hispanic Whites (33 years old compared with 39 years old)
- they live active lifestyles, often with young families.
- 85% of upscale Hispanics have a household size of three or more, compared with 65% of upscale non-Hispanics.
- Upscale Latinos are technologically savvy and are often viewed as trendsetters among their peers; they're more likely to use smartphones, own iPads and subscribe to one of the top four U.S. mobile providers.
- Upscale Hispanics reside everywhere but are concentrated in urban areas such as LA, New York, Houston, and Miami; secondary markets included Honolulu, Washington DC, and Oklahoma City.

¹ (Source <http://www.nielsen.com/us/en/mediawire/2013/upscale-latino--americas-new-baby-boomers.html>)

Cultural Duality. Upscale Hispanics live in two cultures

- ¾ of them speak both English and Spanish
- 1/3 watch media content in both languages
- Latinos switch to Spanish-language television for cultural events, concerts and sports.

Older Adults

This growing segment is of interest due to the impact of the growing number of people within this group and the variations as to the generational and other differences among this extended group. People are no longer just senior citizens. While that phrase is acceptable to a generation not identified by Culture of the Future, the Greatest Generation or the World War II generation, it is not widely accepted or used with the large cohort of Baby Boomers that follows.

It is likely that this growing group may be segmented into categories such as maturing adults, older adults, and the old-old. Much of these differences in category can be based upon generational grouping as they move through the aging process, but it is overlaid by the impact of life changes during this time of life. Some of those life changes include: physical and cognitive health; support from friends and families; financial resources will greatly shape the aging process.

Patterns and Preferences

There are certain trends that are subsets of some of the more general trend categories and these trends often provide great insight into lifestyle marketing. Some of these trends include:

- **Old White and Young and Diverse.** Since birds of a feather flock together it is not always obvious that we have two significant groups in this country who increasingly have little in common
- **End of Traditional Retirement.** The traditional 55+ or 65+ to mark the end of one's work life is likely a thing of the past.
- **Resource Allocation.** Where will governmental entities and nonprofits choose to expend their resources upon the growing (children) or the "going" (older adults)
- **Have and Have Nots.** There will be an additional growing gap upon Americans related to those with wealth and those with very few financial assets
- **Gen Z(app).** The Millennials are tech savvy but the arrival of the next group called Gen `Z(app) will result in one fluid organism blending humanity with technology
- **Vulnerable Populations.** This group grows beyond those in poverty and homelessness to include people who are under-employed, lonely and isolated, under-educated, chronically ill, and other challenging circumstances or situations
- **4th Agers.** The healthy baby boomers are likely in 3rd Age and don't require our services, but it is the 4th Agers: individuals 80+ and those maturing adults who for a variety of reasons can't thrive in retirement or current life situation
- **Babies are Back.** As we emerge from this economic recession, make way for increasing numbers of baby carriages crowding stores and parks most everywhere
- **Pets Replace People.** In some instances, pets most especially dogs are assuming the role of best friend or child in the lives of some people and families

Additional Trends Influencing People

There are often trends or changes that halt forward motion or lead to rethinking approaches. Some of these trends bear watching.

- ***Economic Uncertainty.*** While certain segments of the economy seem to be faring better than others, for example, Wall Street vs. Main Street, the levels of more long lasting unemployment and under-employment by segments of the population are a big unknown factor
- ***Growing Impatience.*** People have become accustomed to instant gratification via technology and can no longer tolerate waiting for traffic lights or standing in line
- ***At the Touch of a Finger.*** Why leave the house when people are able to shop; visit with friends and family members; be entertained; and travel the globe all at the technological touch of a finger
- ***Sitting is the New Smoking.*** It's official. It is our sedentary patterns of work and leisure time that are contributing to poor health, obesity, chronic diseases, and premature deaths
- ***Alzheimer's is the New Cancer.*** Whether funding finds its way to this debilitating disease prevalent among an ever-growing aging population remains to be seen. The personal and societal burden of this disease is likely to be overwhelming

- **Stress.** It touches most every aspect of life including the well-being of children. If the collective “we” decides to make changes in the ways we live, work, learn, and play, the impact of stress can be lessened.
- **Living too long.** With people beginning to live into the triple digits can the quality of such a life keep pace, there may reach a time when we realize that people are living too long for continued quality of life.
- **Dying too soon.** Americans under 50 years of age are dying in accidents primarily related to cars, alcohol, and guns. The American level of infant mortality is also an issue.
- **Technology Driven Narcissism Epidemic.** If we can have a “page” devoted to our lives’ and purchase clothing designed to fit our particular bodies and taste, can narcissism be far behind? Or not?
- **Cocooning with a Vengeance.** Since we don’t have to leave the house for most activities, what if we prefer to hunker down and just stay there?
- **Push-Pull of Technology.** Some futurists believe that there is growing evidence that people love technology but are pushing away from some of the less desirable outcomes of its usage.

Frisco More Specific Trends

There are a number of data sets that apply more directly to Frisco. Those include trends related to state projections for Texas and the projections of school demographics by the Frisco School District.

Texas State Trend Projections ¹

One excellent source of information related to more specific trend projections for a community often comes from state analyzed projections. Listed below are some of the population trends for the overall State of Texas.

- Estimated population for Texas was more than 23.5 million in 2006, 12.7% more than in 2000.
- More than half of all Texans (52%) are between the ages of 25 to 64.
- Those residents under the age of 25 was 38% of the total population.
- People aged 65 or older weighted in at 9.9%.
- Texas has an aging population from 1980 to 2005; the overall population grew from 14.2 million to 22.9 million which is approximately 60.7%. Over that same time period the number of Texans aged 65 and over grew at a faster rate of 65.7%.
- Texas became a “majority-minority” state in 2004, meaning various ethnic minority populations now outnumber Whites. Other “majority-minority” states include Hawaii, New Mexico and California.
- Nearly 30 % of Texas households had incomes of less than \$25,000 in 2005, while another 28 % had incomes between \$25,000 and \$49,999. The median income for Texas households in 2005 was \$42,139, 8.9 % less than the U.S. median income of \$46,242.6.

¹ (Source: <http://www.window.state.tx.us/specialrpt/tif/population.html>)

- Population trends show that more people are moving from rural areas to urban/suburban areas. An estimated 86 % of the 23 million people living in Texas in 2005 resided in urban areas, while an estimated 14 percent lived in rural areas.
- Between 2000 and 2005, 11 of Texas' "metro" counties – counties with one or more urban areas – saw population increases of at least 20 %, while 93 non-metro counties experienced losses. Metropolitan areas were far more likely to grow than their rural counterparts.

Information from the Frisco I.S.D.

In 2013, the Frisco I.S.D. received detailed information about demographics and demographic projections as they related to future enrollment size and patterns from a report completed by Population and Survey Analysts (PASA) of College Station, TX. This report utilized housing projections and ratio of students per household to create scenarios for the future planning for the school district.

The current status of the Frisco I.S.D. included the following:

- Lowest percentage of free/reduced lunch students of any large district in the State
- Second highest median value of single-family homes of any large district in the state
- Highest STARR passage rate of any large district in Texas
- High proportion of students relative to the total population; approximately 24% of the entire population of Frisco attends school

Factors identified as determining enrollment projections for the next ten years included:

- Significant increase in the proportion of housing that is multi-family which may result in lower ratio of students initially but is likely to add to the numbers in later years; this trend is anticipated to grow over the next ten years
- Higher density housing will continued to be added based upon the City of Frisco's belief that future residents of the City will not have the financial ability to spend 76% above the State's median owner value for single family house as is the present situation
- Approaching the end of the ten-year projection period, the students added to existing subdivisions should approach zero or net losses from these older subdivisions may be experienced
- Ratios will start declining over the next few years as students age out of the school district and parents remain in Frisco but do not sell homes to younger families
- Availability of loans for single family homes is a significant determinant of future enrollment

In the fall of 2013, the District gained students in the following types of housing:

- 62% active subdivisions
- 12% multi-family
- 26% existing subdivisions

FRISCO PARKS AND RECREATION OPEN SPACE MASTER PLAN

On the basis of this information and a plethora of additional analysis, PASA created various scenarios for the Frisco I.S.D. which included a low growth scenario, a most-likely scenario, and a high growth scenario. For the purpose of this community analysis for the Frisco Parks and Recreation Department, the most likely scenario will be incorporated.

PASA does note that this projection is based upon the following information and assumptions:

- Number of new homes and apartment
- Increasing ratios of students per household in new and existing homes
- Aging of the student population
- Increase in number of kindergarten age group
- Little development in the large, undeveloped tracts of land in Frisco
- Not all multi-family units are accounted for due to the ability to change zoning from commercial to multi-family based upon city approvals
- More popular perception of the District relative to surrounding districts
- Unemployment rates and interest rates remain about the same
- Slight increase in immigrants entering the Dallas area will remain stable thus encouraging out-migration to suburban districts

Projections of the Most-Likely Growth Scenario

Based upon current enrollment patterns and the assumptions cited previously, the most likely scenario growth for students in the Frisco I.S.D. between 2014 and 2024 are as follows:

- While the actual number of students projects between 2014 grows from 49,256 to 71,289 in 2023, the percentage increases continue to drop from 7.26% in 2014 to 2.41% in 2023
- Enrollment by grade groupings indicate:

Grade Group Population	2014	2023
Elementary through 5th grade	24,631	33,742
6th – 8th	11,788	16,277
9th – 12th	12,837	21,321
Grade Group Percentage Increase	2014	2023
Elementary through 5th grade	0.046	0.030
6th – 8th	0.089	0.022
9th – 12th	0.112	0.016

(Source: Population and Survey Analysis: Frisco I.S.D. – September 2013)

Trends in Leisure, Sport, and Physical Activities

This section of trends incorporates a variety of statistics and patterns from industry sources that denote patterns and changes noted in a variety of leisure-related industries.

Research on Physical Activity and Sports

PHIT America has been looking into research on physical activity and sports and making some observations that include the following:

1. Americans are walking, running, swimming and biking...and enjoying 'The Great Outdoors
2. Plus, not one traditional athletic activity is listed among the top 10 active sports in the U.S.
3. Among the sports participation categories analyzed, it appears that many Americans are 'polar opposites' as they are either attracted to a multitude of outdoor/noncompetitive sports OR to fitness activities at a health club

Other observations include:

- Walking is America's #1 choice for exercise and has more participants than the next two most popular activities combined.
- 'Mother Nature' is a big attractions as reflected by trail runs, day hikes, and kayaking.
- Impact of the "Free Spirit" as non-traditional/off -road triathlons and adventure racing are the top two activities with the strongest gains in the last two years.
- Road Runners Rule as running/jogging is thriving and growing in participation.
- Both Inside and Out as all top ten growth categories by percentage for sports participation either takes place in an outdoor setting or in an air-conditioned club.
- Water World because the sport with the largest growth in overall participation in recent years is fitness swimming.

Other information on this group's website includes Age Groups of Americans NOT involved in sports. It appears as if 'growing up' results in 'growing out' of sports. The percentages of Americans NOT involved in sports by age groups include:

- 6 – 12 years of age, 19.5% (an increase from 16%)
- 13 – 17, 19.2% (an increase from 17%)
- 18-24, 26.4%
- 25-34, 25.3%;
- 35-44, 24.7%.

Other information related to Non-Physical Activity Participation includes:

When all ages of Americans are taken into consideration, 28% of Americans remain physically inactive in 2012. Even though the rate of inactivity continues to rise the rate of that inactivity has slowed.

The most aspirational activity for nearly all the non-participant age groups is swimming for fitness. Exceptions to the swimming are biking for ages 45 to 54 and weightlifting for ages 13 to 17 with the second choice of these two age groups being swimming.

About the data: PHIT used The Physical Activity Council research, a six-year study surveying 41,000 Americans ages 6+ every year as a source of its findings. The panelists are asked a series of questions, including if they participate in any of 104 activities or sports and their frequency of participation. ¹

Inactivity and Obesity

Inactivity and obesity are huge issues for the United States. Childhood inactivity was recently voted the #1 concern of parents. Obesity was viewed as the #1 health concern for Americans. Physical inactivity can lead to obesity and type 2 diabetes. Physical activity can help control weight, reduce the risk of heart disease and some cancers, strengthen bones and muscles, and improve mental health. ²

The obesity and sedentary crisis is draining America's economic resources. At the individual level, obesity is associated with health care costs that average about 40 percent above those for normal weight individuals. Overall, obesity-related direct and indirect economic costs exceed \$100 billion annually, and the number is expected to grow. ³

Youth Team Sports

According to an examination of data from youth leagues, school-sports groups and industry associations combined participation in the four most-popular U.S. team sports: basketball, soccer, baseball and football, fell among boys and girls aged 6 through 17 by roughly 4% from 2008 to 2012. Lacrosse participation was up 158% in 2012 from 2008. During those five years, the population of 6-to-17-year-olds in the U.S. fell 0.6%, according to the U.S. Census compared to the 4% loss in participation.

For a considerable length of time now, the pattern of youth dropping out of team sports by the time they reach the age of 12 or 13 is fairly wide spread. This creates a challenge or opportunity all of its own.

Other statistics related to youth team sports participation include:

Football. While football still draws crowds to the TV set, participation in the sport according to the National Federation of State High School Associations, participation in American high schools was down 2.3% in the 2012-13 season when compared with the 2008-09 season. A new survey by the SFIA and the Physical Activity Council, a nonprofit research agency funded by seven trade groups, found that participation by players aged 6 through 14 in organized football in 2012 was 4.9% below that in 2008.

1 (Source: <http://www.phitamerica.org/>)

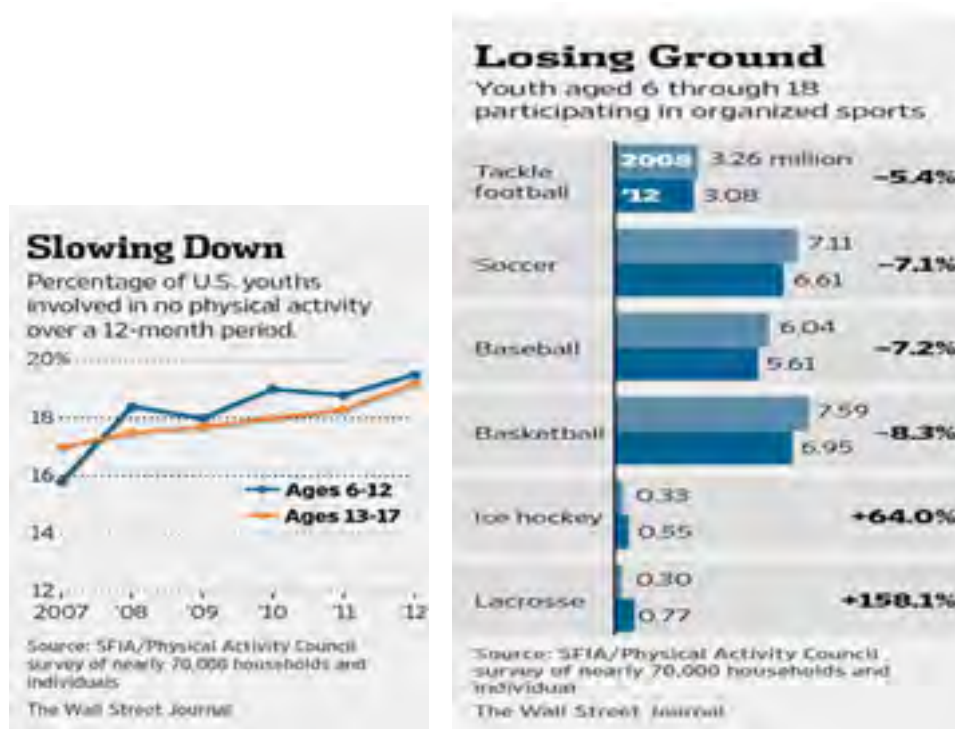
2 (Source: <http://www.cdc.gov/features/dsphysicalinactivity/>)

3 (Source: http://www.yaleruddcenter.org/what_we_do.aspx?id=82)

Basketball. Between the 2008 and 2012 season, high-school basketball participation fell 1.8% in that same time period. Basketball participation fell 6.3% in the 6-to-14 group according to the survey of nearly 70,000 households and individuals.

Baseball. While high-school baseball participation rose 0.3% in the period, Little League baseball, the biggest children's baseball league, reports that U.S. participation in its baseball and softball leagues in 2012 was 6.8% below that in 2008.

Soccer. Even soccer, which has seen strong gains in recent decades, shows signs its numbers are stagnating. The high-school federation reports that soccer participation was up 7.4% in the 2012-13 season from 2008-09. But the United States Soccer Federation, which governs U.S. youth soccer leagues other than school-based leagues, says its youth soccer participation was flat between 2008 and 2012.



(Source: <http://online.wsj.com/news/articles/SB10001424052702303519404579350892629229918>)

The growing concern and visibility about serious injuries related to various sports, especially team sports, may cause changes in participation patterns particularly among youth sports.

Sports Patterns among Adults

The 2013 Physical Activity Council Report generates percentages of participation by generational groups. The three general categories of sports with the largest amount of participation by adults are individual, outdoor, and fitness sports. For those sports, the percentages of participation by generation include:

Generation	Individual	Outdoor	Fitness
Baby Boomers (1945-1964)	27.6%	40.8%	62.1%
Gen X (1965-1979)	42.3%	54.3%	66.2%
GenY/Millennials (1980-1999)	45.4%	58.6%	62.1%
Gen Z (2000+)	49.8%	63.1%	42.5%

Individual Sports Participation Patterns

Tennis.¹ In the recently released US Sports, Fitness, and Recreation Participation Report from the Physical Activity Council (PAC), a consortium of six sports, recreation, and outdoor trade associations, reports that tennis continues to lead the pack in long-term participation growth, which is up 31% from 2000-2012.

According to additional data from the annual PAC study, tennis is the only traditional sport with positive linear growth in participation rates between kids ages 6-17. Among that age range, the percent of the population participating in tennis steadily increases, starting at approximately 5% of the population aged 6-7 and increasing to nearly 9% of the population between ages 15-17, whereas other sports typically see a steady decrease in participation percentage rates beginning around ages 12 and 13.

Golf.² There was a fall in number of golfers in 2010 by 3.32% due to fall in number of core golfers by 3.60%. During 2011, economy uncertainty, rising unemployment and bad weather conditions accounted for fall in golf course visitors and so as golf course revenues. Overall golf course visitors again fell 0.76% in 2011. In the US, the largest number of golfer's come under the age group of 30-49 while slowly golf is gaining popularity among younger generation. Growing levels of golf participation at this juncture comes from women and people in the Asian markets.

Nontraditional. There is also reported increases in what may be considered more non-traditional sporting activities such as martial arts, hiking, climbing, BMX racing, among others especially among younger Americans. Disc Golf, as an example, reports a 10-20% increase in participants annually over the last few years. Pickle ball, a game that has been around since the late 60s, which can be played with 2 or 4 players is experiencing growing popularity particularly among active, older adults.

1 (Source: <http://www.tennisindustry.org/cms/index.cfm/news/tennis-continues-to-lead-pack-among-traditional-sports-in-participation-growth/>)

2 (Source: <http://www.businesswire.com/news/home/20120117006056/en/Research-Markets-Golf-Participation-Equipment-Demand-Forecast#.U2UYq3JOXcs>)

Fitness

There is a great deal of information available related to fitness. Some of those include the popularity of fitness and health clubs as well as fitness-related trends.

Based on studies conducted by The International Health, Racquet & Sportsclub Association (IHRSA) as part of the Physical Activity Council (PAC), more than 62.1 million Americans utilized a health club in 2013 for more than five billion visits. This makes 2013 the first year that total health clubs visits surpassed the five billion mark.

Additional study results showed that 52.9 million Americans belonged to at least one of the 32,150 IHRSA health clubs nationwide. When non-member health club patrons are factored in, more than one out of five Americans (21%) are health club consumers.

Authorities from the health club industry believe that the fact variety of types of fitness options for every budget contribute to the rates of participation such as full-service centers providing a resort-like experience, family-friendly centers, small studios with expert trainers, convenient 24-hour gyms, women-only clubs and sport-specific facilities. (Source: <http://www.ihrsa.org/media-center/2014/4/14/total-health-club-visits-surpass-5-billion-for-the-first-tim.html>)

The American College of Sports Medicine (ACSM) along with its members has identified the top ten fitness trends in the U.S as follows:

1. High Intensity Interval Training – short bursts of high-intensity bouts of exercise followed by a short period of rest or recovery
2. Body Weight Training – uses minimal equipment, which makes it an inexpensive way to exercise effectively
3. Educated, Certified, and Experienced Fitness Professionals – this is a trend that continues now that there are accreditation offered by national third-party accrediting organizations for health and fitness and clinical exercise program professionals.
4. Strength Training – there are many other individuals (both men and women, young and old, and children) whose main focus is on using weight training to improve or maintain strength.
5. Exercise and Weight Loss – a trend toward incorporating all weight loss programs with a sensible exercise program.....The combination of exercise and diet is essential for weight loss maintenance.
6. Personal Training – a popular option for both small groups and one-on-one situations
7. Fitness Programs for Older Adults – age appropriate and safe exercise programs are vital
8. Functional Fitness – replicates actual activities someone might do as a function of their daily living.
9. Group Personal Training – “This trend lets the personal trainer continue to provide the personal service clients expect, but now in a small group of two to four.”
10. Yoga – “Instructional tapes and books (for Yoga) are abundant, as are the growing numbers of certifications for the many Yoga formats.”

About the Survey: More than 3,800 fitness professionals completed an American College of Sports Medicine survey which has enabled ACSM to determine the top fitness trends for 2014.

Please Note: Variations upon popularity within fitness activities tend to change more rapidly which in no way diminishes the solid trend of fitness participation.

(Source: ACSM's Health & Fitness Journal)

Outdoor Recreation

The Active Outdoor Recreation Economy is a \$730 billion annual contribution to the U.S. Economy as more than three of every four Americans participate in active outdoor recreation annually. The pursuits included within this industry equate with over 8% of America's personal consumption expenditures which is more than 1 in every 12 dollars circulating in the economy. The Active Outdoor Recreation Economy includes bicycling (paved road and off-road); camping (RV, tent, and rustic lodging); fishing (recreational fly and non-fly)' hunting (shotgun, rifle, bow); paddling (kayaking, rafting, canoeing); snow sports (downhill, snowboarding, cross-country, and snowshoeing); trail (running, day hiking, backpacking, rock climbing); and wildlife viewing (bird and wildlife). ¹

Participation patterns in outdoor recreation finds that nearly 50% of all Americans participate in outdoor recreation with running, jogging, and trail running as the most population outdoor activity. There was a net gain of 1 million participants in 2012. Some of the demographics of outdoor recreation participants include:²

- 70% of participants are Caucasian
- 40% have household incomes of \$75,000 or more
- 49% of outdoor participants are married

Biking

39.3 million Americans age seven and older were estimated to have ridden a bicycle six times or more in 2012, according to the National Sporting Goods Association. Cycling is often cited as the seventh most popular recreational activity in the U.S., behind exercise walking, swimming, camping, fishing, exercising with equipment and bowling. While the number of total people riding bikes has declined somewhat, the number of core participants has increased.

Athletic Events

The Athletic Event Organizers is an industry that is beginning to recover from the recession. Members of this group organize athletic events that do not require facilities, such as marathons, cycling competitions and obstacle courses. Revenue in this industry declined significantly in 2009 due to less disposable income on the part of participants and less funding available from sponsors. Declining athletic participation by Americans has also worked again this industry.

1 (Source: <http://www.outdoorfoundation.org/pdf/ResearchRecreationEconomy.pdf>)

2 (Source: <http://www.outdoorfoundation.org/pdf/ResearchParticipation2013.pdf>)

Events that are going well are events funded by corporations for corporate employee wellness; tailored to specific sport enthusiasts and large scale marathons. Areas of future growth over the next five years include ever increasing health awareness; continued popularity of wellness programs; and the baby boomers that have more time to participate in these types of events.

Another area related to athletic events is the growth in the number of disabled and older adults participating in competitive sporting activities.

The Arts

How and in what types of activities do Americans participate in the arts? The initial findings from the 2012 Survey of Public Participation in the Arts (SPPA) sponsored by the National Endowment for the Arts (NEA) in partnership with the Census Bureau is the nation's largest population survey of arts participation trends.

Art-Making and Art-Sharing

- About half of the nation's adults created, performed, or shared art of various types.

Social dancing is the most popular form of art-making or art-sharing; nearly one in three adults (32%) danced at weddings, clubs, or other social settings. Young adults and Hispanic Americans are the most avid dancers; 40% of 18-34 year olds and 36% of Hispanics reported social dancing

- One in four adults (26 %) e-mailed, posted, or shared photography in 2012.
 - One in five adults (21 %) e-mailed, posted, or shared music
 - 15 % shared their own photos
 - 13 % shared film or videos
 - 13 % did photo editing
 - 12 % did photography for artistic purposes
- Fiber arts were among the most popular as 13 % of adults reported participating in weaving, crocheting, quilting, needlepoint, knitting, or sewing in 2012.
- Twelve % of adults played a musical instrument.
- Nine % reported singing, either alone or with others
- 8 % created leatherwork, metalwork, or woodwork

The most popular classes adults reported taking in childhood (in or out of school) were voice training or playing an instrument (36%), visual arts (19%), and art appreciation or art history (18 %).

Art Attendance ¹

According to a survey on public participation by the National Endowment for the Arts:

- One out of every three Americans, or about 78 million people visited an art exhibition or attended a performing arts event in 2012.
- Art museum visitation reached one in four Americans a decade ago but has fallen to one in five currently.

Among the good news is that a larger proportion of African-Americans and Hispanics are attending arts performances than ever before. Older Americans are also reading books at a higher rate, and a greater proportion of younger Americans are attending outdoor performing arts festivals.

Conclusions

The identification of trends and subsequent impact upon the world in which we live and the organizations within which we function are difficult to fully assimilate. However, as it relates to 'General Trends', the operative work is change and change as it relates to these two over-riding factors:

Demographics

- Shifting Populations
- Growing Life Expectancy
- Generational Upheavals

Transformations

- Gender & Cultural Rebalancing
- Economic Challenges & Transformation
- Globalization & Localization
- Climate Changes & Challenges
- Technology

A critical transformation with ramifications for all the ways in which we live, work, learn, and play is technology and the impact of these changes as simulated experiences that immerse people in a different world; growing impatience on the part of people and their expectations; and the other side of reactions to increasing technology as people seek to avoid these influences and find a sense of self within one's world.

¹ (Source: http://www.nytimes.com/2013/09/26/arts/a-new-survey-finds-a-drop-in-arts-attendance.html?_r=0)

Conclusions Continued...

Trends related to People and the Patterns and Preferences accompanying people trends establish directions for all organizations. Many of these key trends present themselves as opposite ends of a spectrum based upon the demographics or economic status of individuals and include the following:

- Old and White and Young and Diverse
- Generations that Tolerate Technology vs. Breathing Technology
- The Haves and the Have Nots (economic, health, support system, etc.)
- People Living too long or Dying too soon

While these four factors cannot completely cover the extent of people's changing patterns and preferences, they do dictate the future or organizational priorities.

What trends will then impact upon Frisco? By reviewing more general trends with patterns in Frisco related to school needs and the overall State of Texas, it is likely that as Frisco moves towards build out in the near future that the following trends will influence its residents and services required as followed:

- Frisco is likely to remain 'younger' than the rest of Texas and the country but will experience a shift towards older children and young adults more than is currently the case.
- Frisco is likely to become more diverse ethnically as well as educationally and economically with the advent of greater density in housing.

These two trends have the potential of making significant changes within Frisco.

An additional category of trends relate to trends, shifts, and changes in sports, recreation, and leisure activities. Some of the key shifts and changes may include but are not limited to the following:

- Growing emphasis upon individual activities, walking, biking, swimming, etc.
- Connection to the out-of-doors
- Changing participation patterns in youth team sports
- Growing interest in lifetime physical activity skills such as tennis, walking, biking
- Continuing popularity of 'non-traditional' activities and events
- Wellness and health replacing the traditional concepts of exercise and fitness
- Changes in the arts overall due to cultural and ethnic changes in the population

Opportunities and Issues related to Parks and Recreation

Changes in all aspects of life lead to the creation of both issues and opportunities. This section briefly lists some trends that may present issues or opportunities for parks and recreation or both.

- **Obesity and Parks and Recreation.** There is growing data from the CDC and other industry groups that the proximity to parks and the availability of recreation activities is a strategy for reducing obesity in this country, particularly among youth
- **Play for Children.** The growing recognition that the amount of time and the availability of true play experiences for children is declining which negatively affects successful growth and development
- **Outdoor Recreation Participation.** The concern among park, nature, and environmental groups that participation in outdoor recreation and visitation at parks is primarily Caucasian with much smaller participation by the growing ethnic groups
- **Definition of Open Space and Parks.** Citizens often have varying definitions as to what defines open space, wildlife area, and parks. These differences are often based upon their experiences and expectations
- **Conflict of Facility Usage.** There is growing issue related to use of public park and recreation facilities for sporting events and other special events with the challenge of balancing use by the residents and use by out-of-the-area participants as well as special tournaments, races, and events that often prevent residents from using areas or facilities during weekend time periods
- **Pricing Differences among Opportunities.** There are various ways in which fees and charges for public park and recreation departments can be developed and this can lead to policies that differentiate between basic, public good services and more specialized activities to be fully paid by the individual participant

Desirable Outcomes for Parks and Recreation Departments

In a similar manner to the impact upon opportunities and issues, there are certain desirable outcomes that come into play for parks and recreation. This is an area of trends that reflect different and desirable outcomes being played by agencies across the country and include the following:

- **Vital and Vibrant Communities.** People want to live places where you can feel the pulse of activity and interaction and see the life and vibrancy of a community. As people move to urban areas, parks and recreation can help suburbs re-create themselves as more desirable places to live, work, walk, hike, play, etc.
- **Connected Communities.** People strongly prefer a community where they feel as if they belong rather than just live. This growing preference reflects the increasing isolation caused by increased mobility of people, people working within the home, and the many impacts of technology.

- **Economic Drivers.** As the economy changes and certain industries no longer exist, ghost towns are created across the country. Parks and recreation has already played a role in developing or promoting tourism through historic preservation, festivals, bird watching, etc. to infuse jobs and tourism dollars into such communities.
- **Resilient Communities.** With less funding and consistency from government, particularly at the federal level along with debilitating situations that communities have faced, it is critical that communities become independent and more resilient on their own. Think natural disasters with community centers as shelters. Recall the role that parks have played as gathering and mourning places for communities facing tragedies.
- **Healthy, Happy, Successful Adults.** Diverse home-life situations along with pressures to excel or survive. Parks and recreation could and should play a major role along with schools and other social service agencies to achieve this outcome critical to our collective future.
- **Strategic Environmentalism.** People like natural spaces, trees, and other park-like amenities. Human beings require clean air and water. Think green roofs, tree plantings, rain gardens, and permeable pavement as smart design and preservation landscapes to adopt and support
- **Support for Healthier Communities.** The development and placement of park space that supports healthy behaviors by members of the community as well as programs that address similar outcomes

Recommendations

Since many of the thoughts and suggestions included in these last two sections of the Trends section of this report include an array of possibilities for the Frisco Park and Recreation Department to consider, this following list of recommendations will focus upon more specific recommendations as follows:

Outdoor Spaces. One of the more immediate outcomes of this plan for FRPD is the acquisition of open space. This open space may become peaceful environments to enjoy nature, locations for additional parks and facilities, as well as environmental assets but it should be the highest of priorities.

- At least one area of natural open space to address the renewed interests in the out of doors and the feedback from citizens is needed

Wellness Focus. People of all ages from children to older adults are taking a focus upon overall well-being. While the specific elements of this well-being may differ by age group, the importance will take center stage.

- The lack of unstructured play for children is regularly cited as a drawback to emotional and intellectual well-being and should be immersed into ongoing programs and even new ones
- The Athletic Center should be re-named as the 'Active Living' Center to better reflect the actual use of the facility and capitalize on this wellness focus

- There may be some park locations where fitness stations can be established to take advantage of both the out of doors and wellness trends.
- Connecting paths and trails would facilitate more physical activity.
- As adults age, opportunities for stress reduction and physical activity play a critical role in keeping adults independent, living in their own homes, and not draining societal resources.

Places to Gather. The FRISCO PARD should look closely at some of the facilities present and operating within the benchmark communities and determine which of those would work well for Frisco as public facilities or public-private partnerships as places to gather support connected communities and locations for program offerings.

- The children who are becoming teenagers will require spaces to gather as not all individuals within this age group are well engaged in middle school and high school activities; programming specific for this population perhaps in conjunction with the police department and Fisd should be implemented.
- The Senior Citizen Center should consider a name change to reflect the growth in aging baby boomers and their negative perception of the term, senior. This will not be an easy transition but necessary if FRISCO PARD wants to attract the newly aging members of their community. An alternative to avoid this disruption to the more traditional senior citizen community would involve building an additional community center that includes a few areas designated for older adults rather than an entire building.
- Location of facilities are naturally critical and attention should be given to those areas of the community that lack a public indoor/outdoor space for connecting with the community.

Strategic Design. Strategic design can encompass a range of suggestions. In this instance, it is referring to sustainability both economically and environmentally as well as designing facilities and parks with flexible and changing uses in mind for the emerging non-traditional and lifetime activities.

Program Focus. Programming becomes more difficult as people are becoming more individualized in their interests and preferences and the programming area should begin to transition into some different approaches.

- Move from Recreation Programs to Programming and Facilitation as it becomes increasing difficult to provide ‘something for everyone’. The FRISCO PARD should retain popular programs but include opportunities for residents to become exposed to differing interests. Some examples would include: a series of free-of-charge ‘exploring’ opportunities where local instructors and businesses come in to explain, demonstrate, or give mini-lessons to attendees; a learn the sports program where various sports for youth are taught for several weeks so children can learn a variety of activities before selecting specific choices. A similar type of program could be offered featuring the myriad of different opportunities within the arts, family-friendly lifetime skills, etc. Participation generated upon those explorations can be pursued in the private sector or by full cost recovery offerings by the department or in partnership with other public and non-profit providers.

- There needs to be a clearer delineation related to the pricing of programs on the basis of what level of benefit or service they provide. The three levels of recommended benefit-based pricing include:
 - ☐ No or Small Fee for Programs serving the general public and overall good for the community
 - ☐ Recovery of Direct Cost for programs or services involving individual participation with an overall benefit to the well-being of the community
 - ☐ Cost Recovery for those programs and services that are individualized and specialized in nature.
- Expanded Environmental Programming. This area of programming would make a great addition to the program offerings for a variety of age groups and reasons
- Lack of Programming Space. There is currently very limited space for providing recreation programs either directly or facilitated by the FRISCO PARD.
 - ☐ Greater use of the Senior Center on evenings and weekends by all residents would help to begin to alleviate this problem.
 - ☐ A school use agreement that enables the FRISCO PARD to use classroom space or specialized spaces on evenings and weekends.

Department Positioning

The FRISCO PARD currently operates under the slogan, FriscoFun. While it is true that the offerings of the department generally include ‘fun’ as an element of the participation, it is strongly recommended that public park and recreation agencies position themselves around a positive and highly valued outcome for the community.

- In this particular instance, it is recommended that the FRISCO PARD expand its emphasis upon ‘fun’ which differentiates its services from most other city services but to augment that position by incorporating the many ways in which fun is fundamental to a community. Community vitality which often refers to ‘economic success’ and community vibrancy which generally refers to the attractiveness and desirability of a community should be incorporated into this agency position. FRISCO PARD plays a significant role in both of these areas. A third area for consideration at this time, especially with the growth projected, is sense of community or community connectedness. This factor was cited by residents as being an important asset of Frisco and one that they feared losing through additional growth.

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Appendix 4.4 Lifestyle Benchmarking for the City of Frisco

What is lifestyle benchmarking and why is it being used?

One approach to determining the appropriate mix of park and recreation opportunities is 'lifestyle benchmarking'. Using this technique the lifestyles and behavior patterns of people living in the benchmark communities are compared to one another for the purposes of examining people's patterns and preferences in relationship to offerings by park and recreation departments. This analysis is based heavily upon ESRI data, most specifically, Tapestry and Urbanization categories as well as marketing information related to sports, recreation, and leisure.

Lifestyle benchmarking has become more essential to planning due to the changing natures of community make-up in the United States. Some communities, such as Frisco, are quite homogeneous and as such should not be compared to communities who do not share similar characteristics that make up that unique homogeneity. In a like manner, it can be anticipated that communities who share those like characteristics with Frisco make good comparisons as it relates to preferences for sports, recreation, and leisure. This is especially true for the City of Frisco, Texas that has a number of unique qualities and characteristics.

In addition, lifestyle benchmarking is useful when analyzing and drawing conclusions to the information secured from more traditional benchmarking.

This topics and information within this section will include the following:

- Census data, demographics, lifestyle patterns for benchmark communities
- ESRI data: Tapestry Segments
- ESRI data: Urbanization Groups
- ESRI data: Sports, Recreation, and Leisure
- Community Comparisons
 - Planning Priorities
 - Facility Priorities
 - Overall Community Positioning

Those communities selected as comparison communities for the Frisco benchmarking include:

- Aurora, Colorado
- Carey, North Carolina
- Chandler, Arizona
- Gilbert, Arizona
- Plano, Texas
- Round Rock, Texas

The demographic and lifestyle profiles for each of the aforementioned communities with the exception of Aurora (CO) are a good match for Frisco.

Aurora was included in this analysis due to the way in which the City grew so rapidly over past decades; between 1960 and 1980 with the population moving from 50,000 residents in 1960 to 158,585 in 1980 with an additional 51% growth between 1980 and 1990 to 222,10. The 2010 population of Aurora is 339,000 which is similar to the projected build out for Frisco and the ways in which the Park and Recreation Department experienced significant and rapid growth.

Census Data

Data available from the US Census Bureau is a basic starting point for lifestyle analysis. While specific factors and patterns of the residents of Frisco are noted in the Community Profile, comparison data related to similar information serves as part of the lifestyle profiles as well.

Demographic Comparisons of Benchmark Communities							
	Frisco	Aurora	Carey	Chandler	Gilbert	Plano	Round Rock
Population	128,176	339,030	145,693	245,628	221,140	272,068	106,572
Growth Rate	9.5%	4.4%	7.7%	4.0%	6.1%	4.7%	6.6%
Under age 5	9.6%	8.4%	7.0%	7.6%	8.5%	6.3%	8.8%
Under 18	33.3%	27.3%	27.7%	27.6%	32.1%	25.9%	31.1%
Over age 65	5.4%	8.9%	8.6%	7.8%	6.1%	8.9%	5.4%
White alone	75.5%	61.1%	73.1%	73.3%	81.8%	66.9%	70.8%
Black	8.1%	15.7%	8.0%	4.8%	3.4%	7.6%	9.8%
Hispanic/Latino	12.1%	28.7%	7.7%	21.9%	14.9%	14.7%	29.0%
Asian	10.0%	4.9%	13.1%	8.2%	5.8%	16.9%	5.2%

Highlighted cells represent closest comparison in relation to Frisco

Demographic Similarities

- Three of the comparison communities, Carey (NC), Round Rock (TX) and Gilbert (AZ) appear to still be in a growth pattern more in keeping with Frisco.
- Gilbert (AZ) and Round Rock (TX) are the most similar to Frisco as it relates to the proportion of children and adults over the age of 65.
- The proportion of “white alone” status in Frisco is most similar to the comparison communities with the exceptions of Plano (TX) and Aurora (CO) with a lower population characterized as “white alone”. Gilbert (AZ) has an even higher proportion in that category.
- All of the comparison communities with the exception of Aurora (CO) have a black population that is either similar to Frisco or less than Frisco.

- Aurora (CO), Chandler (AZ) and Round Rock (TX) have a proportion of Hispanic/Latino residents approximately twice that of Frisco.
- Carey (NC) and Plano (TX) have higher percentages of Asian residents than does Frisco; the other comparison communities have a lesser proportion of Asian residents than does Frisco.

Build Out Status

Four of the communities: Aurora (CO); Chandler (AZ); Gilbert (AZ), and Plano (TX) are near or at build-out. Round Rock is still growing and behind Frisco in size of population but has similar interest in positioning itself as “the sports community of Texas”. The Imagine Cary plan completed in 2013 projects that the Cary’s population will increase from an estimated 144,000 in January of 2013 to 193,000 in 2040; a small increase of 49% so it appears as if Cary is not on the same growth trajectory as Frisco.

Lifestyle Characteristics of Benchmark Communities							
	Frisco	Aurora	Carey	Chandler	Gilbert	Plano	Round Rock
Living in same house	83.4%	77.6%	85.1%	79.8%	78.4%	86.5%	76.7%
Not English spoken home	19.6%	31.6%	23.2%	22.5%	15.2%	32.7%	25.4%
High School Graduates	95.9%	85.6%	95.1%	92.0%	95.9%	92.9%	90.7%
Bachelors Degree/higher	58.3%	26.6%	65.1%	39.7%	38.6%	54.0%	37.0%
Travel time to work (minutes)	27.8	28.3	22.2	23.8	26.7	25.5	23.9
Home ownership	77.5%	59.9%	70.9%	64.7%	72.0%	64.8%	58.7%
% multi-unit	14.1%	37.4%	26.8%	23.2%	11.1%	30.6%	30.1%
Persons per household	2.95	2.65	2.70	2.74	3.04	2.66	2.89
Median household income	\$108,428	\$51,048	\$91,349	\$71,171	\$80,121	\$83,193	\$69,998
Persons below poverty	4.5%	16.2%	5.7%	8.6%	6.4%	7.4%	8.4%

Highlighted cells represent closest comparison in relation to Frisco.

Source: Census Bureau

Lifestyle Characteristics Similarities and Differences

- Frisco and three of the comparison communities have a similar proportion of residents where a language other than English is spoken at home. The exceptions being Aurora (CO) and Plano (TX) with higher proportions.
- The percentage of High School graduates for residents over the age of 25 ranges from 86% to 96% with little variation among the communities.
- The percentages of adult residents with a Bachelor's degree or higher find that the other comparison communities other than Carey (NC) at 65% and Plano (TX) at 54% are not similar to Frisco's percentage of 58%.
- Frisco has the highest percentage of homeownership among the comparison communities at 78% with the cities of Aurora (CO), Chandler (AZ), Plano (TX), and Round Rock (TX) with home ownership rates between 60% and 65%.
- Other than Gilbert (AZ) with a 11% percentage of multi-unit households all of the other comparison communities have percentages of multi-unit households higher than the 14% for Frisco. Those proportions range from 23% to 37%.
- Median household income differentiates Frisco from the other communities. Frisco's median household income at \$108,428 far exceeds the next closest community of Carey (NC) at \$91,349. Two of the communities Round Rock (TX) and Aurora (CO) trail Frisco in household median income at \$69,998 and \$51,048 respectively.
- Frisco also has the lowest proportion of residents living below the poverty level at 4.5%. The other community's proportion range from 5.7% to 8.4% with the exception of Aurora (CO) with a 16.2% level.

Metro Area Proximity

Proximity to a larger city or metro area reflects the access of residents to a myriad of different sporting, cultural, social, and special events.

Frisco is part of the Dallas Metroplex area as is one of the other comparison cities, Plano (TX). . Aurora (CO) is outside of Denver (CO); Carey (NC) is adjacent to the Research Triangle area of North Carolina, Raleigh-Durham-Chapel Hill; Round Rock (TX) is within 20 miles of Austin (TX). Both of the Arizona comparison communities, Chandler and Gilbert, are within the Phoenix metro area.

This proximity to a metropolitan area that is shared by the benchmark communities contributes to many of the homogenous characteristics of the communities.

ESRI DATA:

ESRI data was secured for the purpose of this analysis. ESRI uses GIS information that is subsequently applied to Demographics and Lifestyle Data. While extensive data for the City of Frisco and its comparison cities was collected and analyzed, only the most pertinent data is featured in this report. The complete data is placed in a compendium

The data featured specifically in this report include:

- Various Demographic Analysis and Projections which includes
 - Tapestry Segments life neighborhood groups and profiles for the various groups as well as
 - Urbanization Groups for each of the communities
- Recreation Expenditures which exhibits the spending potential index and average spending amounts for a variety of recreation and leisure pursuit categories
- Sports and Leisure Market Potential which details an extensive list of sports, recreation, and leisure activities along with anticipated number of adult participants and market potential index also.

Tapestry Segmentation

The Tapestry segments provided by ESRI provide two different profiles: 65 Tapestry segments and 11 Urbanization Summary Groups. The 65 Tapestry Segments are sub-segmented into 12 Life Mode Groups based upon lifestyle and life stage data with significant role played by income. The number assigned the segment or group range from highest to lowest in terms of income. All Life Mode and Tapestry Segments are given 'names' that reflect the makeup of the various groups. Each of the life mode and tapestry segments pertinent to the Frisco plan will be described within this section.

Listed below are the top three tapestry segments for each of the communities along with the percentages of each of these neighborhood groups related to overall population.

The top three neighborhood Tapestry segments in Frisco are Boomburgs at 59%; Up and Coming Families at 17.3%; and Enterprising Professionals at 12.2%. These three Tapestry segments represent 79.4% of Frisco's entire population.

The following is a recap of the three Tapestry segments most prevalent in Frisco:

Tapestry Segment: Boomburg. The Boomburg as the name reflects are people who live in suburban areas that are growing rapidly with mostly busy, affluent, young families. Boomburgs have a high proportion of young families with children; adults are between the ages of 35 and 44 years of age; and there is little ethnic diversity within this segment. They rank #4 out of the 65 Tapestry segments in the United States. The ranking indicates rate of affluence and it is obvious this group is among the most affluent in the country.

Other Patterns and Preferences of Interest:

- High concentration of two household incomes
- Well educated
- Work in management and professional positions
- Large proportion of homeowners at 87% compared to 64% nationwide
- Live primarily in single family homes
- Lead a commuter lifestyle
- Spend a great deal on TVs, DVDs, laptops, software, cell phones, etc.
- Shop, bank, invest, make plans online
- Family vacations are a top priority
- Active physically and attending sporting events

Percentage = Largest Segment in Frisco: 59.9%

Tapestry Segment: Up and Coming Families. This group is a mix of Baby Boomers and Gen Xers that make up the second highest growth among the tapestry segments. This segment is the youngest of the Tapestry Segment's affluent family markets. Most of these residents are white but levels of diversity are increasing.

Other Patterns and Preferences of Interest:

- 80% of the households are families
- Earn above average incomes; median household income is \$69,522
- Two-thirds of residents aged 25 and over have attended college; more than one in five have bachelor's degrees
- Tend to be working parents
- Most live in single family homes built within the last 10 years with 80% homeownership rate
- Spend a great deal on baby equipment, children's clothing and toys as well as homeowner type purchases such as furniture, fertilizer
- Likely driving a SUV or minivan
- Eat out at family restaurants on weekends and buy fast food at drive-throughs or takeout.

Percentage = 2nd Segment in Frisco: 17.3%

Enterprising Professionals. Young, well-educated working professionals describes this group; 43% are singles who live alone or with roommates and 43% are married couple families. This group overall represents only 2% of the total U.S. population with diversity more similar to the country. Most residents are white and 12.4% are Asian.

Other Patterns and Preferences of Interest:

- 90% earn income from wages and salaries; 39% earn income from investments
- Well educated with one-half of the group holding bachelor's degrees
- Move more frequently for better jobs and growth opportunities
- Prefer to own rather than rent in newer neighborhoods of townhouses or apartments; rental payments are 36% higher than rental rates across the country
- Young, mobile with increasing consumer clout
- Cell phones and emails are major source of communication
- Shop and download on line for many purchases
- Like to travel both domestic and internationally
- They like both active and passive activities, i.e. video games and jogging both

Percentage = Third Largest Segment in Frisco: 12.2%

Each of these three Tapestry Segments are placed in larger Life Mode groupings:

LM 1 – High Society. Residents of this Life Mode group are among the most affluent and well educated in the country. Most of the households are married couple families. They are the least diverse communities, but their numbers are rapidly increasing and are more active in most areas of life, civically, physically, etc.

LM 9 – Family Portrait. Fastest growing segment in the Life Modes due primarily to the increases in the Tapestry Segment - Up and Coming Families (which is the only Tapestry segment residing in Frisco). The focus here is on the presence of children and the mostly married couple households who live in single family homes identify with a concerted focus on children. This group overall is more diverse than some of the other segments living in Frisco

LM 2 – Upscale Avenues. This is a prosperous group of individuals who are well educated with above average earnings. One of the aspects that differentiate this Life Mode group is their preference for living in townhouses and high rises, but that is not true of all the Tapestry Segments within this Life Mode.

Please Note: Two of the Tapestry Segments found in Frisco are from the top two categories which reflect the highest two income levels found within the United States.

These three top neighborhood Tapestry segments in Frisco will be compared to percentages of those segments in each of the comparison cities. As mentioned previously almost 80% of Frisco's population consists of those top three Tapestry segments. When examining the percentages of those three Tapestry segments of the comparison communities the following exhibits a comparison on that basis.

Comparison of Tapestry Table							
	Frisco	Aurora	Carey	Chandler	Gilbert	Plano	Round Rock
Boomburbs	59%	4.4%	39.2%	23.3%	29.8%	21.7%	23.7%
Up and Coming	17.3%	10.9%	1.7%	24.4%	46.1%	0.3%	23.7%
Enterprising Professionals	12.2%	4.5%	13.2%	8.7%	4.3%	15.1%	16.3%

While all of the comparison communities share some proportion of residents who comprise the top three Tapestry segments in Frisco, there is variation among them.

Tapestry Comparisons

- Only Gilbert at 80.1% shares the degree of similarity with Frisco on the basis of the top three tapestry segments.
- It should be noted that Gilbert's largest tapestry segment is "Up and Coming Families" at 46.1% compared to Frisco's largest segment, "Boomburbs" at 59.9%.
- Gilbert(AZ) is a near match but not exact match for Frisco when compared to the top 3 Tapestry segments
- Aurora (CO) is not a good match for Frisco and the reasons for the selection of Aurora was its past history of rapid population increases.
- Plano (TX) is not a close match for Frisco. In Plano, the tapestry segments within the 84.9% of its households are both higher and lower income level segments than Frisco.
- The other three comparison cities not previously cited in this section are not close matches for Frisco with overall percentages for the top 3 segments between 54% and 63%
- It should be noted that Carey (NC), Plano (TX), and Round Rock (TX) all share a similar proportion to Frisco's third highest segment, Enterprising Professionals which is likely to be a growing segment for Frisco

*Top 3 Tapestry Segments: Total Percentages

Frisco	79.4%
Aurora	19.8%
Carey	54.1%
Chandler	55.2%
Gilbert	80.1%
Plano	36.8%
Round Rock	63.2%

*Boomburbs, Up and Coming Families, and Enterprising Professionals

Urbanization Groups and Profiles

Another aspect of the ESRI data is the Tapestry Segmentation featuring Urbanization Groups. There are 11 Urbanization Groups are based upon geographic and physical features. Listed below are the names assigned to each of the Urbanization Groups which range from large urban centers and include metro areas, suburban areas, and rural America as well.

The 11 urbanization groups range from

- Principals Urban Centers I and II
- Metro Cities I and II
- Urban Outskirts I and II
- Suburban Periphery I and II
- Small Towns
- Rural I and II

In a similar manner as to the Life Mode categories describing Frisco, there are also three urbanization groupings that define **93.9% of the community of Frisco**. These three categories include Urban Outskirts I, Suburban Periphery 1, and Metro Cities 1. ESRI Tapestry documents describes these three Urbanization Groups as follows:

Urban Outskirts I. These communities are higher-density suburban neighborhoods spread across metropolitan neighborhoods. The proximity of higher density of suburban areas to employment to employment and entertainment opportunities combines the convenience of access with affordable suburban living.

About these Residents:

- Enjoy simple DIY projects as well as caring for lawn and garden
- Walk and swim for exercise; some bowl, golf, and fish
- Televisions throughout the house but read newspapers and listen to radio as well

Suburban Periphery I. A distance away from the epicenters of city living, this Urbanization Group represents lower density housing located in micropolitan and metropolitan areas. Homes are likely single family or multi-unit dwellings.

About these Residents:

- More likely to employ lawn and gardening services as well as cleaning services
- Invest in home improvement projects
- Own the latest in technology, big screen TVs, laptops, etc.

Metro Cities I. These upscale individuals live in the higher density areas of a community and are afforded the opportunities of city living with the benefits of living in suburbia. About 60% of residents are married couple households without children. The exception would be the Enterprising Professionals who are single living in Frisco.

About these Residents:

- Well educated and enjoy reading
- Health conscious
- Travel domestically and internationally

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The top two Urbanization Groups in Frisco, Urban Outskirts I and Suburban Periphery I make up nearly 80% of the makeup of Frisco. Metro Cities I is only slightly represented in this community at 15%.

Urbanization Group	Percentage	Tapestry Segments (89.9%)
Urban Outskirts I	59.9%	Boomburbs
Suburban Periphery I	19.3%	Up and Coming Families

The three top Urbanization Groups identified for Frisco will be compared to percentages of those segments in each of the six comparison cities.

Urbanization Comparisons of Benchmark Communities							
	Frisco	Aurora	Carey	Chandler	Gilbert	Plano	Round Rock
Urban Outskirts I	59.9%	12.1%	39.2%	24.9%	30.5%	23.3%	25.6%
Suburban Periphery I	19.3%	27.3%	25.6%	30.7%	56.8%	29.5%	30.9%
Metro City	14.7%	13.7%	16.2%	18.2%	7.9%	28.2%	20.9%

As mentioned previously over 90% of Frisco's population consists of those top three Tapestry segments. When examining the percentages of those three Urban Profiles of the comparison communities the following exhibits a comparison on that basis.

Comparisons based upon Urban Groupings

- Once again Gilbert (AZ) is a near match for Frisco when compared to the top 3 Urbanization Profiles although this is in part due to the high proportion of residents in Gilbert living in the Suburban Periphery I category; the proportion in Gilbert is 56.8% compared to the 27.3% level in Frisco
- Aurora (CO), Carey (NC), and Round Rock (TX) are not as close matches for Frisco with Plano at 81% and Chandler at 74% are closer.
- Several of the comparison cities have higher percentages for Metro Cities II than does Frisco at 3.1%; this is an urban profile outside of the major three profiles. The percentages are as follows: Aurora (CO) at 33.6%; Round Rock (TX) at 22.6%; and Chandler ((AZ)) at 19.5%

*Top 3 Urbanization Profiles Total Percentages	
Frisco	93.9%
Aurora	41.1%
Carey	51.0%
Chandler	73.8%
Gilbert	95.2%
Plano	81.0%
Round Rock	57.4%
*Urban Outskirts, Suburban Periphery I, Metro City I	

What is significant about these Urbanization Profiles is a number of factors. Urbanization most often relates to challenges and opportunities.

- The more urban an area becomes the more people relocate or live there which provides a heavier demand upon municipal services.
- Another factor is the access of resident to various recreation, sports, and leisure opportunities based upon level of urbanization with higher urbanization groupings generally have more of these types of resources.
- The time of the community's greatest growth pattern and how that growth can provide lessons for Frisco as it grows.

Sports, Recreation, and Leisure Benchmarking

ESRI data secured for this plan includes additional information related to expenditure figures in various categories of recreation for each community as well as sports, recreation, and leisure participation data. This data for Frisco and each of the benchmark communities will be identified and compared in this section.

The categories under the general heading of Recreation Expenditures provided by ESRI include the following major categories as well as the subsets that will be examined for the purposes of this project

Entertainment/Recreation Fees and Admissions

- ☐ Admission to Movies, Theaters, Opera
- ☐ Toys and Games
- ☐ Recreational Vehicles and Fees
- ☐ Sports, Recreation and Exercise Equipment
- ☐ Photographic Equipment or Supplies
- ☐ Reading

Comparison of Overall Recreation Expenditures							
	Frisco	Aurora	Carey	Chandler	Gilbert	Plano	Round Rock
Entertainment/Recreation Fees and Admission	\$175	\$99	\$173	\$125	\$141	\$179	\$137
Expenditure: Toys and Games	\$153	\$98	\$154	\$118	\$125	\$162	\$129
Expenditure: Recreational Vehicles and Fees	\$163	\$91	\$161	\$112	\$133	\$162	\$123
Expenditure: Photographic Equipment and Supplies	\$162	\$98	\$161	\$122	\$132	\$168	\$133
Expenditure: Reading	\$149	\$92	\$154	\$112	\$122	\$161	\$121

Please Note: In this instance, ESRI data is based upon 100 which is the average expenditures in the United States. Communities with numerical designations below 100 indicate below average spending and numerical designations over 100 indicate the extent to which the community has above average spending and the higher the number, the greater level of above average.

Two of the expenditure categories: Entertainment/Recreation Fees and Admissions as well as Expenditures on Sports, Recreation, and Exercise equipment bear closer examination and will be included within this report.

The subset categories within Entertainment/Recreation Fees and Admissions include

1. Admission to Movies, Theater, Opera, Ballet
2. Admission to Sporting Events
3. Fee for Participant Sports, excluding Trips
4. Fees for Recreational Lessons
5. Membership Fees for Social/Recreation/Civic Clubs
6. Dating Services
7. Rental of Video Cassettes and DVDs

Please Note: These seven categories will be listed by the number associated with the expenditure in the aforementioned listing

Expenditure within Entertainment/Recreation Fees and Admissions							
	Frisco	Aurora	Carey	Chandler	Gilbert	Plano	Round Rock
1. Movies,Arts	\$166	\$99	\$173	\$125	\$135	\$175	\$136
2. Sporting Events	\$177	\$97	\$172	\$125	\$142	\$178	\$137
3. Sports Participation	\$178	\$101	\$174	\$129	\$146	\$179	\$140
4. Recreational Lessons	\$176	\$96	\$177	\$121	\$138	\$181	\$134
5. Memberships/Club Fees	\$179	\$97	\$177	\$125	\$143	\$181	\$137
6. Dating Services	\$138	\$108	\$149	\$119	\$111	\$160	\$126
7. Video/DVD Rental	\$164	\$106	\$159	\$130	\$136	\$169	\$141

An additional category of the ESRI Recreation Expenditures: Sports, Recreation, and Exercise Equipment is featured in this section of the report as well. The Expenditures within this category section includes the following:

8. Exercise Equipment and Gear, Game Tables
9. Bicycles
10. Camping Equipment
11. Hunting and Fishing Equipment
12. Winter Sports Equipment
13. Water Sports Equipment
14. Other Sports Equipment
15. Rental/Repair of Sports/Recreation/Exercise Equipment

Please Note: These eight categories will be listed by the numbers 8 – 14 associated with the expenditure in the listing under the Equipment category to avoid confusion with those numbered 1 – 8 in the Admissions category featured previously.

Expenditure within Entertainment/Recreation Fees and Admissions							
	Frisco	Aurora	Carey	Chandler	Gilbert	Plano	Round Rock
8. Exercise Equipment	\$160	\$94	\$159	\$117	\$129	\$165	\$129
9. Bicycles	\$173	\$106	\$170	\$130	\$140	\$179	\$142
10. Camp Equipment	\$92	\$52	\$87	\$68	\$77	\$90	\$74
11. Hunt/Fish Equipment	\$106	\$66	\$101	\$84	\$89	\$107	\$91
12. Winter Sport Equipment	\$158	\$95	\$158	\$117	\$131	\$163	\$127
13. Water Sport Equipment	\$151	\$89	\$151	\$111	\$123	\$157	\$121
14. Other Sport Equipment	\$148	\$92	\$114	\$114	\$122	\$157	\$124
15. Rental/Repair	\$175	\$90	\$163	\$124	\$124	\$165	\$136

Quick Overview of Expenditure Categories

1. Aurora (CO) is the least similar to Frisco as has been mentioned earlier because they were selected as a benchmark due to rapid growth patterns. Attention must be paid to changes in the future population of Frisco in the event that new residents lack the funds for discretionary pursuits as they clearly do in Aurora(CO)
2. Chandler (AZ) is not among the best match for recreation expenditures and behaviors
3. Gilbert (AZ) is demographically and lifestyle-wise the closest to Frisco, but that does not carry through in recreation expenditures. This could be due to lower level of income than Frisco.
4. Plano (TX) and Cary (NC) are actually the most similar to Frisco with Recreation Expenditures so they will be more closely examined. All three of these communities, Frisco (TX), Cary (NC), and Plano (TX) have the discretionary income to support much higher than average levels of expenditures for recreation.

Implications

ESRI Data

Implications for Frisco Park and Recreation Department as related to the ESRI Profiles include the following:

- It is unlikely that the rapid growth of Frisco especially with much of that growth being multi-dwelling that the community will remain as homogenous as it is currently.
- The anticipated growth of Enterprising Professionals assuming they are the individual moving into the multi-dwellings will bring with them greater expectations as it relates to parks, recreation, sports, and leisure.
- The more urban an area becomes the more people relocate or live there which provides a heavier demand upon municipal services.
- Another factor is the access of resident to various leisure opportunities based upon level of urbanization as people anticipate that living in urban-like areas brings with it a myriad of other leisure alternatives.
- Cary (NC) and Plano (TX) might be better benchmarks when it comes to willingness and ability to expend money on entertainment, recreation, and leisure.

FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN

CHAPTER 5 APPENDICES

Appendix 5.1 Park Inventory

Appendix 5.2 Review of Selected Frisco Parks

APRIL 2016

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Appendix 5.1 Park Inventory

FRISCO PARKS AND RECREATION OPEN SPACE MASTER PLAN
Table A5-1: Neighborhood Park Inventory

Name	Size (acres)	Play- grounds	Covered Pavilions	Paved Trails (miles)	Basketball Court	Open Pract. Fields	Other Major Amenities
Beavers Bend Park	26.16	1	1	1.2			
Bi-Centennial Park	14.76	1	2		2		Sprayground, 2 sand volleyball courts
Bob White Park	7.32		1	0.4		3	Gazebo
u-Boulder Draw	8.50	-	-	-		-	
Cannady Recreation Area	4.00	2		0.2			2 Tennis courts
Coyote Crossing Park	7.17	1	1	0.2	1	1	
Crecent Park	5.40	1	1	0.3	1	2	
Duncan Park	6.00	1		0.2		2	
Fairways Green Park	8.82	1	1	0.5	1	2	
Falcons Field Park	10.33	1	1	0.5	1	1	
First Street Park	0.59	1			1	1	Community gardens
Foncine Settlement Park	7.01	1	1	0.5	1	1	
Gallegos Park	0.25	1	1		0.5		
u-Hackberry Knoll	9.08	-	-	-		-	
Hummingbird Park	14.76		1	0.3			Amphitheater
u-Independence/Rolater Park	9.02	-	-	-		-	
J.C. Grant Park	9.73	1	1	0.5	1	1	
J.R. Newman Park	11.09	1	1	0.5	1		Sprayground
Limestone Quarry Park	17.19	1	2	0.5	1		
McCallum (Vivan Stark) Park	4.33	2	1	0.5	1	1	
Miramonte Neighborhood Park	7.25	1	1	0.3			
Mourning Dove Park	7.02	1	1	0.5	1	2	
Oakbrook Park	11.95	1	1	1.0	1	1	
Old Orchard Park	6.75	1	1	0.2	1	2	
u-Pearson Neighborhood Park	9.66	-	-	-		-	
Preston Manor Park	7.76	1	1		1	2	
Preston North Park	0.51	1	1		0.5	1	
Preston Ridge Park	6.62	2	1	0.2		1	
Shepherds Glen Park	13.25	1	2	0.6		1	Sprayground
u-Southwest Area Park	6.30	-	-	-		-	
Starwood Park & Trail	2.19			1.1			
Stephens Green Park	13.17	1	1	0.4	1	2	
Stewart Creek HOA Park	26.21	1	1	0.7			
Tuscany Meadows Park	6.49	1	1	0.4	1	3	
Youth Center Park	4.40	1	1		1	1	Lighted baseball field
Total	311.04	30	29	11.5	20	31	
Average	8.89						

Table A5-2: Community Park Inventory

Name	Size (acres)	Baseball Fields*	Softball Fields*	Soccer Fields*	Football Fields*	Disc Golf	Basketball Courts	Playgrounds	Large Pavilions	Paved Loop Trail (miles)	Other Amenities
B.F. Phillips	117.08	5	2	3	1	1		2			
Harold Bacchus	105.34	5		2	2			3			
u-Northeast	73.42										
u-Northwest	170.50										Mountain bike trails
Shawnee Trail Sports Complex	20.03		4	2	1			1			
Warren Sports Complex	104.79	1	3	13	2		2	1			
Total	591.15	9	9	20	6	1	2	7			

*Competitive game fields
u-Undeveloped/Underdeveloped

FRISCO PARKS AND RECREATION OPEN SPACE MASTER PLAN

Table A5-3: Other Parks Inventory

Name	Size (acres)	Amenities
Special Purpose Parks		
Ballpark Plaza	0.25	
Central Park	6.77	Historical significance to Shawnee Trail
u-Cottonwood Creek Linear Park	130.00	Proposed nature areas, hike/bike trails
Frisco Commons	60.76	Veteran's Memorial, community gardens, amphitheater
Simpson Plaza	1.68	
u-Teel Pond Linear Park	27.50	Proposed nature areas
Subtotal	226.96	
Linear Parks/Greenbelts		
Caddo Trail	25.13	Hike/bike trails
College Park Trail	4.84	Hike/bike trails
Linear Park	4.79	Hike/bike trails
Taychas Trail	33.72	Hike/bike trails
u-Stewart Creek	250.00	Proposed nature areas
u-West Rowlett Creek Linear Park	38.80	Hike/bike trails
Subtotal	357.33	
Large Urban Parks		
u-Grand Park	300.00	Festival/event areas, performance stage, kid's areas, wetlands, water recreation areas, and a rideable train
Subtotal	300.00	
Recreational Facilities		
Frisco Athletic Center	15.93	Recreational facilities, indoor basketball/volleyball courts, indoor/outdoor swimming pools & play areas
Frisco Heritage Center	5.46	Museum
Senior Center at Frisco Square	3.64	Recreational facilities
Subtotal	25.03	
Other Parks Total	909.32	
u-Undeveloped/Underdeveloped		

Appendix 5.2 Review of Selected Frisco Parks

The Planning Team reviewed ten parks as directed by Frisco PARD¹. For each park, a general description is followed with a discussion about problems and/or issues, with relevant recommendations for improvements.

The following parks are reviewed:

- Beavers Bend Neighborhood Park
- Bobwhite Neighborhood Park
- Mourning Dove Neighborhood Park
- Falcons Field Neighborhood Park
- Foncine Settlement Neighborhood Park
- Gallegos Neighborhood Park
- Harold Bacchus Community Park
- Old Orchard Neighborhood Park
- Preston Manor Neighborhood Park
- Stephens Green Neighborhood Park

Common themes observed include:

- The parks are generally very well programmed
- Landscape maintenance is somewhat lacking with regards to:
 - ☐ Tree mulching
 - ☐ Fighting fire ants
 - ☐ Filling turf rutting
 - ☐ Re-establishment of plants including tall grasses in designated planting plants. The latter is exacerbated by the longstanding drought during which time the parks were visited.
- An opportunity at most parks is to establish tall native grasses in and around drainage swale areas, which will help retain rainwater (thus serving as a rain garden) and cut on the need for extensive mowing.

¹Although discussed separately, Bobwhite and Morning Dove Parks are considered as one park connected with a greenway.

Beavers Bend Park (neighborhood park)



Description

Regarded as a “nature park” the main attraction of this park is the natural setting and its association with Stewart Creek. The park is welcoming with many entries which include 6 residential access points, an access off Legacy Drive, and from east and west along the regional trail that traverses the park.

The single loaded road sections along Verdant Valley Drive and Druid Hills Drive contribute to the “open and friendly feel” of the park. The playground off Legacy Drive, pavilion on a hill, picnicking, walking,

and nature watching constitute the main programs for this park. Being elevated on a hill, the pavilion affords great views to the surrounding landscape. Fishing is practiced to a lesser degree at the pond on the western side of the park. The name of the park is celebrated with intriguing artwork that depicts a beaver and its tracks in mosaic form on stone seats. Another artwork constitutes a stained concrete mandala at one of the residential access points.

Problems/Issues

- A retaining wall in the center of the park pulls away from the sidewalk; this is a construction issue that requires a structural solution.
- Around the pond: lack of shade, seating (limited to one stone bench), and gathering space.
- The electrical towers along the utility easement to the north dominate the park visually.
- The picnic tables are uncovered.

Recommendations

- Future maintenance need to focus on encouraging the establishment and flourishing of natural vegetation, rather than the establishment of a manicure landscape.
- Fix the retaining wall.
- Cover picnic tables with small shade structures.
- Add a pavilion to overlook the pond on the western side of the park.



Bobwhite Park (neighborhood park)



Description

Bobwhite Park has a peaceful feel about it; this is particularly well achieved with the grove of bald cypresses in the center of the park. Linked to Morning Dove Park via a greenway trail connection, Bobwhite Park is much more passive in feel and intent than the former. With simple seating and decomposed granite, Bobwhite Park resembles an urban park in a European setting. The shade is most welcome and

the benches under the trees encourage conversation and passive recreation. The rest of the park is programmed for pick-up games including three practice fields with one backstop. The single loaded road on all four sides of the park makes the park very accessible, both visually and physically. The loop trail encourages exercise for both young and old.

Problems/Issues

- Rutting of turf is found in the play areas, particularly around the backstop.
- A parent practicing baseball complained that the park often gets overcrowded with practice teams.
- Weeds are in the process of establishing in the decomposed granite area and will completely change and feel of the grove area if not addressed.
- The wooden fence needs attention.
- The water fountain does not work.

Recommendations

- For the low lying area with winding path, it is recommended to encourage the establishment of tall native grasses; this will add character to the park, serve as a LID feature, and decrease the need for mowing.
- Establishing tall grasses between the decomposed granite and wood fence; this will add character to the seating area, emphasis it as a special destination, and decrease the need for mowing.
- From a maintenance point of view, address turf rutting, weeds within the decomposed area, and the wooden fence.



Mourning Dove Park (neighborhood park)



Description

Mourning Dove Park has many activities; it is very different from Bobwhite Park, which is much more formal yet passive in character. A wide greenway with trail connects the two parks very effectively. The two parks are similar in that the main focus elements are found in the center of the parks. At Morning Dove Park, the pavilion and playground,

with their striking architecture, serve as the park's focus. The park contains two practice fields and one full basketball court. Other than informal on-street parking along the single loaded roads, a dedicated parking area contains sixteen parking spaces. The park appears to be well maintained with adequate attention to detail.

Problems/Issues

- Some level of erosion occurs along the swale to the south side of the hedge that defines the playground; this can be addressed with the establishment of tall grasses.

Recommendations

- Establish tall native grass within and along the swales in the northwest part of the park and to the southeast of the pavilion.



Falcons Field Park (neighborhood park)



Description

Falcons Field Park is an ideal example of the purpose and function of a neighborhood park. Associated with the adjacent elementary school, it serves as a true focus for the community. With a trail connection along the greenway to the east and beautiful water feature to the west, the park is well connected to the surrounding neighborhood and beyond. Two soccer and two baseball practice fields provide the opportunity for ample practice and pick-up game

opportunities. A full basketball court is located close to the parking area that holds 15 parking spaces. The playground and pavilion is located around a focal point that it is defined by an assembly of boulders which allows for informal play. Aesthetically the park suffers from the recent drought conditions. The park is well used and thoroughly enjoyed by the people from the community.

Problems/Issues

- The planted bed areas appear dry, forlorn and/or devoid of any plants.
- Some trees seem to struggle.
- Visitors to the park complained about fire ants, potholes, turf rutting and unevenness of the practice fields.

Recommendations

- Plant drought tolerant grass species in all the bed areas.
- Apply LID to handle stormwater runoff while providing planting space and adequate growth medium for plants to thrive.
- Place mulch consistently around the base of all trees.
- Dress the playing fields with a layer of soil to take out any unevenness and rutting.



Foncine Settlement Park (neighborhood park)



Description

Foncine Settlement Park is an example of an aesthetically well designed park. It contains all the typical elements including parking, a loop trail, full basketball court, one baseball and soccer field each, playground and pavilion. The playground and pavilion, which serve as the park's focus, are very effectively defined by tall Mexican feather

grass contained by a concrete mow strip. Trees are clumped around this focal area and are also placed in association with the loop trail along the perimeter of the park. The site's original windrow of trees has effectively been incorporated into the design of the park. The single loaded road around the entire park allows for easy physical access and visual openness.

Problems/Issues

- During the visit, it was apparent that the trees needed mulch.
- The water fountain was out of order.
- The Mexican feather grass need to be replanted within its designated bed areas.

Recommendations

- Ensure the application of adequate mulch around trees.
- Re-establish plants in the various planting beds.



Gallegos Park (neighborhood park)



Description

Gallegos Park exemplifies how a relatively small parcel of land can be designed to provide recreation amenities in a very effective manner. Less than half an acre in size, the park is intimate, yet provides the opportunity for both active play and passive relaxation and leisure. It contains a half basketball court, playground, pavilion, picnic pavilions, and ample seating with a barbeque grill.

Located in the older and economically depressed part of the city, it answers the recreation needs of the community very well. Art is incorporated in a beautiful yet functional and simple manner. The artfully devised fence around the playground is very effective in keeping children safe from the road. This park is prime example of the type of development that should be considered for mixed-use development in dense urban setting.

Problems/Issues

- Maintenance issues include a water fountain that is out of order, and the fence that needs a fresh coat of paint.
- Children using the basketball court expressed the need for a light to allow for evening play.
- Both entryways connect directly with the street, rather than a sidewalk.

Recommendations

- Address maintenance issues as defined above.
- When Pecan and 2nd Streets get refurbished, consideration should be given to the addition of a sidewalk along the edge of the park.
- Establish tall native grass strategically in association with the road's bar ditch and to create a separation between street and park space.
- Adequate space seems available to reconfigure the half basketball court in a full court, which will greatly enhance this park.



Harold Bacchus Park (community park)



Description

This community park is a flagship park worthy of emulating not only in Frisco, but across the State of Texas. Attention to detail and quality of maintenance is superb. Programming includes a huge variety of activities e.g. diamonds and flat fields for league play, practice fields, a cricket field (currently played in a less manicured area of the park), picnic, playgrounds, informal seating on low seat walls, and pavilions. Concrete trails traverse the park, connect with the surrounding neighborhoods, and take users along a creek and through a meadow.

Other special items include signage, a grand park entryway, engaging art work, water features, and both vehicular and pedestrian bridges adorned with light fixtures and brick. In fact, red brick is used throughout this park; applied to both buildings and park structures (e.g. pedestrian bridge) the red brick renders the park a unique identity. The single loaded road on the west side provides a seamless flow of pedestrians between park and neighborhood.

Problems/Issues

- No problems of any significance could be identified at this park; in fact, the park was in excellent condition and exceptionally well maintained.

Recommendations

- With cricket becoming more and more a popular sport, it is suggested that a more permanent place with quality turf be provided for cricket.
- In un-programmed areas or where limited foot traffic occurs, it is recommended to allow vegetation to establish naturally by discouraging mowing, e.g. the section between the trail and creek by limiting mowing to a 5 foot wide area along the edge of the trail.



Old Orchard Park (neighborhood park)



Description

This park allows for three distinct experiences. The one is associated with the most active component of the park which includes the pavilion, playground and full basketball court. The other is the practice field area where four baseball practice fields and one soccer field overlay each other. The third area is the trail along the periphery of the park where it winds through a series of land forms.

The park is located adjacent to an elementary school and parking is such that it can be used jointly by both the school and park users. A fenced stormwater detention feature is located between the park

and school. It is an unfortunate eyesore where an opportunity was lost to create an aesthetically pleasing water feature instead.

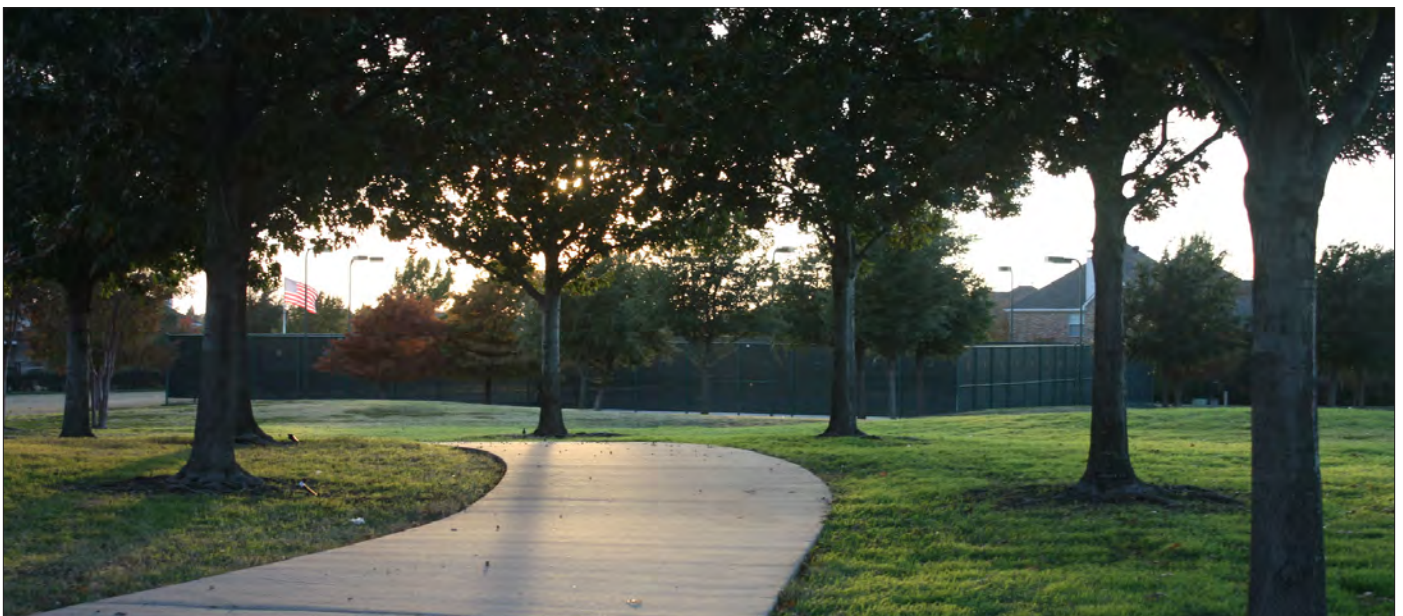
The park is only partially surrounded by a single load road. It is encouraging to notice that the adjacent houses have visually transparent fencing. With the absence of a single loaded road, the transparent fencing allows for informal surveillance and thus increased safety of the park. Artwork is applied to the columns of the pavilion in an innovative yet simple manner.

Problems/Issues

- The concrete pathway is in certain places eroded along the edge including small sections broken off.
- Mulch is needed around the trees of which some have their roots completely exposed.

Recommendations

- Apply landscape maintenance in the form of mulching around trees and the placement of soil where it has eroded.
- Consider tall grass plantings to arrest erosion.



Preston Manor Park (neighborhood park)



Description

Preston Manor Park comprises two distinctly different areas separated by a drainage way. The area to the west is the active area consisting of practice fields, a full basketball court, parking, a pavilion and playground. Ample seating is available in the form of benches and seat walls. The pavilion is a unique design that adds tremendous character to this park. The area to the east of the drainage

way is a large open space mostly within the 100-year floodplain. The space is un-programmed and trees that define the edge of the open space create a wonderful sense of space. Each of these two areas provides a very different experience. However, the overall experience of the park will benefit from a direct connection between them in the form of a raised bridge or low-water crossing.

Problems/Issues

- The two areas to the east and west of the drainage way are completely disjointed and needs a direct connection.
- The baseball and multipurpose practice fields slope away towards the north and makes playing fairly uncomfortable.
- Park users expressed the need for lighting at night to allow for playing later at night and to serve as a security feature.
- Certain of the bed areas need the reestablishment of shrubs and tall grass.

Recommendations

- Construct a loop trail along the edge of the park.
- Incorporate either a bridge or low water crossing across the drainage way.
- Establish tall native grass within and along the swale on the west side of the park.
- Eliminate mowing along the edge of the creek and forested edges of the park.
- Consider cut-and-fill of the land to allow for flatter land to play on the practice areas.
- Encourage the neighboring homeowners to replace solid wood fencing with transparent metal fencing.



Stephens Green Park (neighborhood park)



Description

This neighborhood park is laid out in a longitudinal fashion with the Stonelake Trail that traverses the entire length of the park. Amenities along the trail includes a playground, pavilion, basketball court and practice field on the northwest end of the park, and another practice field and open play area on the south side of the park. On the fair west side, the trail traverses Parliament Lane with an underpass.

The park contains large areas of natural vegetation with a trail offshoot that offers a “nature experience.” Even though the park contains a small parking area, the ample parking on school grounds provides additional access to the park. The school and park complement each other. Functional art is applied in the form of huge natural stones cut in such a way to provide seating for a small group of people.

Problems/Issues

- The park is visited extensively, well maintained, and does not appear to have any issues or problems.

Recommendations

- None



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FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN

CHAPTER 6 APPENDICES

- Appendix 6.1 Frisco Precipitation Summary**
- Appendix 6.2 Frisco Student Population Growth**
- Appendix 6.3 Athletics Participation**
- Appendix 6.4 Supply of Athletic Fields in Frisco**

APPENDIX 6.1 Frisco Precipitation Summary

Table A6-1: Frisco Precipitation Summary

		JAN	FEB	MAR	APR	MAY	JUN
2008	TOT ¹	0	0	1.6	1.05	0	0
	# Events ²	0	0	0	4	0	0
2009	TOT	0.22	1.2	1.03	1.28	0	0
	# Events	1	3	4	4	0	0
2010	TOT	0.41	0.19	0.44	0.74	0	0.47
	# Events	2	1	2	2	0	2
2011	TOT	0	0	0	3.28	1.07	0.22
	# Events	0	0	0	5	3	1
2012	TOT	1.53	1.59	4.08	2.12	3.8	2.36
	# Events	3	3	6	3	4	3
2013	TOT	2.09	1.07	2.2	1	2.79	0.86
	# Events	3	4	2	2	8	4
2014	TOT	0	0	1.85	2.64	-	-
	# Events	0	0	2	4	-	-
ALL	TOT	4.25	4.05	12.8	13.16	7.66	3.91
	# Events	9	11	16	28	15	10
	Average	1.29	1.57	2.29	4.00	2.50	1.67
	Days	31	28	31	30	31	30
	Factor	0.96	0.94	0.93	0.87	0.92	0.94

¹Total rainfall in inches²Number of rainfall events



	JUL	AUG	SEP	OCT	NOV	DEC	TOT
	0	0	0.13	0	1.04	0	3.82
	0	0	1	0	4	0	9
	0	0.93	2.09	1.45	0.34	8.54	17.08
	0	3	7	1	2	25	50
	0	0	0	0	0	2.25	4.5
	0	0	0	0	0	9	18
	0.53	0	0.17	0.9	0.4	1.15	7.72
	1	0	1	2	2	3	18
	1.09	1.24	0.8	0.37	0	2	20.98
	3	4	3	1		4	37
	1.38	0	1.79	0	1.25	1.24	15.67
	6	0	3	0	5	4	41
	-	-	-	-	-	-	4.49
	-	-	-	-	-	-	6
	3	2.17	5.11	2.72	4.07	15.18	78.08
	10	7	16	4	17	45	188
	1.67	1.17	2.67	0.67	2.83	7.50	
	31	31	30	31	30	31	
	0.95	0.96	0.91	0.98	0.91	0.76	

APPENDIX 6.2 Frisco Student Population Growth

Table A6-2: Frisco Student Population Growth

Likely	2013	2014	2015	2016	2017	2018
Kindergarten	3655	3874	4107	4353	4601	4845
1	3727	3876	4031	4193	4360	4535
2	3808	3923	4088	4235	4413	4562
3	3862	4013	4142	4299	4462	4622
4	4003	4082	4250	4370	4544	4689
5	3841	4177	4267	4425	4559	4713
6	3668	4047	4409	4487	4662	4775
7	3714	3841	4247	4608	4698	4853
8	3440	3900	4041	4450	4839	4904
9	3382	3667	4166	4299	4744	5128
10	3019	3386	3679	4162	4305	4722
11	2673	3032	3407	3687	4180	4297
12	2469	2753	3129	3502	3797	4280
Total	45,621	48,571	51,963	55,070	58,164	60,925



2019	2020	2021	2022	2023	% Total
5087	5291	5471	5662	5860	60.33%
4716	4881	5047	5209	5344	43.39%
4702	4885	5067	5228	5374	41.12%
4736	4876	5076	5254	5399	39.80%
4813	4926	5082	5280	5443	35.97%
4819	4942	5068	5218	5400	40.59%
4892	4996	5134	5255	5388	46.89%
4925	5041	5159	5291	5393	45.21%
5020	5090	5220	5331	5445	58.28%
5150	5266	5350	5476	5571	64.73%
5058	5074	5200	5272	5374	78.01%
4671	4998	5025	5139	5189	94.13%
4360	4734	5076	5093	5187	110.09%
62,949	65,000	66,975	68,708	70,367	55.47%

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APPENDIX 6.3 Athletics Participation

Table A6-3: Athletics Participation

	2013 Part. ¹	PPT ²	Teams	5-YR Growth Rate	2018 Part.	PPT	Teams	10-Yr. Growth Rate	2023 Part.	PPT	Teams
FBSA: Youth Baseball - Spring 2014											
5U A	224	12	19	33.55%	299	12	25	60.33%	359	12	30
6U A	378	12	31	21.68%	460	12	38	43.39%	542	12	44
7U A	244	12	21	19.80%	292	12	25	41.12%	344	12	30
8U A	210	12	17	19.68%	251	12	20	39.80%	294	12	24
9U A	189	12	16	17.14%	221	12	19	35.97%	257	12	22
10U A	170	11	15	22.70%	209	11	18	40.59%	239	11	21
11U A	112	12	9	30.18%	146	12	12	46.89%	165	12	13
12U A	79	13	6	30.67%	103	13	8	45.21%	115	13	9
13U A				42.56%	-		0	58.28%	0		0
14U A	90	11	8	51.63%	136	11	12	64.73%	148	11	13
7U AA	185	12	15	19.80%	222	12	18	41.12%	261	12	21
8U AA	245	12	21	19.68%	293	12	25	39.80%	343	12	29
9U AA	222	11	20	17.14%	260	11	23	35.97%	302	11	27
10U AA	138	12	12	22.70%	169	12	15	40.59%	194	12	17
11U AA	185	12	16	30.18%	241	12	21	46.89%	272	12	24
12U AA	150	12	13	30.67%	196	12	17	45.21%	218	12	19
13U AA	119	11	11	42.56%	170	11	16	58.28%	188	11	17
14U AA	58	12	5	51.63%	88	12	8	64.73%	96	12	8
FBSA: Youth Select Baseball - Spring 2014											
7U	11	11	1	19.80%	13	11	1	41.12%	16	12	1
8U	22	11	2	19.68%	26	11	2	39.80%	31	12	3
9U	22	11	2	17.14%	26	11	2	35.97%	30	12	3
10U	34	11	3	22.70%	42	11	3	40.59%	48	12	4
11U	11	11	1	30.18%	14	11	1	46.89%	16	12	1
12U	21	11	2	30.67%	27	11	2	45.21%	30	12	3
13U	10	10	1	42.56%	14	10	1	58.28%	16	12	1
FBSA: Youth Softball - Spring 2014											
6U	66	13	5	21.68%	80	13	6	43.39%	95	13	7
8U	168	12	14	19.68%	201	12	17	39.80%	235	12	20
10U	186	12	15	22.70%	228	12	18	40.59%	261	12	21
12U	94	12	8	30.67%	123	12	10	45.21%	136	12	12
14U	80	13	6	51.63%	121	13	9	64.73%	132	13	10
10U Select	22	11	2	22.70%	27	11	2	40.59%	31	11	3

¹Part. = Number of participants

²PPT = Participants per team

Table A6-3: Athletics Participation

	2013 Part. ¹	PPT ²	Teams	5-YR Growth Rate	2018 Part.	PPT	Teams	10-Yr. Growth Rate	2023 Part.	PPT	Teams
12U Select	23	12	2	30.67%	30	12	3	45.21%	33	12	3
14U Select	24	12	2	51.63%	36	12	3	64.73%	40	12	3
P&R: Adult Softball - Spring 2014											
Monday	405	15	27			15	27		15	27	
Tuesday	270	15	18			15	18		15	18	
Thursday	405	15	27			15	27		15	27	
Friday	405	15	27			15	27		15	27	
FSA: Soccer Recreational - Fall 2013											
Under 04 Boys	212	5	39	33.55%	283	5	52	60.33%	340	5	63
Under 04 Girls	111	6	18	33.55%	148	6	24	60.33%	178	6	29
Under 05 Boys	335	6	53	33.55%	447	6	71	60.33%	537	6	85
Under 05 Girls	242	6	41	33.55%	323	6	55	60.33%	388	6	66
Under 06 Boys	393	6	63	21.68%	478	6	77	43.39%	564	6	90
Under 06 Girls	318	6	50	21.68%	387	6	61	43.39%	456	6	72
Under 07 Boys	389	7	52	19.80%	466	7	62	41.12%	549	7	73
Under 07 Girls	285	7	42	19.80%	341	7	50	41.12%	402	7	59
Under 08 Boys	273	7	40	19.68%	327	7	48	39.80%	382	7	56
Under 08 Girls	282	7	39	19.68%	337	7	47	39.80%	394	7	55
Under 09 Boys	265	8	32	17.14%	310	8	37	35.97%	360	8	44
Under 09 Girls	280	8	34	17.14%	328	8	40	35.97%	381	8	46
Under 10 Boys	195	9	22	22.70%	239	9	27	40.59%	274	9	31
Under 10 Girls	166	8	22	22.70%	204	8	27	40.59%	233	8	31
Under 11 Boys	134	11	12	30.18%	174	11	16	46.89%	197	11	18
Under 11 Girls	176	12	15	30.18%	229	12	20	46.89%	259	12	22
Under 12 Boys	133	11	12	30.67%	174	11	16	45.21%	193	11	17
Under 12 Girls	112	11	10	30.67%	146	11	13	45.21%	163	11	15
Under 13 Boys	99	11	9	42.56%	129	11	12	58.28%	157	11	14
Under 13 Girls	74	11	7	42.56%	105	11	10	58.28%	117	11	11
Under 14 Boys	42	11	4	51.63%	64	11	6	64.73%	69	11	7
Under 14 Girls	34	17	2	51.63%	52	17	3	64.73%	56	17	3
Under 15 - 18 Boys	54	14	4	60.76%	87	14	6	94.13%	105	14	8
Under 15 - 18 Girls	33	11	3	60.76%	53	11	5	94.13%	64	11	6
FLA: Lacrosse Spring 2014											
1st/2nd Grade Girls	0	0	0	16.88%	-	0	-	43.39%	0	0	-
1st/2nd Grade Boys	40	10	4	16.88%	47	10	5	43.39%	57	10	6
3rd/4th Grade Girls	24	12	2	15.10%	28	12	2	41.12%	34	12	3
3rd/4th Grade Boys	100	20	5	15.10%	115	20	6	41.12%	141	20	7

¹Part. = Number of participants²PPT = Participants per team

Table A6-3: Athletics Participation

	2013 Part. ¹	PPT ²	Teams	5-YR Growth Rate	2018 Part.	PPT	Teams	10-Yr. Growth Rate	2023 Part.	PPT	Teams
5th/6th Grade Girls	31	16	2	14.99%	36	16	2	39.80%	43	16	3
5th/6th Grade Boys	100	20	5	14.99%	115	20	6	39.80%	140	20	7
7th/8th Grade Girls	19	10	2	12.52%	21	10	2	35.97%	26	10	3
7th/8th Grade Boys	60	20	3	12.52%	68	20	3	35.97%	82	20	4
Girls JV	30	30	1	60.76%	48	30	2	94.13%	58	30	2
Boys JV	30	30	1	60.76%	48	30	2	94.13%	58	30	2
Girls Varsity	20	20	1	60.76%	32	20	2	94.13%	39	20	2
Boys Varsity	20	20	1	60.76%	32	20	2	94.13%	39	20	2
FFL: Football - 2013 Fall Season											
5U	98	12	8	33.55%	131	12	11	60.33%	157	12	13
6U	181	15	12	21.68%	220	15	15	43.39%	260	15	17
7U	162	16	10	19.80%	194	16	12	41.12%	229	16	14
8U	235	17	14	19.68%	281	17	17	39.80%	329	17	20
9U	187	16	12	17.14%	219	16	14	35.97%	254	16	16
10U	255	18	14	22.70%	313	18	17	40.59%	359	18	20
11/12U	236	17	14	30.18%	307	17	18	46.89%	347	17	21
FFL: Air Assault Football (Flag) - 2013 Fall Season											
8U	69	9	8	19.68%	83	9	8	39.80%	9	8	1
10U	69	9	8	22.70%	85	9	8	40.59%	9	8	1
12U	59	10	6	30.18%	77	10	6	46.89%	10	6	2

¹Part. = Number of participants

²PPT = Participants per team

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APPENDIX 6.4 Supply of Athletic Fields in Frisco

Fields counts per individual park

Harold Bacchus Community Park: Fall 2013 Setup

Five Baseball fields

- Field 1-70ft Bases, 50ft pitcher plate Outfield distances from left to right are 225ft, 275ft, 225ft (11-12yr olds)(lighted)
- Field 2- Artificial turf field-Miracle League field-175ft,210ft,175ft (lighted)
- Field 3- 65ft Bases, 46' pitcher plate, Outfield distances from left to right are 200ft, 220ft, 180ft (9-10yr olds) (lighted)
- Field 4- 65ft Bases, 46' pitcher plate, Outfield distances from left to right are 175ft, 200ft, 175ft (9-10yr olds) (lighted)
- Field 5- (Rusty Greer Field) 70ft Bases, 50' pitcher plate, Outfield distances from left to right are 210ft, 270ft, 230ft (11-12yr olds) (lighted)

Soccer/Football

- Two Football fields with goal posts and scoreboards
 - One 80yd football field (lighted)
 - One 100yd football field. (lighted)
- One full size soccer field (210x360ft),
 - Five U8 (90x150) size soccer fields. (lighted)
 - Two U6 size soccer fields (60x90ft) (lighted)

Warren Sports Complex: Fall 2013 setup

Four Baseball/Softball fields

- Field 1-Baseball field-80ft bases, 55' pitcher plate. Outfield distances from left to right are 245ft, 270ft, 245ft (13-14yr olds) (lighted)

Warren Sports Complex: Fall 2013 setup (cont.)

Softball Fields

- Field 2-Softball field (all clay infield). Base distances vary depending on age groups. Girls softball utilize the field. Outfield distances from left to right 175ft, 200ft, 175ft. (lighted)
- Field 3-Softball field (all clay infield). Base distances vary depending on age groups. Girls softball utilize the field. Outfield distances from left to right 200ft, 200ft, 200ft (lighted)
- Field 4-Softball field (all clay infield). Base distances vary depending on age groups. Girls softball utilize the field. Outfield distances from left to right 200ft, 200ft, 200ft (lighted)

Fifteen Soccer/Football Fields- #15 is known as the practice field.

- Field 1-Full size soccer field-Fall 2013 will hold six U6 fields (lighted)
- Field 2-Full size soccer field (lighted)
- Field 3-U10 field (150x230ft) (lighted)
- Field 4-U10 field (150x230ft) (lighted)
- Field 5-U10 field (150x230ft) (lighted)
- Fields 6-8 are U8 fields (90x150ft) (lighted)
- Fields 9-12 are U6 fields (60x90ft) (lighted)
- Field 13 and 14 are full size football fields. (lighted)

B.F Phillips Park

Five Baseball fields- 3 for 7/8 and 2 for 9/10

- Field 1-grass infield. bases at 60ft, pitcher plate at 40ft. Outfield distances from left to right 175ft, 220ft, 175ft (7/8yr) (lighted)
- Field 2-grass infield. bases at 65ft, pitcher plate at 46ft. Outfield distances from left to right 190ft, 220ft, 190ft (9/10yr) (lighted)
- Field 3-grass infield. bases at 65ft, pitcher plate at 46ft. Outfield distances from left to right 190ft, 210ft, 190ft (9/10yr) (lighted)
- Field 4-clay infield. bases at 60ft, pitcher plate at 40ft. Outfield distances from left to right 200ft, 200ft, 200ft (7/8yr) (lighted)
- Field 5-clay infield. bases at 60ft, pitcher plate at 40ft. Outfield distances from left to right 160ft, 220ft, 160ft (7/8yr) (lighted)

Soccer/Football/Lacrosse 4 lacrosse fields; 2 overlay football fields on Lacrosse fields with one U6 field.

- Four Lacrosse Fields (lighted) (Football field size)
- Two full size football fields (lighted) *painted inside of Lacrosse fields with different color*
- One U6 size lit soccer fields (lighted)

Youth Center Park

Five Baseball fields- 3 for 7/8 and 2 for 9/10

- One Baseball field (lighted) bases at 70' and pitcher plate at 50'. Outfield distances from left to right are 190ft, 220ft, 190ft (11-12yr)

Shawnee Trail Sports Complex

Five Baseball fields- 3 for 7/8 and 2 for 9/10

- Four full size Adult Softball fields; Fields 1-4 at 300ft outfield distances and all clay infields.

Total Field Counts

Baseball fields

- 2 for 9/10 at HB
- 2 for 11/12 at HB
- 1 for 13/14 at WSC
- 3 for 7/8 at BFP
- 2 for 9/10 at BFP
- 1 for 11/12 at YC

Total of 11 Baseball fields not including Miracle Field or fields under development

Softball Fields

- 3 for youth Softball at WSC
- 4 for Adult Softball used on Monday, Tuesday, Thursday and Friday

Total of 7 Softball fields

Diamonds

18 Total Fields (NIC Miracle Field)

Soccer Fields

- 1 Full-Sized Soccer Field at HB
- 5-U8 fields at HB
- 2 U6 fields at HB

Sub Total of 8 fields

- 2 full sized soccer fields at WSC
- 6-U6 field overlays over one of the above fields

Sub Total of 7 Fields

- 3-U10 fields at WSC
- 3-U8 fields at WSC
- 4-U6 fields at WSC

Sub Total of 10 Fields

Total of 25 Soccer fields

Football/Lacrosse Fields

- 2 Football Fields HB; one 80yd, one 100yd
- 2 Full-size football fields at WSC
- 4 lacrosse fields at BFP
- 2 overlay full-size football fields on Lacrosse fields

Sub Total Football Fields 6

(with 4 standalones and 2 overlays)

Sub Total Lacrosse fields 4

(with two being overlaid in the fall)

Total of rectangular fields is 33

One field is set aside for Cricket.

Ball Fields

Baseball

- | | |
|---|--|
| • Bacchus Field D1
Ltd/70/50/225/275/225/11-12/M | • Bacchus Field D10 Ltd
90/60'6"/325/300/240/>13/UC |
| • Bacchus Field D3
Ltd/65/46/200/220/180/9-10/M | • Warren Field D1
Ltd/80/55/245/270/245//13-14/ |
| • Bacchus Field D4
Ltd/65/46/175/200/175/9-10/ | • Phillips Field D1
Ltd/60/40/175/220/175/7-8/ |
| • Bacchus Field D5
Ltd/70/50/210/270/230/11-12/ | • Phillips Field D2
Ltd/65/46/190/220/190/9-10/ |
| • Bacchus Field D6
Ltd/70/50/220/261/220/9-12/UC | • Phillips Field D3
Ltd/60/40/175/220/175/9-10/ |
| • Bacchus Field D7
Ltd/70/50/220/260/220/9-12/UC | • Phillips Field D4
Ltd/60/40/200/200/200/7-8/ |
| • Bacchus Field D8
Ltd/70/50/220/255/220/9-12/UC | • Phillips Field D5
Ltd/60/40/160/220/160/7-8/ |
| • Bacchus Field D9
Ltd/70/50/220/255/220/9-12/UC | • Youth Field D1
Ltd/70/50/190/220/190/11-12/ |

Softball

- | | |
|--|---|
| • Warren Field D2
Ltd/?/?/175/200/175/F | • Shawnee Green
65/46/300/300/300/ Adlt |
| • Warren Field D3
Ltd/?/?/200/200/200/F | • Shawnee Red
65/46/300/300/300/ Adlt |
| • Warren Field D4
Ltd/?/?/200/200/200/F | • Shawnee Yellow
65/46/300/300/300/ Adlt |
| • Shawnee Blue
65/46/300/300/300/ Adlt | |

Rectangular Fields

Soccer

- Bacchus Field R1 - Ltd/210x360/Reg
- Bacchus Field R1-A - Ltd/90x150/U8
- Bacchus Field R1-B - Ltd/90x150/U8
- Bacchus Field R2-A - Ltd/60x90/U6
- Bacchus Field R2-B - Ltd/60x90/U6
- Bacchus Field R2-C - Ltd/90x150/U8
- Bacchus Field R3 - Ltd/150x300/U10
 - R3A - Ltd/60x90/U6
 - R3B - Ltd/60x90/U6
 - R3C - Ltd/60x90/U6
 - R3D - Ltd/60x90/U6
- Bacchus Field R4 - Ltd/150x360/Reg
- Bacchus Field R5 - Ltd/150x240/U10
 - R5A - Ltd/90x150/U8
 - R5B - Ltd/90x150/U8
- Warren Field R1 - Ltd/210x360/Reg
 - R1A - Ltd/60x90/U6
 - R1B - Ltd/60x90/U6
 - R1C - Ltd/60x90/U6
 - R1D - Ltd/60x90/U6
 - R1E - Ltd/60x90/U6
 - R1F - Ltd/60x90/U6
- Warren Field R2 - Ltd/210x360/Reg
- Warren Field R3 - Ltd/150x230/U10
- Warren Field R4 - Ltd/150x230/U10
- Warren Field R5 - Ltd/150x230/U10
- Warren Field R6 - Ltd/90x150/U8
- Warren Field R7 - Ltd/90x150/U8
- Warren Field R8 - Ltd/90x150/U8
- Warren Field R9 - Ltd/60x90/U6
- Warren Field R10 - Ltd/60x90/U6
- Warren Field R11 - Ltd/60x90/U6
- Warren Field R12 - Ltd/60x90/U6
- Warren Field R13 - Ltd/ Reg (soccer / football)
 - WR13 A Ltd/60x90/U6
 - WR13 B Ltd/60x90/U6
 - WR13 C Ltd/60x90/U6
 - WR13 D Ltd/60x90/U6
 - WR13 E Ltd/60x90/U6
 - WR13 F Ltd/60x90/U6
- Warren Field R14 - Ltd/Reg (soccer / football)
 - WR14 A Ltd/90x1500/U8
 - WR14 B Ltd/90x1500/U8
 - WR14 C Ltd/90x1500/U8

Lacross Fields

- Phillips Field R1 - Ltd/150X360/FB
- Phillips Field R2 - Ltd/150X360/FB
- Phillips Field R3 - Ltd/150X360/LX
- Phillips Field R4 - Ltd/150x300/LX
- Phillips Field R5 - Ltd/90x120/LX

Fall Football

- Warren Field R13 - Ltd/ Reg
- Warren Field R14 - Ltd/Reg
- Phillips Field R1 - Ltd/150X360/FB
- Phillips Field R2 - Ltd/150X360/FB

FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN

CHAPTER 8 APPENDICES

- Appendix 8.1 Frisco PARD Maintenance Tasks**
- Appendix 8.2 Park Assets Operated and Maintained**
- Appendix 8.3 Frisco PARD Maintenance Functions and Workload**
- Appendix 8.4 Maintenance Standards**
- Appendix 8.5 Park Administration and Park Maintenance**
- Appendix 8.6 Operations Peer Review of Parks and Recreation**

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Appendix 8.1 Frisco PARD Maintenance Tasks

The following describes the maintenance tasks for which the Frisco PARD is responsible.

Certified Applicator

- Number of certified applicators?
 - ☐ Four applicators that are licensed but one who works almost full time doing chemical application
- Type of application:
 - ☐ Roundup Herbicide constitutes 90% of the applications,
 - ☐ Pond treatment when needed 2-3 times a year, and
 - ☐ Mosquito spray in support of health department usually done 10-12 applications that are done on Sunday or Monday nights.
- Other Duties? We will trim, or do other miscellaneous items when not spraying. Applicator will also apply sealant/wood treatment to our split rail fence and wood structures. We currently have three existing structures other than fencing that is treated each year.

Grounds Maintenance

- On a weekly basis - trash removal, mow, edge, trim, rake playground surfacing, check and clean for vandalism, blow/clean walks.
- How many acres of general grounds are mowed? 310 acres of neighborhood park land, of that amount 190 acres is irrigated and mowed. There is approximately 50-60 acres that are not irrigated but mown. There is approximately 197 acres of developed community park property that is managed. That is a gross amount, not the area mowed.
- Trash Collection Each week at trails and neighborhood parks. 3-4 times a week at our community parks.
- Contracted Services - for the Frisco Athletic Center, which is approximately 16 acres, and medians found along Preston Road from SH 121 north to US 380, Legacy Drive from SH 121 to Warren Parkway, and Main Street from Dallas North Tollway to Preston Road.
- Illegal Dumping - if found, our staff notifies Code Enforcement, and clean if it occurs. We fence and post signs to minimize reoccurrence. It happens several times a year, but it is not a big issue for us.
- Bush hogging utilizing a 2 person crew spends approximately 50-60% of their time.

Turf

Athletic Fields

- Number of diamond fields (Baseball/Softball): 18
- Number of rectangular fields (Soccer/Football/Lacrosse): 32, of which 26 are full size soccer fields. They get broken up into smaller fields as needed each season. It doesn't vary much from year to year.
- Season Preparation - cut in grass, clay work, top dress, fertilizer, irrigation repair, overseed.
- Daily Preparation - mow/ lines/edge/drag/ prep for games. Paint for rectangle fields
- Aeration Goal - twice a year

Turf Management Actions

- Fertilizing - Goal of 2 times a year, has been limited to once a year due to drought conditions and water restrictions as well as manpower available.
- Pesticide application - As needed
- Aeration - None.
- Over-seeding - None

Forestry

- Planting of Trees - 50 is an educated guess. In the past, we have been given budget to install irrigation and trees on several miles of road through the winter.
- Pruning When needed as determined by the Crew Leader who has responsibility over the area.
- Removal 30 is an educated guess
- Pest Control - This is contracted out for Park Administration Offices and all concession stands.
- Hazardous/Storm damage - This is usually not an issue as the time when we help is usually in our off season. I would estimate we spend 40-80 man hours a year dealing with these types of issues. Ice/snow events is when we spend the most time.

Horticulture

- Flowerbeds # and size - They are taken care of by Crew Leader of the park. Usually it is perennial or ornamental grasses. No annual/or flower change out.
- Shrub beds # & size - We don't have a count.
- Watering - In the past, we had a goal of ½ to 1 inch of water per week
- Mulching We typically use 900 Cubic Yards of mulch in flowerbed/trees per year.
- Playground Surfacing We typically use 600 cubic yards of material a year to supplement existing playground surfaces utilizing manufactured wood material
- Planting Not sure

Amenities

- Clean restrooms at game field locations. All are cleaned 5 days a week and during games if needed
- Picnic Shelter cleanup once a week as the crew mows the parks and/or as needed
- Court Repairs - As needed, and usually done by a contractor.
- Tennis Court Maintenance - As needed, usually hire it done by a contractor
- Playground Safety Inspections - All, playgrounds are inspected once a month.
- Playground Maintenance - As needed.
- Winterize Fountains and Restrooms - We only winterize fountains. Maybe 30 or so.

Special Events

- Tournament support
- Christmas Lights and Christmas tree install and take down utilizing 8 staff members for 4 days
- 4th of July Freedom Fest utilizing 8 staff members
- Merry Main Street utilizing 8 staff members
- 5k runs and walks - Set up of stage 6 times a year at 24 man hours each time.
- Mosquito spraying - Our staff provide Mosquito spraying in support of the Health Department that is usually done 10-12 applications annually, that are done on Sunday and Monday nights. This usually takes 6 hours per night.
- General help where needed. Our staff is called upon to provide labor when needed for the City on many things.

Trails

- Miles and width – There are approximately 5 miles of 10-12 foot wide concrete trail that is located through greenbelt areas that we maintain. This does not include a trail that is found within a park.
- Concrete paths - Not sure. We don't manage the sidewalks in ROW, but do manage the walks in our parks. This has not been inventoried.
- Park paths - Not sure. This has not been inventoried.
- Ponds - 6 ponds, ranging from 2 – 8 acres in size each.
- Other water bodies - We have a 27.5 acre detention/retention pond. The area has 8 acres of constant water.

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Appendix 8.2 Park Assets Operated and Maintained by PARD

Park Assets Maintained

Frisco PARD is responsible for all park assets and some additional City of Frisco assets. The 60 full-time and 2 seasonal positions of PARD, responsible to operate and maintain the city's parks, are organized as follows:

Community Parks

There are three, four-man crews that maintain the Community Parks. There is one crew each for Bacchus, Phillips, and Warren. Fields at Shawnee are also maintained by Community park crews although other actions are performed by other crews. The Community Park crews consist of: 1 crew leader, 1 equipment operator, and 2 maintenance workers. Specific maintenance activities are included in the attached spreadsheet.

Community Park Maintenance Workload	
Hours Needed	24,378
FTE's Needed	13.39
FTE's Available	12
FTE's + or -	-1.39

Total staff = 12

The maintenance tasks to be completed in the Community Parks exceed the current staffing levels. However, it is not clear, or verified that all of these tasks are only being completed by the 12 employee assigned. A more detailed work reporting system is needed to verify actual staff needs.

Neighborhood Parks

There are four, three-man crews to maintain the Neighborhood Parks. The crews each follow routes that take them on their weekly routes.

Neighborhood Park Workload	
Hours Needed	25,878
FTE's Needed	14.2
FTE's Available	12
FTE's + or -	-2.2

Total Staff = 12

The maintenance tasks to be completed in the Neighborhood Parks exceed the current staffing levels. However, it is not clear or verified that all of these tasks are only being completed by the 12 employee assigned. A more detailed work reporting system should verify the actual staff needs.

Irrigation

There are six staff involved in Irrigation operations and repair. One Crew Leader, Three licensed Irrigation Specialists, and two Irrigation Techs.

Most athletic game fields, formal turf areas around buildings and park areas with high usage are irrigated. The liner feet of irrigation is not currently inventoried, but there are 26, 674 Spray zones, which includes all of the drip zones that irrigate trees. There are no manual systems, or flood irrigation systems and 1,973 of the zones are automated.

Irrigation Workload	
Hours Needed	15,533
FTE's Needed	8.5
FTE's Available	6
FTE's + or -	-2.5

Total Staff - 6

The maintenance tasks to be completed for irrigation are subject to general work standards because the inventory is incomplete. The PARD needs to inventory the existing irrigation systems as it relates to the magnitude of maintenance actions in order to utilize industry work standards for the systems installed.

Median/ROW

Three crews,

1. East; - Crew Leader Mows; two maintenance workers mow and maintain
2. West - Crew Leader Mows; two maintenance workers mow and maintain; and
3. Edging - 1 Crew Leader for 2 -person edging crew

There is a reported 250 acres of median and ROW to be mowed weekly. The City has a contract for edging the medians/ROW but a portion of the edging (mostly where edging is safer) is edged by the Park crews. There is no inventoried length of the edging operation that occurs.

Median/ROWS Workload	
Hours Needed	12,596
FTE's Needed	6.9
FTE's Available	6
FTE's + or -	-0.9

Total Staff - 6

The inventory or maintenance tasks and magnitude of the work needs to be completed to accurately assess the maintenance staff need or the cost effectiveness of contracting the services. By contracting the services for this workload the staff could be reassigned to assist in providing sustainable maintenance at the other Locations.

General Grounds

Two crews

There is one, 3-person crew, that mows, takes care of art, graffiti removal, general repair, some mowing when needed etc.

General Grounds Workload	
Hours Needed	14,394
FTE's Needed	7.9
FTE's Available	9
FTE's + or -	1.1

Total Staff -3

Public Spaces

(1) 6 person crew

- 1 maintenance worker cleans all the bathrooms,
- 2 maintenance workers are a team that maintain City Hall Grounds/Heritage Center/ Senior Center,
- 1 chemical applicator,
- 1 maintenance worker mows little areas that don't fit into the above mowing crews,
- 1 Crew Leader who does playground repair/ general repair/light electrical/light plumbing/light carpentry.

Total Staff -6

The consultants were unable to ascertain the magnitude of some of the task completed under general grounds. The PARD should undertake a reporting system that will clarify the magnitude of the workload. This is especially true as the City is growing forward. It is also important to distinguish between park and public

space maintenance due to possible variations in the maintenance criteria.

Open Space Maintenance

One, 2 person crew that does quarterly brush hogging and maintenance of open spaces and undeveloped lands, etc., as well as, general repair when needed.

Open Space Maintenance Workload	
Hours Needed	3,858
FTE's Needed	2.1
FTE's Available	2
FTE's + or -	-0.1

Total Staff = 2

An inventory is needed of open space areas to be mowed at various frequencies or for various management purposes. For example, some open spaces may be designated to be managed as prairie grasses with specific mowing and habitat management schedules.

Mechanic/Shop Crew

Includes 1 Sr. Mechanic and 1 small engine mechanic

The mechanics are responsible for repair and preventative maintenance of small engine equipment, inventory, small tire repair, general welding and fabrication where needed, as well as general upkeep of mowers, ball field groomers, etc. This includes trailer repairs, such as flooring/welding/gate repair/ lighting.

Public Works maintains fleet vehicles, larger diesel engine items; vehicle tires, larger tires, trailer wheels, tires and bearings. Fleet inspects all vehicles and trailers. Park mechanics will do preventative maintenance on some equipment like the forklift, etc.

Mechanic/Shop Crew Workload	
Hours Needed	4,047
FTE's Needed	2.2
FTE's Available	2
FTE's + or -	-0.2

Total Staff = 2

An inventory of small engine equipment that is maintained by the Mechanics is needed to obtain an accurate assessment of the need for mechanics now and in the future.

Summary of Current Staffing Levels

- Park Manager – 1
- Park Superintendent – 2
- Crew Leaders – 11
- Equip Operators – 11
- Maintenance Workers – 23
- Mechanics – 2
- Irrigation – 6
- Certified Applicator – 1
- Playground Safety – 1
- Public Facility – 2

Total Park Maintenance Staff – 60 Staff (does not include two Non-Full Time staff.)

Benefits

Vacation

- Regular part-time employees, designated to work at least 30 hours per week, shall accrue vacation leave to a maximum balance of 240 hours, at the rate of: Three and three quarters (3.75) hours per pay period, with a maximum accrual of 7.5 hours per month.
- Four and one half (4.5) hours per pay period after ten years of employment, with a maximum accrual of 9 hours per month.

Sick leave

- Regular full-time employees: 4 hours/pay period (96 hours/year)

Holidays – 8 paid holidays

Comp time – None for hourly non-exempt workers, as they receive overtime. Salaried exempt Staff also do not receive compensation time.

Travel Time

Travel time is often the most impactful time for maintenance because it is necessary depending on the location of the crews and equipment in spatial relationship to the work sites. It is advisable to minimize the average travel time per staff member to less than 40 Minutes per day. A travel time of 30 minutes is used until reporting allows for accurate measure.

Appendix 8.3 Maintenance Functions & Workload

The following is a summary of Frisco PARD's maintenance functions and workload as applied to various operational units within the city. A detailed description of Frisco PARD's maintenance functions and workload as applied to various operational units within the city is available electronically.

It should be kept in mind that these numbers, including the projected staff and budget requirements can be refined significantly by conducting an inventory of assets to be maintained and developing a reporting system that tracks key workload indicators and productivity measures.

Maintenance Workload Summary

Parks - Public Space - Medians/ROWs

Maintenance Function	Available Acres	Developed Acres	Service Standard	Annual Frequency	Staff Hours ¹ Needed	FTE's	Staff Hours per Acre	Acres per Staff
Community Parks								
Current Community Parks	347.23	267.24	Weekly	52	24,378	12.00	91.22	22.4
Target Community Parks	1,050	808.12	Weekly	52	73,717	35.44	91.22	22.8
Neighborhood Parks								
Current Neighborhood Parks	311.04	268.48	Weekly	52	25,878	12.00	96.39	22.4
Target Neighborhood Parks	525	453.16	Weekly	52	43,680	21.00	96.39	21.6
General Parks / Public Space								
Current General Parks/Public	909.32	163.02	Weekly	52	14,349	9	88.3	18.11
Target General Parks/Public	2450	750.00	Weekly	52	66,225	32.84	88.3	22.84
Medians / ROWs								
Medians / ROWs	250	250	Weekly	52	12,596	6	50.38	41.67
Medians / ROWs	750	750	Weekly	52	37,785	18.17	50.38	41.28
¹ The staff hours needed was calculated on the basis of a known quantity of assets and accepted staff time per unit standards for each maintenance activity. The calculated hours exceed the staff hours available. For projecting the target needs at build out the Planning Team used the existing staffing as the guide.								

Open Space Maintenance

Maintenance Function	Available Acres	Mowed Acres	Service Standard	Annual Frequency	Staff Hours ¹ Needed	FTE's	Staff Hours per Acre	Acres per Staff
Open Space Maintenance	746.3	250	Monthly	12	3,858	2	15.43	125
Open Space Maintenance	1,700	567	Monthly	13	8,748	4.2	15.43	135

¹The staff hours needed was calculated on the basis of a known quantity of assets and accepted staff time per unit standards for each maintenance activity. The calculated hours exceed the staff hours available. For projecting the target needs at build out the Planning Team used the existing staffing as the guide.

Irrigation

Maintenance Function	Spray Stations	Service Standard	Annual Frequency	Staff Hours ¹ Needed	FTE's	Staff Hours per Station	Stations per Staff
Irrigation	26,674	Weekly	52	15,533	6	0.58	4,445.67
Irrigation	80,000	Weekly	53	46,400	22.31	0.58	3,585.84

¹The staff hours needed was calculated on the basis of a known quantity of assets and accepted staff time per unit standards for each maintenance activity. The calculated hours exceed the staff hours available. For projecting the target needs at build out the Planning Team used the existing staffing as the guide.

Equipment Repair

Maintenance Function	Repair Actions	Service Standard	Annual Frequency	Staff Hours ¹ Needed	FTE's	Staff Hours per Action	Actions per Staff
Equipment Repair	354	Annual	1	4,047	2	11.43	177
Equipment Repair	1,062	Annual	1	12,139	5.85	11.43	181.54

¹The staff hours needed was calculated on the basis of a known quantity of assets and accepted staff time per unit standards for each maintenance activity. The calculated hours exceed the staff hours available. For projecting the target needs at build out the Planning Team used the existing staffing as the guide.

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Appendix 8.4 Maintenance Standards

The typical maintenance standards that apply to various categories of parks and recreation items, are electronically defined and described in Microsoft Excel spreadsheets. It covers too much information for this Frisco Parks Master Plan. However, the categories included in the spreadsheets are as follows:

Amenities

Athletic Fields

Buildings

Farm and Equestrian Features

Forested and Other Treed Areas

Golf Courses

Managed Landscapes

Operating Equipment

Other Park Features

Outdoor Courts

Recreation Centers

Trails and Crossings

Summary

These maintenance standards are provided as an example and are available and are contained on a CD of background resources.

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Appendix 8.5 Park Administration and Maintenance Facilities

As the City continues to grow the space demands for park staff as well as operations maintenance yard areas will expand. This section reviews what is currently provided and future needs based upon a build-out population projected in 2033. This section is augmented by information contained in Chapter 8 of this report.

Facility Assessment

This Appendix 8.5 shows images of the current building and operations maintenance yards. In our review of the parks administration building, we found a building that had been well utilized over the years but has not kept up with staff demand. This shortage has required relocation of staff out of this building to keep current the building operational.

Specific shortage of spaces impacts daily operations and includes personnel space, maintenance staff meeting areas, lunch break area, training, conference areas, work/copy area for building, and general flow for staff at the beginning and end of the day.

Public and staff parking are currently shared and inadequate for parking needs. Ideally the public and staff parking would be separated.

The operations maintenance yard is of inadequate size for the demands of the department. The yard also has limited support areas on site which includes shop areas, covered areas for equipment and vehicles and storage needs.

Facility Observation Comments

The current Park Administration and Maintenance Facilities have many deficiencies brought on by age and use that should be addressed by a new facility. Some of these deficiencies include:

- Not proper separation of office and work area. Gas fumes can enter building as spaces are not properly separated.
- Repair area, equipment storage are not adequate.
- Lockers are not sufficient quantity.
- Storage of chemicals needs improvements including improved ventilation.
- Lack of covered equipment facilities in yard.
- No control on movement into/out of yard.
- Parking is not sufficient for staff or visitors.
- Lobby is small for public traffic.
- Better control of parts/equipment is needed with better storage facility.

- Yard is not paved well.
- Security lighting is not adequate.
- Fueling is used by other city departments, want to maintain fueling capabilities.
- Outdoor Storage units to be inventoried and managed.



The current office space is crowded and contained on one floor. The bricked portion accommodates both headquarters staff and maintenance staff, with shop in back.



The following photograph shows an aerial view of the PARD headquarters and the maintenance yard. The headquarters building and maintenance facilities are on the right side of the screen. They have neither sufficient office space, nor storage space for bulk materials requiring ordering in costly smaller amounts. Further the equipment is not sheltered and thus not protected from the weather; a factor that shortens usable life. At this point in time some of the equipment is housed in the Community Parks.



Site Observation Comments

Although there is some space available to increase the office size and capacity it would be a short-term solution. If the PARD could acquire about 5.5 acres to the west of the existing 3.2 acres yard, adequate office space for both administration and maintenance personnel could be built to meet the build-out needs for the operations and maintenance yard. It would provide adequate space to retain crews and equipment for one of the areas and for all centralized functions such as bulk materials, heavy equipment, mechanics and similar. This would allow the department to build smaller, satellite maintenance yards to meet the city's build out needs.

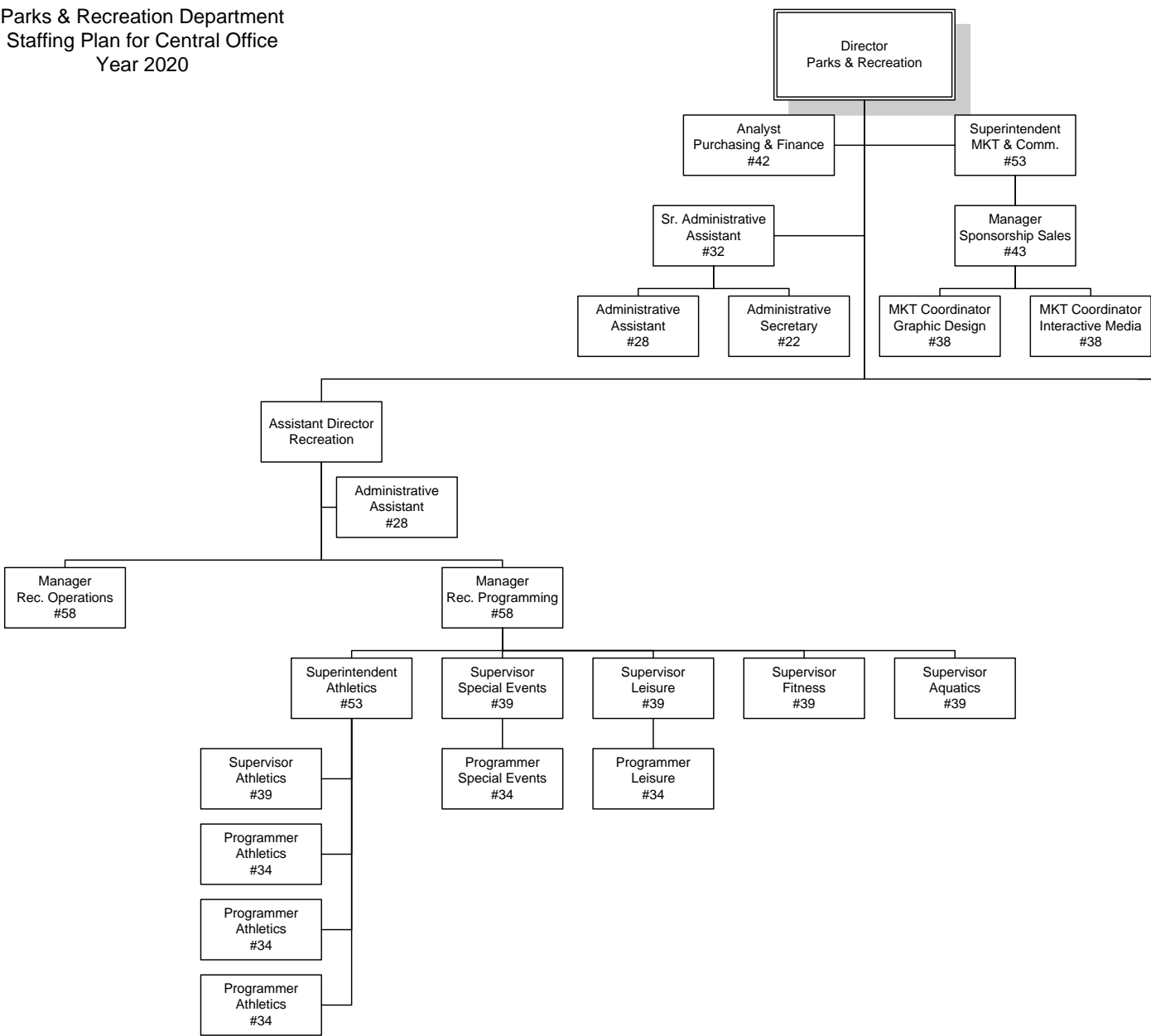
The central yard expansion should happen as soon as possible since the current yard is inadequate. The need for satellite yards, perhaps one per quadrant eventually, should be dependent on the results of an internal study of travel time. As travel time starts to exceed an hour per day per employee reconfigurations is preferable to a major loss in productivity. As Frisco develops or acquires community park sites in various city quadrants PARD should envision adding small maintenance yards that can accommodate the daily use equipment for the community parks and quadrant trails and neighborhood parks. Eventually, by build-out, the city may have a central yard that houses bulk materials and special occasional use equipment such as backhoes, cherry-pickers etc., and four quadrant satellite yards that house mowers, Gators, trailers and other field prep type of equipment.

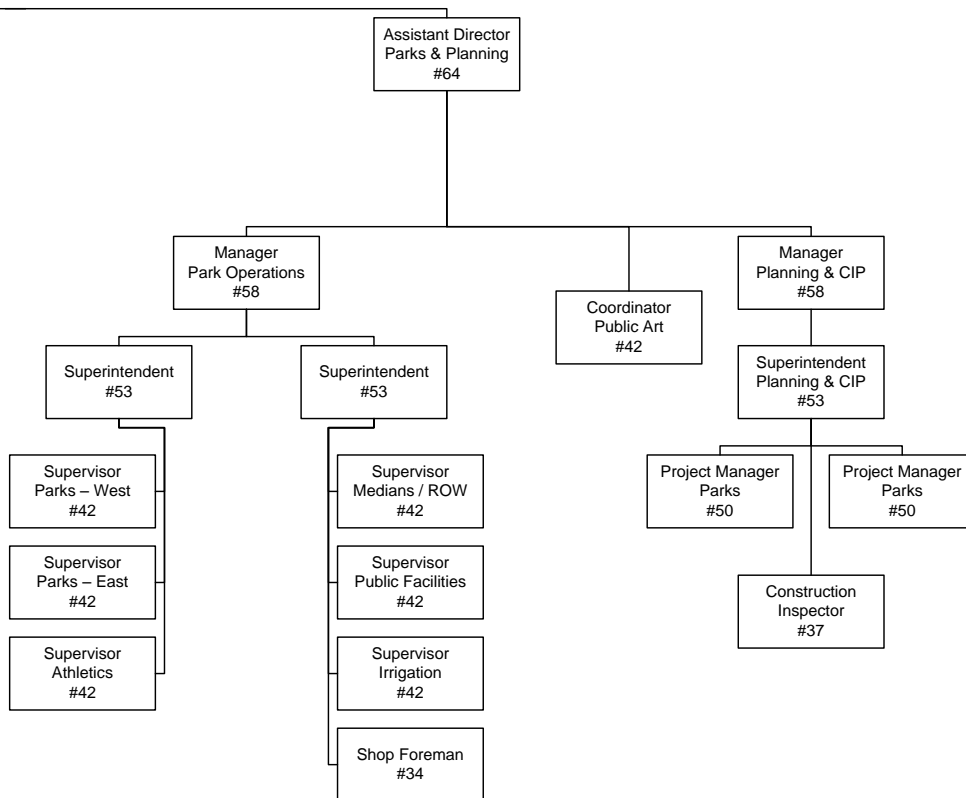
Staff Projections

Following are organizational charts for staffing for years 2020 and 2033. This staffing has been translated in square footage needs for both the Parks Administration Department and Parks Operations Maintenance Area.

Organizational Chart 2020

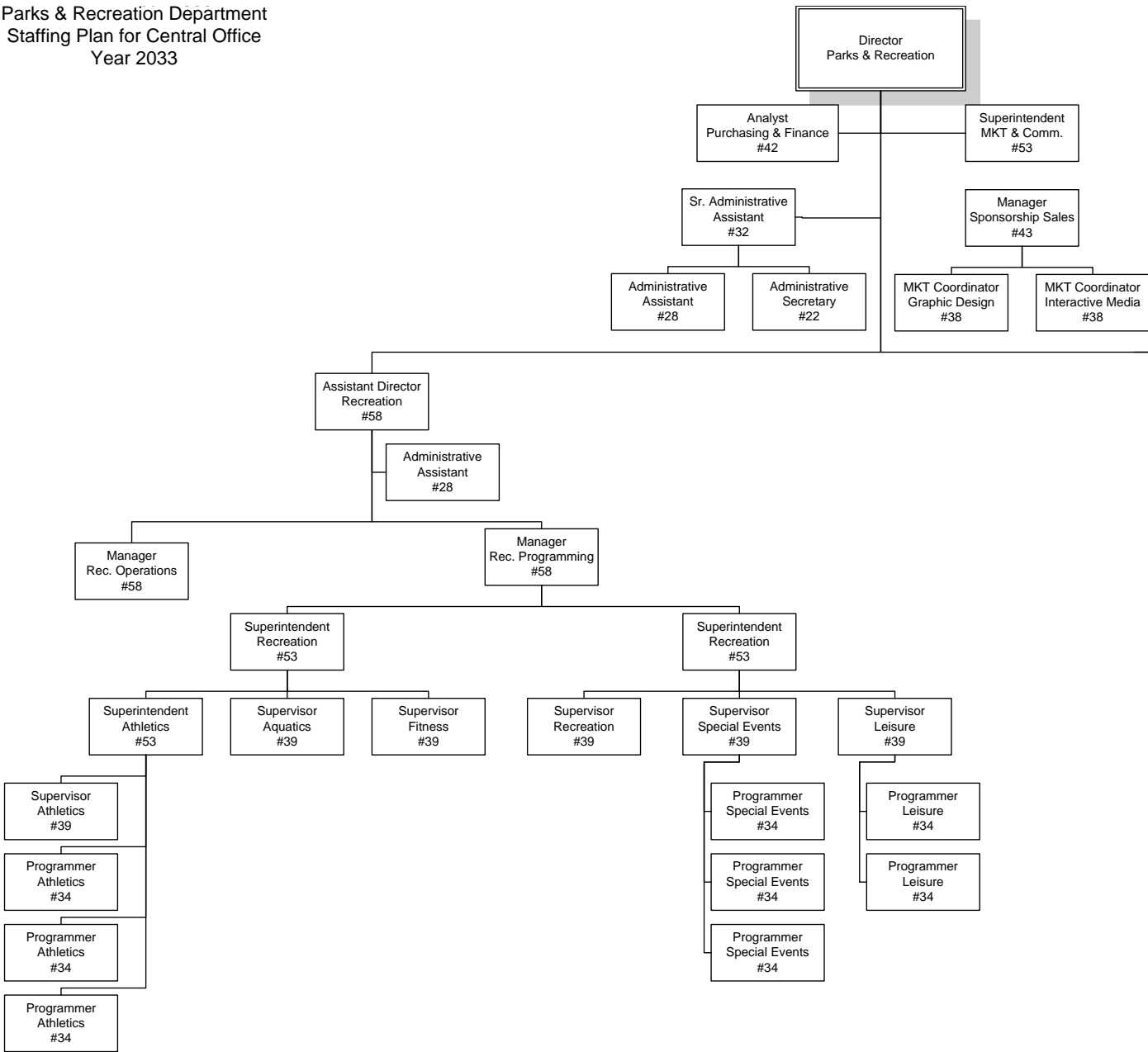
Parks & Recreation Department
Staffing Plan for Central Office
Year 2020

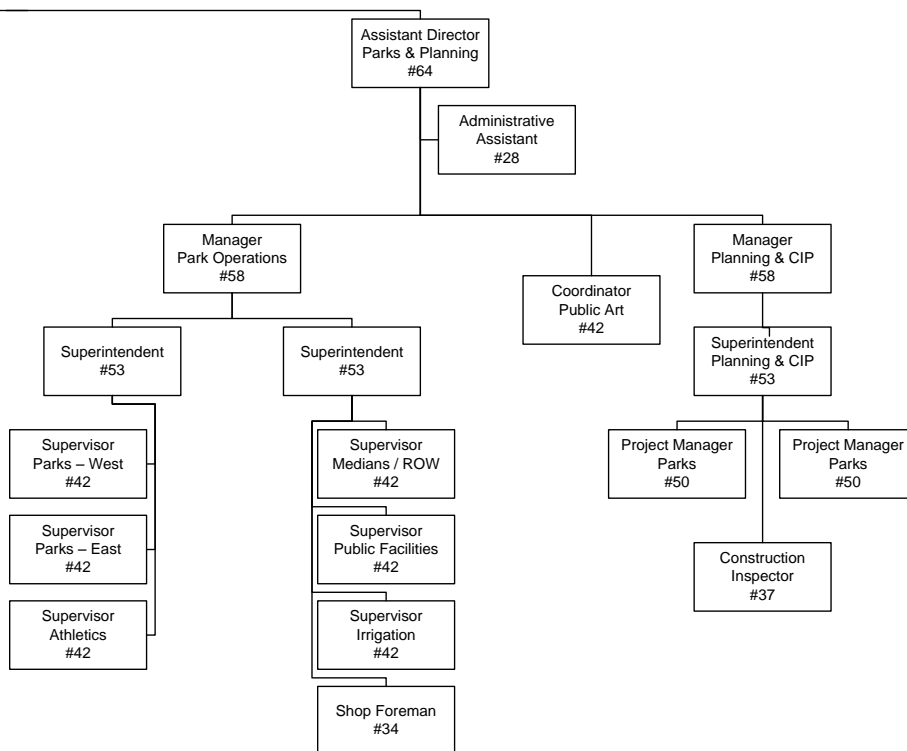




Organizational Chart 2033

Parks & Recreation Department
Staffing Plan for Central Office
Year 2033





Administration Needs

Parks and Recreation - Administration Needs Assessment												
Requirements Data Sheet	Current 2014		Future Space Needs				Projected 2020 Requirements			Projected 2033 Additional Requirements		
Item Description	Staff	Area	Space Code	Notes	Unit Size	Unit Area	Staff	No. of Spcs	Total Area	Staff	No. of Spcs	Total Area
Parks & Rec Admin												
Waiting (10)		1				25		10	250			
Front Counter		1			6x20	120		1	120			
Toilets (single)		2			8x8	64		4	256			
Staff Conference(16)					12x28	336		1	336			
Files					2x18	36		1	36			
Director	1		PO6		12x18	216	1	1	216			
Dir Conference Room					10x10	100		1	100			
Assistant Director			PO5		12x17	204	2	2	408			
Analyst			PO3		10X12	120	1	1	120			
Sr. Administration Asst.	1		PO3		10X12	120	1	1	120			
Administrative Assistant	2		WS3		6x7	60	2	2	120	1	1	60
Super. Market & Comm	1		PO3		10x14	140	1	1	140			
Manager Sponsorship sale			PO4		12X12	144	1	1	144			
Marketing Coordinator	1		PO3		10X12	120	2	2	240			
Managers	4		PO4		12X12	144	4	4	576			
Supertendents	2		PO3		10X12	120	4	4	480	2	2	240
Parks Supervisor			PO3		10X12	120	6	6	720			
Recreation Supervisor			PO3		10X12	120	5	5	600	1	1	120
Programmers			PO3		10X12	120	5	5	600	3	3	360
Shop Foreman	1		PO3		10X12	120	1	1	120			
Park Operations Manager	1		PO4		12X12	144	1	1	144			
Park Manager and CIP	1		PO4		12X12	144	1	1	144			
Art Coordinator			PO3		10X12	120	1	1	120			
Construction Inspector			PO3		10X12	120	1	1	120			
Park Planner/Land. Arch.	1		PO5	a	12x16	192	2	2	384	1	1	192
Workroom/Copy/Plotter/Supply			CH15		19x22	418		1	418			
Secure Storage					8x14	112		1	112			
Plans/File Room					12x20	240		1	240			
Storage					10x20	200		1	200			
() Peak Users to be Accommodated [] Volunteers a. Drafting table in lieu of guest chairs and front files												

Parks and Recreation - Administration Needs Assessment												
Requirements Data Sheet	Current 2014		Future Space Needs				Projected 2020 Requirements			Projected 2033 Additional Requirements		
Item Description	Staff	Area	Space Code	Notes	Unit Size	Unit Area	Staff	No. of Spcs	Total Area	Staff	No. of Spcs	Total Area
Break Room					16x16	256		1	256			
Kitchenette					9x11	99		1	99			
Staff Lockers						9		46	414		8	72
Supply					6x7	42		1	42			
Net Subtotal	16						42		8,395	8		1,044
30% Gross Circulation									3,598			447
Total Gross Sq. Footage									11,993			1,491
Total Area	16	0					42		11,993	50		13,484
Total Administration							42		11,993	50		13,484
() Peak Users to be Accommodated [] Volunteers a. Drafting table in lieu of guest chairs and front files												

Operations and Yard Needs

Parks Operation Needs Assessment												
Requirements Data Sheet	2014		Future Space Needs				Projected 2020 Requirements			Projected 2033 Additional Requirements		
Item Description	Staff	Area	Space Code	Notes	Unit Size	Unit Area	Staff	No.of Spcs	Total Area	Staff	No.of Spcs	Total Area
Parks Operation												
Staff Support												
Male Lockers (90)						9		90	810			
Toilets/Shower						160		1	160			
Female Lockers (10)						9		10	90			
Toilets/Shower						160		1	160			
Janitor Closet					5x8	40		1	40			
Mud Room					8x12	96		1	96			
Kitchen/Vending					11x18	198		1	198			
Break Room/Bull Room (90)				8.7	18x30	780		90	783			
Storage					8x8	64		1	64			
Net Subtotal	0						0		2,401	0		-
25% Gross Circulation									800			-
Total Gross Sq. Footage									3,201			-
Total Area	0	0					0		3,201	0		3,201
() Peak Users to be Accommodated												
[] Volunteers												



Parks Operations Yard Storage/Support Needs Assessment												
Requirements Data Sheet	Current 2014		Future Space Needs				Projected 2020 Requirements			Projected 2033 Additional Requirements		
Item Description	Staff	Area	Space Code	Notes	Unit Size	Unit Area	Staff	No.of Spcs	Total Area	Staff	No.of Spcs	Total Area
Covered/Enclosed Support												
Storage & Support						1,500		1	1,500			
Mech/Elec									-			
Welding Shop									-			
Irrigation Parts Storage									-			
Equip. Storage(mowers)									-			
Small Equip./Tool Storage									-			
General Storage									-			
Small Equip.Repair									-			
Furniture Storage									-			
Work Bays (2)									8,000			
Water Craft Storage				a		400		1	400			
Hazardous Storage												
Chemical Storage					10x10	100		1	100			
Athletic Field Markings					10x10	100		1	100			
Fertilizer-Seed Storage					10x10	100		1	100			
Gas/Paint Storage					10x10	100		1	100			
Net Subtotal	0						0		10,300	0		-
15% Gross Circulation									1,818			-
Total Gross Sq. Footage									12,118			-
Total Area	0	0					0		12,118	0		12,118
Site Storage												
Material Bins (25yds per)						230		1	230			
<input type="checkbox"/> Peak Users to be Accommodated <input type="checkbox"/> Volunteers a. Boats, canoes, kayaks, life jackets												

Parks Operations Maintenance Yard

Based upon equipment needs of the parks operation yard, charts have been developed to quantify those needs in terms of square footage requirements. Equipment yard area needs are based upon a 10'x 20' parking space with a 30' aisle between. The purpose of the 30' aisle is to also accommodate large delivery trucks movement.

Equipment Yard Area Needs Assessment								
Requirements Data Sheet				Equipment Parking				
				Current			Covered 2033	
Item Description	Space/ Size	Equivalent Spaces	Area	Current	Total Area	Total Area	Projected	Total Area
Equipment Parking								
Ford Dump Truck	8x20	1	200	1	200	200	2	400
Jacobsen Flail	5'10x10'2	1	200	4	800	800	10	2000
Ford 555E Backhoe	8x27'6	1.5	300	1	300	300	2	600
Zero Turn Mower	6'2x7'3	1	100	34	3400	3400	45	4500
F2560 w/sweeper	5'3x12'6	1	200	2	400	400	4	800
L5030 w/mower	6'4x20'8	1	200	1	200	200	0	0
L4310 w/loader box blade	6'x17'2	1	200	1	200	200	3	600
RTV	5'x11'6	1	200	2	400	400	6	1200
John Deer 4300 with edger	6'2x12	1	200	1	200	200	3	600
BobCat w/bucket	6'1x12'6	1	200	1	200	200	4	800
BobCat Sod Roller	5'6x4	1	100	1	100	100	2	200
BobCat Forks	4'8x5	1	100	1	100	100	2	200
BobCat Auger	3'10x3	1	100	1	100	100	2	200
BobCat Tree Spade	8x8	1	200	1	200	200	2	400
M4700 w/loader box blade	6x19	1	200	1	200	200	2	400
M8200 w/mower	16x26	4	800	3	2400	2400	8	6400
John Deer Gator	5'6x10'6	1	200	1	200	200	4	800
Wood Chipper	8x13	1	200	1	200	200	2	400
BushHog 6' Deck	6'4x7'6	1	200	1	200	200	2	400
Toro Flex mower	10x12	1	200	7	1400	1400	19	3800
Kubota Flex mower	8'6x12	1	200	3	600	600	6	1200
Scag Mower	4x6	1	100	2	200	200	4	400
Smithco Ballfield	6x6'6	1	100	2	200	200	6	600
Toro Ballfield	6x11	1	200	2	400	400	4	800
Forklift	4'6x13	1	200	1	200	200	2	400



Equipment Yard Area Needs Assessment								
Requirements Data Sheet				Equipment Parking				
				Current			Covered 2033	
Item Description	Space/ Size	Equivalent Spaces	Area	Current	Total Area	Total Area	Projected	Total Area
Covered Trailer	8x12'6	1	200	1	200	200	3	600
Trailer 18' Deck	8'8x22	1.5	300	25	7500	7500	50	15000
HD 18' Trailer	8'8x24	1.5	300	2	600	600	4	1200
Gooseneck Trailer	9x30'6	2	400	10	4000	4000	22	8800
Pickups	9x22	1	200	57	11400	11400	114	22800
Total Area					36,700	36,700		76,500
Parking Space Area (10x20)					200	200		200
Total # Parking Spaces Needed					183.5	183.5		382.5
Total Current Equipment Equilavent				183.5	Spaces			
2033 Projected Equipment Equilavent				382	Spaces			

Summary of Site Requirements

Operations and Maintenance	Site Area (SF)	Building Area (SF)	SF Subtotal
Equipment Yard	76,500		
Circulation (1.5 circulation factor for large vehicle and onsite storage)	114,750		
Storage Shed Area	12,118		
O&M Site Area (subtotal)	203,368		
O&M Personnel Building Area (subtotal)		3,201	
Subtotal Operations Area Required (SF)			206,569
Administration			
Staff Parking (185 spaces)	78,625		
Visitor Parking (15 spaces)	6,375		
Admin Site Area (Subtotal)	85,000		
Admin Building Area (Subtotal)		13,484	
Subtotal Admin Area Required			98,484
Total Site and Building Area (SF)			305,053
General			
Setback and Landscape Area (25% of site and building area)	76,263		
Subtotal General Area (SF)			76,263
TOTAL AREA NEEDED (SF)	364,631	16,685	381,316
TOTAL AREA NEEDED (ACREAGE)			8.75
It is recommended that the existing (3.2 acres) parks administration and maintenance facilities and support yard be enlarged by 5.55 acres to a total of 8.75 acres by 2016 for improvement by 2018. Acquisition cost = \$100,000/acres for a total of \$555K.			

Summary of Administration and Operations Requirements

The size of site needed for the operations and maintenance yard at build-out is about 9 acres. Such need can either be accommodated by the acquisition of land adjacent to the existing yard, or may require that PARD acquires the 9 acres somewhere else, yet central to Frisco.

At present, the centrally located 3.2 acres operations maintenance yard is inadequate to house the maintenance yard, shop bays, administrative and park operations staff space and parking. This can be alleviated with the acquisition of at least 5.55 acres to the west of the existing yard, which will allow the city to meet the minimum need of 8.75 acres for the 2020 horizon. The alternative is for PARD to look for about 9 acres central to Frisco.

For build out needs, however, PARD should consider as many as four smaller, satellite maintenance yards located in community parks in each of the four City quadrants. This should be determined by the travel-time studies conducted annually by staff.

In addition to the acquisition of land, within the next 5-year period, the city should consider building a new Parks Administration Area and Parks Operations Facility in conjunction with the Operations Maintenance Yard. Expanding current facilities would not be cost effective due to their conditions. Parking for staff should be outside the fenced yard and separate from visitor parking.

The Operations Maintenance Yard should be paved for heavy equipment and stripped to provide efficient method for parking of equipment when on yard. A perimeter fence should enclose yard from intruders with entrance controlled by gate access. Personal vehicles should remain outside this perimeter fence. The City should consider using open covers over all their equipment to protect against sun and weather damage to elongate equipment life.

Budgets cannot be accurately determined until a phased master plan for this work gets completed.

Summary of Needs for the next 5-years

A summary of Park Administration and Maintenance Facilities needs include the following:

- Total O&M site and building area comes to 206,569 SF (+/- 4.7 acres)
 - The breakdown between O&M site (including shed) and building is 203,368 SF and 3,201 SF respectively
- Total Admin site and building area comes to 98,484 SF (+/- 2.3 acres)
 - The breakdown between Admin site and building is 85,000 SF and 13,484 SF respectively
- The total general (setback and landscape) area comes to 76,263 SF (+/- 1.75 acres)
 - O&M and Admin building area = 16,685 SF
 - O&M, Admin and General site area = 364,631 SF
- The total area needed for the Park Administration and Maintenance Facilities comes to 8.75 acres (381,316 SF)
- The current Park Admin and O&M Facilities and support yard is about 3.2 acres in size; an additional 5.55 acres need to be acquired to achieve the 8.75 acres required in about 5 years' time.

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Appendix 8.6 Operations Peer Review of Parks and Recreation

The following describes the findings of an operations review of selected peer city's parks and recreation.

Summary of Key Findings

As part of the Frisco Park and Recreation Master Plan six cities were chosen for comparison to Frisco Department to examine how its operations compares to other recognized high performers in the field. The results as laid out in this appendix clearly show Frisco at or near the top in all elements examined.

In a rapid growth environment it is frequently difficult to husband the resources to meet the demands of the growing population. Each of these peers at one time has been among the fastest growing municipalities in the country. They have each adopted different ways of meeting their challenges as has Frisco but all have been successful at keeping pace with the growth. Frisco, like the others has been successful at keeping up with the growth. Some of the key findings include:

1. Frisco is the only department that achieves 100 % revenue to cost operation for a recreation center facility.
2. Frisco's total revenue to total operating cost ratio is the highest among the peers. Frisco recovers a total of 45.5 % of its operating cost resulting in a net per capita cost to taxpayers of \$43.90 per year. This is not only the best among the peers but it is well below the median of \$69.87, the median for all parks departments in the nation.
3. Frisco at 14.5 developed acres per staff person has the best acreage-to-fulltime staff ratio for its maintenance. This number may be a bit deceptive since most of the other peers contract a significant amount of their grounds maintenance, a consideration for the future.
4. At 85.5 sq. ft. of programmable indoor space Frisco ranks second only to Plano with its four recreation centers. However, Plano is the only city that approaches the accepted design standard of 1 sq. ft. of indoor space per capita. In the near term with expected growth Frisco will need to consider an additional facility or an expansion to keep pace with demand for such facilities.
5. Frisco also leads all peers with the number of registrations for athletic teams. The high demand for sports participation will also require additional development of athletic fields
6. Joint Use agreements for both program spaces in schools, closed for the day, and on grounds for after-school use of fields and courts, prove to be a more cost-effective approach than expending capital funds for the Frisco PARD to meet all of the demand.
7. Peers have been aggressive in applying impact fees and processes to ensure that land remaining to be developed are contributing the lands and facilities needed keep pace with the influx of residents and their recreational demands.
8. Some peers particularly Gilbert and Round Rock include Home-Owner Association lands in calculating their total parks acreage. National trends have shown this strategy to be risky as facilities age and are removed creating park and recreation lands and amenity deficits. The citizens generally petition the

government for relief in order to maintain the viability and values of the development.

9. Chandler, AZ in recognition of their climate has a number of stormwater basins in their parks. Rainwater captured by these basins is injected by pumps back into the aquifer to retain ground water levels.

Overview of Peer Review Process

The selection of communities for benchmarking requires in-depth examination of a number of factors including:

- Population and Rates of Growth
- Demographics
- City-wide Recognitions
- Climate Considerations
- Organizational Patterns of Parks and Recreation

There were other communities under consideration that were not included in the benchmarking process for various reasons. This list summarizes data relevant to our selection of communities.

The Peer Review process can take one of two forms. The first is to select key characteristics and examine the peers as they reflect those characteristics. The second method is to identify specific issues that the community is facing and ask questions related to how the selected peers handle the same issues. The peer review for Frisco's Park and Recreation Department followed the second of these methodologies. The process consisted of the following steps:

1. A mailed request to participate in the peer review;
2. A follow-on letter with a copy of the questions and any relevant data compiled from review of NRPA's PRORAGIS Database, Online review of budgets, master plans and related studies (see **Addendum 1: Questions to Peer Cities**).
3. Participants were asked to complete and submit their responses to the questions.
4. A telephone Interview was scheduled to follow up with any clarifications of results.

Peer Jurisdictions

Frisco, TX				
Population				
137,000		Build-out: 280,000		
Land Area				
62 square miles				
Rates of Growth				
1980	1990	2000	2010	
84%	80%	449%	247%	
Demographics				
Under 18		33.3%		
Over 65		5.4%		
Percent White		75%		
H.S. Graduates		95%		
College Graduates		58%		
Median Household Income		\$105,647		
Percent in Poverty		4.2%		
Contact				
Rick Wieland, Director		972-292-6510	rwieland@friscotexas.gov	
Aurora, CO				
Aurora has received numerous recognitions and awards in a number of quality of life categories and has a well-respected park and recreation operation.				
Population				
339,000		similar to Frisco’s build-out size		
Land Area				
154.73 square miles				
Rates of Growth				
1980	1990	2000	2010	
112%	40%	24%	18%	
Demographics				
Under 18		27.3%		
Over 65		8.9%		
Percent White		61.1%		
H.S. Graduates		95%		
College Graduates		26%		
Median Household Income		\$50,468		
Percent in Poverty		16.5%		
Contact				
Lori Daniel, Manager		303-739-6591	ldaniel@auroragov.org	

Cary, NC

Cary is a fast growing community with educational and income levels more comparable to Frisco.

Population

145,000	
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Land Area

55 square miles	
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Rates of Growth

1980	1990	2000	2010
128%	184.9%	102%	43%

Demographics

Under 18	27.7%
Over 65	8.6%
Percent White	73.1%
H.S. Graduates	95%
College Graduates	62%
Median Household Income	\$91,997
Percent in Poverty	4.7%

Contact

Doug McRaney, Director	919-469-4066	doug.mcraney@townofcary.org
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Chandler, AZ

Chandler has also been recognized nationally for many quality of life indicators. Chandler also aligns itself with sporting events and tourism.

Population

245,000	
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Land Area

154.73 square miles	
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Rates of Growth

1980	1990	2000	2010
116%	203%	116%	43.1%

Demographics

Under 18	27.6%
Over 65	7.8%
Percent White	73.3%
H.S. Graduates	93%
College Graduates	40%
Median Household Income	\$71,343
Percent in Poverty	7.9%

Contact

Mark Eynatten, Director	480-782-2661	mark.eynatten@chandleraz.gov
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Gilbert, AZ			
Named fastest growing municipality from 1990 – 2003. The demographics of this community are a close match in so many ways for Frisco with the exception of median household income and percentage of college graduates.			
Population			
221,440			
Land Area			
76 square miles			
Rates of Growth			
1980	1990	2000	2010
190%	411%	276%	90%
Demographics			
Under 18		32.1%	
Over 65		6.1%	
Percent White		81.1%	
H.S. Graduates		95%	
College Graduates		38%	
Median Household Income		\$31.376	
Percent in Poverty		5.8%	
Contact			
Rod Buchanan, Director		480-503-6200	rod.buchanan@gilbertaz.gov

Plano, TX			
Widely recognized nationally as quality place to live and has an outstanding reputation nationally for parks and recreation.			
Population			
272,000			
Land Area			
72 square miles			
Rates of Growth			
Between 1970 and 1980		Between 1990 and 2000	
over 300%		over 70%	
Demographics			
Under 18		25.9%	
Over 65		8.9%	
Percent White		66.9%	
H.S. Graduates		93%	
College Graduates		54%	
Median Household Income		\$82,991	
Percent in Poverty		7.1%	
Contact			
Amy Fortenberry, Director		972-941-7250	amyf@plano.gov

Round Rock, TX

Round Rock has been recognized for several quality of life categories. Recent Gold Medal Award for Parks and Recreation in Category 2 and recipient of other accolades as place to live. Motto: Sports Capital of Texas.

Population

109,281

Land Area

26 square miles

Rates of Growth

1980	1990	2000	2010
353%	143%	98%	63.4%

Demographics

Under 18	31.8%
Over 65	5.4%
Percent White	70.8%
H.S. Graduates	91%
College Graduates	37%
Median Household Income	\$72,108
Percent in Poverty	6.3%

Contact

Rick Atkins, Director	512-218-5540	ricka@roundrocktexas.gov
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Adult Sports are prominent in all of the peer cities. There are a number of other programs and services as well but the key difference is the athletic programs offered to adults in the community.

Adult Sports Offered by Peer Agencies

Aurora, CO	Cary, NC	Chandler, AZ	Gilbert, AZ	Plano, TX	Round Rock TX
Softball	Softball	Softball	Softball	Softball	Softball
Tennis	Tennis	Tennis	Tennis	Tennis	Basketball
Volleyball	Basketball	Basketball	Basketball	Flag Football	Flag Football
Kickball	Volleyball	Flag Football	Flag Football	Baseball	Kickball
Racquetball	Kickball	Volleyball	Soccer		
Badminton	Pickle ball	Equestrian	Hockey		
			Ice skating		
			Track and Field		

Peer Response to Benchmark Survey

Revenue and Fees

Fee for service, cost recovery, dedicated funds are questions that are frequently of interest to park and Recreation departments. The goal is to realize stable funding for annual operations that provide sustainable maintenance for assets and offer the services important to the community.

Question 1: *Where do the revenues collected by your agency go?*

- The first question asks what happens to the generated revenue. All peers indicated that their revenue was returned to the general fund for redistribution the following year. This is, of course, a decision that is made annually relative to the appropriation for PARD operating budgets. The two exceptions are:
- Aurora, CO has a dedicated Recreation Fund that was established as a revolving account. The revenues generated are deposited in the account and they become the operating funds for designated activities in the next fiscal year.
- Plano, TX returns membership funds to the General Fund. Program revenue is retained in an enterprise fund that is discretionary and must cover program costs. Five percent of these monies are returned to the general fund as well.

Question 2: *What option best describes your agencies approach to fees and charges collected?*

- Four of the Six PARDs, at least partially, base their fees and charges on benefit to the community and the individual. Generally speaking the programs that offer safety instruction or other community-wide benefits are free or low cost. The more the programs or services benefit the individual the higher the cost.
- Cary, NC Gilbert, AZ and to some extent Plano, TX all rely on the program cost and recovering the cost of providing the class. While all recover direct program costs, indirect costs, such as the cost for use of space is often not included.

Question 3: *Does your agency have a set of written policies that delineate the guidelines for fees and charges?*

- All peers except Frisco and Gilbert, AZ have policies and guidelines for fees and charges.

Question 4: *Do the programs directly run by the agency take precedent over other offerings even those by groups associated with the agency?*

- All peers maintain agency primacy for offerings.

Question 5: *Do you have a cost recovery goal for operational budget?*

- Frisco and Round Rock are the only departments that have a total operating budget cost recovery goal. The others have cost recovery goals for selected facilities, but not for the agency as a whole.

Aurora had cost recovery goals but with the growth of subsidized programs has dropped the goals.

Question 6: *Do you have a cost recovery goal for your senior centers?*

- Round Rock (30%) and Cary (100% of all classes) have cost recovery goals for senior centers. The other peers do not have established goals

Question 7: *What percentage of your annual non-tax revenues come from:*

a. Facility Memberships/Entry Fee's

b. Program and Class fee's

c. Facility Rentals

d. Lease Agreements

e. Sponsorship / Advertising

f. Donations / Grants

- Aurora indicated that about 50% of the non-tax revenues come from these categories but didn't distribute the percentages.
- Chandler indicated that they had dedicated revenue for their operating budget that was based on the per capita cost per resident.
- Frisco had a distribution of 65.8% for memberships; 33.20% for class fees and 1 % for rentals and sponsorships.
- Cary had 6.70% for memberships; 65.60% for classes and 27.70% for rentals.
- Plano had 54% for memberships; 42% for classes and 4% for rentals.
- Gilbert and Round Rock did not respond to this question.

Programming

The peer agencies do not keep general attendance or estimate the annual usage. Most of the program, special event and park attendance numbers relate to facilities that have a head count of users.

Attendance			
Peer city	Q.8. Program Attendance	Q.9. Total Attendance	Q.10. Special Events Attendance
Aurora, CO	1,100,000	1,300,000	25,000
Cary, NC	No Response	No Response	No Response
Chandler, AZ	No Response	2,500,000	300,000
Frisco, TX	FAC 810,000; Sr. Center 53,500	No Response	No Response
Gilbert, AZ	Pools; 36,297; Centers; 236,141	No Response	No Response
Plano, TX	2,378,942	Included in Q. 8	54,601
Round, Rock, TX	371,201	1,402,210	64,196

Question 11: Do you provide any of the following (if so, how many camps and participants per camp):

Peer City	a. After-School Programming	b. Full day summer camps	c. Half-Day summer Camps
Aurora, CO	7 camps; 700 to 1000 Att.	5 camps; 1200 Att.	43 camps; 600 to 700
Cary, NC	No	Yes	Yes
Chandler, AZ	Yes	Yes	Yes
Frisco, TX	No	11 camps 311 Participants	Getting from MJ staff
Gilbert, AZ	Yes on Holidays	Yes with feeding programs	No Response
Plano, TX	Open play centers not formal	7 camps 774 total participants	80 camps; 1,409 Att.
Round, Rock, TX	Yes	No response	Yes

Questions 12: Is your department allowed to use the schools to conduct programs (i.e., classes, gyms for basketball, volleyball, or Kickball for adults?

- Aurora, Chandler, Gilbert and Round Rock have access to schools for program use.
- Cary, Frisco and Plano do not have access to schools.

Budget

The range for Total Operating Expenditures is from 9.6 million to almost 35.0 million. Frisco at 10.8 is at the lower end of the expenditures. At 4.8 million in revenue Frisco is roughly in the middle of the revenue range. They had no report on the capital budget for the fiscal year.

FRISCO PARKS AND RECREATION OPEN SPACE MASTER PLAN

Peer City	Q. 13: Total Operating Expenditures for the current Fiscal Year	Q. 14: What are your total Non-Tax Revenues for this Fiscal Year	Q. 15: What is your Total Capital budget for the Fiscal Year
Aurora, CO	\$34,998,278	\$8,651,063	\$1,194,654
Cary, NC	\$15,461,111	\$5,967,105	\$5,455,000
Chandler, AZ	\$18,433,429	No response	\$13,,000,000
Frisco, TX	\$10,810,525	\$4,805,436	No response
Gilbert, AZ	\$13,496,706	\$2,786,000	\$4,983,000
Plano, TX	\$23,646,034	\$10,241,235	\$40,279,000 - (FY 13 -14)
Round, Rock, TX	\$9,646,061	\$2,531,520	\$750,000

The total numbers are difficult to compare due to a variety of differences in the operations. This table shows the same numbers using a per capita lens to make them comparative. In a range of per capita cost from \$58.69 to \$102.33 Frisco is Fifth of the peer group at \$79.03. Frisco is third in revenue per capita at \$35.13. These two numbers result in Frisco having the lowest net cost per capita of the 7 peers.

Peer City	Total Operating Expenditures per capita	Total Earned Revenues Per capita	Net Per Capita Cost	Total Capital Expenditures per capita
Aurora, CO	\$101.21	\$25.02	\$76.19	\$3.45
Cary, NC	\$102.33	\$39.49	\$62.84	\$36.10
Chandler, AZ	\$73.99	NR	\$73.99	\$52.18
Frisco, TX	\$79.03	\$35.13	\$43.90	NR
Gilbert, AZ	\$58.69	\$12.11	\$46.57	\$21.67
Plano, TX	\$86.17	\$37.32	\$48.85	\$146.78
Round, Rock, TX	\$90.78	\$23.82	\$66.95	\$7.06

Question 16: What percentage of the budget is for:

a. Acquisition?

b. Development of new assets?

c. Renovation of existing assets?

- Aurora, Chandler, Gilbert and Round Rock did not respond to this question.
- Cary split their capital funds about equally with 50 % for new and renovation needs.
- Frisco allocated the greatest amount (73%) to acquisition, 20% to the new projects and 7% to renovations.
- Plano allocated 54% of their budget to new development followed by 31%renovation and 15% acquisition.

Personnel

Frisco at 58.7 % is tied for second in percentage of fulltime staff that are involved in maintenance. Plano at 1.1 % has the highest maintenance to total fulltime staff ratio. Most of the other peers contract a significant portion of their maintenance operations. The consultants did not evaluate the cost effectiveness of the contracts.

Peer City	Q. 17: Full Time Staff	Q. 18: Non-Full Time Positions	Q. 19: Total FTE's (Full Time Equivalents)	a. Park Maintenance FTEs	b. Programming FTEs	Q. 20: Volunteer hours
Aurora, CO	251	5	256	98	70	125,123
Cary, NC	59	484 (64.39 FTEs)	124.39	*	NR	39,978
Chandler, AZ	128	500 (125 FTE's)	250	53	NR	77,000
Frisco, TX	104	267	166.85	61	99.35	3500
Gilbert, AZ	52	NR	118.47	14.87	NR	NR
Plano, TX	185	496	247	113	NR	NR
Round, Rock, TX	91	NR	91	41	4	120,000

* Cary is a Recreation Department; Maintenance is performed by Public Works

Maintenance

These numbers imply that Frisco is effective in its operations. The difficulty with verifying that from the peer review is that others use extensive contracting thereby reducing their acres/staff ratio.

FRISCO PARKS AND RECREATION OPEN SPACE MASTER PLAN

Peer City	Q. 21.A: Parks and Grounds Maintenance Staff	Q. 21.B: Facility Maintenance	Q. 22: Maintenance Budget	Q. 23: Acres per Maintenance Employee	Q. 24: Resident Satisfaction Rate	Q. 25: Contact Services
Aurora, CO	78	0	\$10,071,431	1 FTE per 96 Acres	NA	Yes, Contract Mowing
Cary, NC	104	14	\$16,800,000	1 FTE per 24.2 Acres; 1 FTE per 10.2 Developed Acres	NA	50% of services are contracted out; mowing, janitorial, trades,
Chandler, AZ	53	0 FTE's)	\$7,600,000	1 FTE per 22.8 developed Acres	93%	Yes All park mowing and Landscaping is contracted.
Frisco, TX	62	0	\$4,815,026	1 FTE per 14.5 developed Acres	80%	Contract for 10% of all medians
Gilbert, AZ	14.87	11	\$4,275,342 Grounds; \$2,663,776 Facilities	1 FTE per 34.77 developed Acres	75%	Yes, parks mowing
Plano, TX	19	0	\$12,300,000	1 FTE per 37.5 developed Acres	Very High	Yes for medians, public facilities, Restrooms and pavilions and trades
Round, Rock, TX	41	0	\$4,060,991	1 FTE per 54.4 Acres	90%	Yes

Facilities

Question 26: List the primary revenue facilities in your system and describe the facilities as it relates to magnitude (sq. ft., acreage, etc.) and revenue sources (memberships, Class fees, entry fees, etc.)?

- Aurora – Senior Center and Recreation Center.
- Cary – All facilities are considered revenue generating facilities. Tennis Center; Baseball Park
- Chandler – 2 recreation centers; 1 community center; and 1 Environmental Education Center.

- Frisco – 1 recreation Center (100,000 sf indoor and 60,000 sf outdoor aquatic.
- Gilbert – Four Centers and four outdoor Pools with diving wells.
- Plano - Four Centers
- Round Rock –1 Rec Center; 1 Sr. Center; 2 Rental Houses; 2 Plazas; 1 Aquatics center

Question 27: *Do you have Cost Recovery goals for any of these revenue facilities?*

- Aurora, Cary and Chandler
- Frisco is the only Department with a 100% revenue goal
- Gilbert – Has 100% cost recovery for classes and Adult activities; %0 cost recovery on the aquatics program
- Plano – 75% cost recovery for centers
- Round Rock - 80% cost recovery for the Rec center and the aquatics program; 30 % for senior center.

Indoor centers square footage of program space.				
Peer City	a. Senior Center Use sq. ft.	b. Recreations Center Use sq. ft.	Total Sq. Ft.	Sq. Ft. Center space per capita
Aurora, CO	23,800	83,896	107,696	0.31
Cary, NC	16,500	68,668	85,168	0.56
Chandler, AZ	20,000	71,000	91,000	0.37
Frisco, TX	17,000	100,000	117,000	0.86
Gilbert, AZ	16,000	85,000	101,000	0.44
Plano, TX	21,361	257,000	278,361	1.01
Round, Rock, TX	27,000	50,500	77,500	0.73

Design Standards for Indoor recreation space are usually assumed to be 1 sq. ft. per capita. Frisco currently exceeds that amount as does Plano. Most other jurisdictions are short of the standard. Note that if Frisco is credited with only the 117,000 sq. ft. of space in- doors, and excludes the pool at the FAC, the ratio drops to 85.5 sq. ft. per capita.

Competition Programs			
Peer City	Q. 29: Competitive Aquatics	Q. 30.A: Spring Athletes Registered	Q. 30.B: Fall Athletes Registered
Aurora, CO	1 pool – 25 m	5940	4008
Cary, NC	No pools	No response	No response
Chandler, AZ	6 pools 25 yds.	7,000	7,000
Frisco, TX	No competitive pools	10,000 youth 4,000 adult	12,000 youth 4,000 adults
Gilbert, AZ	4 pools 25 yds.	No response	No response
Plano, TX	21,361	14,494 adults	19,470 Adults
Round, Rock, TX	27,000	No response	No response

For its population size, Frisco clearly has the highest number of registrations for both spring and fall sports. It reflects a young and active population and supports the demand for additional facilities.

Question 31: *What criteria, if any do you use to control athletic associations effective use of the fields?*

- None - Aurora and Chandler
- Fees for use - Cary
- Field Use Agreements – Frisco, Gilbert, Round Rock
- Ordinance - Plano

Question 32: *What is your non-resident pricing philosophy for programs/memberships/rentals?*

- Aurora – Fees for service set at cost; Residents get a discount
- Cary – Non-resident fee is 30% greater than the resident fee
- Chandler – Resident fees plus 15 to 35% on basis of activity or service
- Frisco – Memberships are 50% higher for Non-residents; Programs are \$5.00 higher.
- Gilbert - No Response
- Plano – Programs are \$4.00 more for non-residents; Memberships are double the resident rate.
- Round Rock – Non-residents pay additional fees

Question 33: *Do you have a joint use agreement to use school fields for practices or games?*

- Aurora, Cary, Chandler and Round Rock all have joint use of field facilities.
- Frisco, Gilbert and Plano do not.

Park Land

Park and Open Space Targets	
Peer City	Q. 34: Current Level Of Service for Park and Open Space Acreage
Aurora, CO	3.0 A. per 1000 – Neighborhood Park; 1.1 A. per 1,000 – Community Park; 7.8 A. per 1,000 Open Space & Trails
Cary, NC	2.2/1000 NP; 2.1/1000 CP; 3.2/1000 - Metro P; 3.6/1000 - GW; Developed Parkland is 7.56/1000
Chandler, AZ	One park of 10 to 12 acres for every square mile
Frisco, TX	2.20 A. per 1000 - NP; 1.89 A. (developed) per 1,000 - CP; 6.55 A. per 1,000 SP Parks

Park and Open Space Targets	
Gilbert, AZ	0.48/1,000 NP; 0.12/1,000 CP; 2.33/1,000 Dist & Spec PK; Total 3.21/1,000
Plano, TX	15 acres per 1,000 is the Goal
Round, Rock, TX	3-10 acres per 2 to 4,000

Question 35. For the park and open space acreage LOS calculations, does the city include any of the following: floodplains, floodways, utility easements, water surface, leased parks/open space, state or federal parks, private open space, and/or HOA parks?

- Gilbert and Round Rock include all categories
- All other peers exclude private and homeowners property.

Question 36: What is the city's model for neighborhood parks? (e.g., average 8 acres in size and located 1 mile apart, or average 5 acres in size located ½ mile apart, or many small 1 to 4 acre parks distributed throughout the community)?

Peer City	Model for Neighborhood Parks
Aurora, CO	Distributed smaller parks
Cary, NC	Overall, 76 percent of Cary's land area has access to some service within 1/2 mile of residence
Chandler, AZ	One park of 10 to 12 acres for every square mile
Frisco, TX	8-9 acres, 1 per square mile, usually adjacent to elementar school.
Gilbert, AZ	Provide what residents cannot obtain otherwise.
Plano, TX	7.5 to 10 acres, 1 per square mile, usually adjacent to an elementary school.
Round, Rock, TX	One 1-8 acre park serves 1 to 3 neighborhoods;

Question 37: *How does the city approach the provision of parks and open space in high density multi-family and mixed-use environments?*

Peer City	Development Permits Process and criteria
Aurora, CO	Land dedication and park development requirements are derived from: 1) the projected population created by a development, 2) the amount of land needed to serve that population and 3) the current park construction costs. The following standards apply for 2014:
Cary, NC	All Units treated the same
Chandler, AZ	System Development Fee: SF \$2,241 to \$3,248; MF \$1,602 to \$ 2,321; based on location
Frisco, TX	In Process
Gilbert, AZ	Single Family unit - \$4,030; 2+ units per structure - \$3,465
Plano, TX	No Response

Round Rock		
Residential Zoning	Percent Land	Fee in Lieu/Acre
Single-family (SFR)	One percent	\$200.
Single-family (SF-1)	Six percent	1200
Single-family (SF-2)	Eight percent	1,600
Manufactured housing (MH)	Eight percent	NA
Two-family (TF)	Fourteen percent	\$2,800
Townhouse (TH)	Sixteen percent	\$3,200
Multifamily - low-density (MF-1)	Sixteen percent	\$4,000
Multifamily - medium-density (MF-2)	Twenty percent	\$4,000
Multifamily - urban (MF-3)	Twenty percent	\$4,000
Senior (SR)	Ten percent	\$2,000

Round Rock appears to have done a significant amount of research prior to creating their development permit and Impact fees. Their system is predicated on the zoning and current development costs so it can grow with the economy. Frisco may benefit from discussions between their development representatives.

Water Resources

All peers have park lands that are involved in stormwater management. Most have stormwater detention sites as part of their parks. The most proactive water program seems to be in Chandler, AZ where Storm waters captured in basins are injected by pumps back into the aquifer. Should drought conditions continue to be a problem in North Texas, Frisco should give consideration to such a system.

Peer City	Q. 38: Stormwater Program Including Parks	Q. 39: Water Conservation Methods	Q. 40: Low Impact Development (LID) Participation
Aurora, CO	Stormwater basins are in Parks.	Reuse gray water	No
Cary, NC	Yes	Penalties for violating code for Water usage	No
Chandler, AZ	Stormwater basins are in Parks..	Water collected and injected back into aquifer	No
Frisco, TX	Yes	wells, drought ordinance, reclaimed water,	No
Gilbert, AZ	Stormwater basins are in Parks.	Use reclaimed water for park irrigation	No
Plano, TX	Yes	Drought Ordinance	No
Round, Rock, TX	Yes	Drought Ordinance	No

Bicycles

Question 41: *How are bicycles primarily accommodated?*

- Off-street routes*
 - Road lanes dedicated to bicycles*
 - Road lanes shared by vehicles and bicycles*
- All peers use the three types of bicycle lane designation.

Recommendations

On the basis of the information collected and analyzed the consultants make the following recommendations.

1. *Joint use agreement with schools*

The least costly and most effective way to expand the availability of space and facilities for the park and recreation programs and services is to negotiate with the school district:

- a. Use of school buildings Elementary or Middle schools usually to make available spaces for recreation classes after school hours; and
- b. Use of school grounds and facilities at elementary and middle schools for active recreation and athletic programs.
- c. The primary issue is often liability for injuries incurred on the grounds or damages to the grounds from over use. These should be addressed in light of the savings generated by not buying land and developing facilities that result in underutilized resource.

2. *Fees and charges policies and guidelines*

The city and the PARD need to create a document addressing the Philosophy that guides the establishment of Fees (classes, memberships, etc.) and charges (permits, rentals, etc.) and the policies and guidelines that will address the process for collecting those fees. A written policy will avoid requests for waivers or describe the conditions under which a waiver may be granted. Basically the written policy assures fairness to all users.

3. *Impact Fees and Processes*

Round Rock Texas uses their zoning structure; their parks development standards; and the cost to develop an acre of parkland as a means to calculate the impact fees for new and redevelopment. It is more aggressive than many localities in Texas. The basis of their decision was a study of proximate property values showing that housing near or adjacent to parkland has a higher tax valuation than similar housing that is further away. This practice results in optimizing the tax value of properties and sales value by increasing the presence of green spaces. The practice also improves the margin of taxes collected to services provided ratio. Frisco should consider a similar approach to impact fees and in-lieu payments to maintain the quality of housing in Frisco and minimize property tax increase into the future.

4. *Regional Cooperation*

There are a number of facilities and services that residents in Frisco desire that other peers provide within their departments. These are diverse and include dedicated cricket fields, programs and facilities for special populations, golf courses and other similar items. The problem is that at present Frisco by itself may not have the demand to warrant providing these services in the case of the special

populations or as in the case of Cricket fields and Golf course neighboring cities already provide a significant amount of service and it would not be feasible for Frisco to invest in those facilities.

Consideration should be given to development of a Regional Partnership where the cities provide reciprocity for use of facilities or services. Examples include:

- a. Special Populations: In northern Illinois there are a number of Special Recreation Service Agencies. One of these is the Northern Suburbs Special Recreation Services Association < www.nssra.org >. Their mission is: **Enriching the lives of people with disabilities in our partner communities through quality recreation services.** The jurisdictions that make up the association each provide funding in relation to the number of individuals served. The jurisdictions of North Dallas might find this an attractive method of providing quality services to special populations among their citizens.
- b. Cricket fields and other emerging facilities such as Bike Parks < <http://bouldermountainbike.org/content/gallery#> > and Rapid Soccer courts (below). All jurisdictions would benefit from sharing these resources in a regional cooperative process.



5. *Program enterprise fund*

Many jurisdictions have benefitted from developing Enterprise funds that cover

- a. Specific facilities
- b. Programs and classes for visitor enrichment. This may include athletics, fitness, performing or visual arts and other similar programs.
- c. This would not include core level programs which may focus on:
 - General safety classes such as learn to swim, bicycle, fire, etc.
 - Programs introducing residents to:
 - A range of athletic activities;
 - Visual and performing arts; and
 - Educational enhancements such as basic nature study or history.

6. *Expanding the Sports opportunities*

As Frisco grows to buildout, there will be two forces impacting the current operations. First is the growing number of adults and second are the active interests of the new adult group the Millennials and the Next generation. Frisco will need to provide additional opportunities for adults in the future. This is somewhat complicated by the interest of the two youngest generations in non-team sports. Although the sports will not be going away they may change in form, i.e., from tackle football to flag football.

While fitness activities of all types are projected to grow in future years, a number of individual sports such as badminton, tennis, pickle ball, golf, running, biking, and similar activities will also grow. The consultants recommend that the department investigate;

- a. The viability of increased trails for developed areas for running and biking;
- b. A formal tennis club with one or more tennis pros to teach and offer both local and regional tournaments;
- c. A golf practice facility with driving range, sand traps, putting green and pitching area. This would also be operated by a PGA pro.
- d. Track and field program: There are two factors in favor of a track and field program if the school district's facilities can be used. First is the growing evidence of repetitive-use injuries from playing one sport year round resulting in burn-out. Track and field can maintain an athlete's conditioning during an off-season. Second track and field is an activity that has increasingly become a lifetime activity like swimming. There are people from 9 to 90 participating in track and field and it is an excellent way for residents to keep in shape.

Appendix 8.6 Addendum 1: Questions to Peer Cities

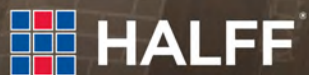
1. Where do the revenues collected by your agency go?
a. Return to general fund of the jurisdiction;
b. Return to Department budget as discretionary funds to cover costs of programs and operations; or
c. Return to specified funds or sites for Park and Recreation purposes
2. What option best describes your agencies approach to fees and charges collected
(a) Based upon benefit to community and individual
• No fee or small fee charged for an offering that benefits the overall community well-being (swimming lessons)
• Fee to recuperate direct costs for those offerings that are delivered to individuals but beneficial to the individual's and community's well-being (swim team)
• Total cost recovery for offerings that are specialized and directly beneficial to the participant only (scuba diving)
(b) Based on costs associated with program. Are the fees collected for classes and workshop intended to cover (a) the direct cost of instruction (b) the cost of instruction plus expenses associated with use of facility (c) recoup all obvious costs of the class or workshop.
(c) Require near total cost recovery
(d) Left up to individual program supervisor
(e) Some other method, please specify
Response:
3. Does your agency have a set of written policies that delineate the guidelines for fees and charges? Yes ___ No___
4. Do the programs directly run by the agency take precedent over other offerings even those by groups associated with the agency? Yes ___ No___
5. Do you have a cost recovery goal for operational budget? Yes ___ No___
a. If yes, what is it and what factors attributed to that number (marketing, staff, maintenance, direct expenses, etc)?
6. Do you have a cost recovery goal for your senior centers?
a. If yes, what is it and what factors attributed to that number (marketing, staff, maintenance, direct expenses, etc)?
7. What percentage of your annual non-tax revenues come from:
a. Facility Memberships / Entry Fee's
b. Program and Class fee's
c. Facility Rentals
d. Lease Agreements
e. Sponsorship / Advertising
f. Donations / Grants
Programming
8. Total program attendance for which your agency administers the activities, excluding special events?
9. Total park attendance including programs?

FRISCO PARKS AND RECREATION OPEN SPACE MASTER PLAN

10. Total park attendance for special events in which you are the facility provider
11. Do you provide any of the following (if so, how many camps and participants per):
a. After school programming
b. Full day summer camps
c. Half day summer camps
12. Is your department allowed to use the schools to conduct programs (i.e., classes, gyms for basketball, volleyball, or Kickball for adults?
Budget
13. What are your department's total operating expenditures for your fiscal year?
14. What is your department's total non-tax revenue?
15. What is your department's total capital budget?
16. What percentage of the budget is for:
a. Acquisition?
b. Development of new assets?
c. Renovation of existing assets?
Personnel
17. How many full-time (full-benefit/year-round) positions are in your parks and recreation department?
18. How many non-full-time employee positions are in your parks and recreation department?
19. Number of total FTE's (full-time equivalent employees) in your department in fy2013?
a. Total number of FTE's for Park Maintenance? (Excluding Golf Courses, Cemetery, etc)
b. Total number of FTE's for Programming related activities?
20. Total number of volunteer hours donated for Parks and Recreation related events and activities?
Maintenance
21. How many Staff, both Full-Time and Non-Full-Time:
a. Are involved in maintaining the park grounds and facilities?
b. Are involved in maintaining indoor recreation and/or programming space (per total square foot)?
22. What is your maintenance budget?
23. How many maintenance workers do you have, per acre?
24. What is your resident satisfaction rate?
25. Do you employ a third party vendor for select park maintenance functions or locations? If so, what locations/projects are handled by a third party?
Facilities
26. List the primary revenue facilities in your system and describe the facilities as it relates to magnitude (sq. ft., acreage, etc.) and revenue sources (memberships, Class fees, entry fees, etc.)?
27. Do you have Cost Recovery goals for any of these revenue facilities?

28. How much Square Feet do you offer for:
a. Senior center use?
b. Recreation center use
29. How much Square Feet for Competitive Aquatic competition do you offer?
30. How many registered athletes do you have for:
a. Spring sports
b. Fall Sports.
31. What criteria, if any do you use to control athletic associations effective use of the fields?
32. What is your non-resident pricing philosophy for programs/memberships/rentals?
33. Do you have a joint use agreement to use school fields for practices or games?
Park land
34. What is the city's current LOS for park and open space acreage, and are they happy with it (e.g. 2 acres/1,000 for neighborhood parks, 5 acres/1,000 for community parks, total of 12 acres per 1,000)?
35. For the park and open space acreage LOS calculations, does the city include any of the following: floodplains, floodways, utility easements, water surface, leased parks/open space, state or federal parks, private open space, and/or HOA parks?
36. What is the city's model for neighborhood parks? (e.g., average 8 acres in size and located 1 mile apart, or average 5 acres in size located ½ mile apart, or many small 1 to 4 acre parks distributed throughout the community)?
37. How does the city approach the provision of parks and open space in high density multi-family and mixed-use environments?
Water Resources
38. Does your Jurisdiction have a stormwater management program that includes park land?
39. What, if any, water conservation methods are used in your jurisdiction? Please describe or include URL showing program.
40. Does your jurisdiction participate in a LID (Low Impact Development program)?
Bicycles
41. How are bicycles primarily accommodated?
a) Off-street routes
b) Road lanes dedicated to bicycles
c) Road lanes shared by vehicles and bicycles

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