

# Chapter Topic: Land Use (LU)

**Objective #LU.1:** Ensure that land use decisions preserve environmental factors and support innovative design.

Strategies and Actions may address...

- ... lot coverage adjustments.
- ... conservation subdivisions and easements.

**Objective #LU.2:** Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.

Strategies and Actions may address...

- ... integrating land uses
- ... plugging gaps in land use categories.

**Objective #LU.3:** Invest in Frisco's future by catering to all generations.

Strategies and Actions may address...

- ... renewable energy systems and technology.
- ... indoor and outdoor entertainment options.
- ... higher education entities.

**Objective #LU.4:** Encourage desirable, efficient land uses while maintaining and enhancing local aesthetics.

Strategies and Actions may address...

- ... quality design criteria within denser development.
- ... adverse development impacts on neighborhoods (traffic, noise, etc.).

## Guiding Principles



Culture & People



Development & Design



Housing & Community



Jobs & Finances



Regionalism & Influence

Proposed Objective	GP Alignment				
	CP	DD	HC	JF	RI
Objective #LU.1		○	○		○
Objective #LU.2			○	○	
Objective #LU.3	○	○	○		○
Objective #LU.4		○	○		
<b>Total</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>2</b>

# Chapter Topic: Housing & Neighborhoods (HN)

## Objective #HN.1: Plan for lovable, resilient neighborhoods.

Strategies and Actions may address...

- ... design neighborhoods around walkability.
- ... gifts-to-the-street supporting social interaction.
- ... high-quality, durable building construction.

## Objective #HN.2: Encourage inclusive housing choices.

Strategies and Actions may address...

- ... align with economic development housing needs.
- ... variety of housing choice.
- ... multi-generational and smaller-scale single-family housing options.
- ... accessory dwelling units (ADUs).

## Objective #HN.3: Strengthen existing neighborhoods and monitor transitions.

Strategies and Actions may address...

- ... compatible infill housing.
- ... encourage reinvestment.
- ... reviewing development standards.

## Objective #HN.4: Provide vibrant public spaces and a healthy environment that use focal points and improve the quality of life for residents.

Strategies and Actions may address...

- ... high-quality open spaces.
- ... improved access to open space.
- ... urban tree canopy coverage.

### Guiding Principles



Culture & People



Development & Design



Housing & Community



Jobs & Finances



Regionalism & Influence

Proposed Objective	GP Alignment				
	CP	DD	HC	JF	RI
Objective #HN.1	○		○		○
Objective #HN.2	○	○	○		
Objective #HN.3	○		○	○	
Objective #HN.4	○		○		○
<b>Total</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>2</b>

# Chapter Topic: Economic Development (ED)

## Objective #ED.1: Continue to pursue global employment targets.

Strategies and Actions may address...

- ... advanced technologies, informational services, sports, digital gaming.
- ... strategic clusters of target industries.
- ... opportunities/partnerships with higher education institutions.

## Objective #ED.2: Support business retention and expansion efforts.

Strategies and Actions may address...

- ... maintain business partnerships.
- ... start-up support.
- ... recruitment efforts to strategy sectors.

## Objective #ED.3: Maintain a world-class economic development ecosystem.

Strategies and Actions may address...

- ... evaluate infrastructure/operational requirements of target industries.
- ... information/policy sharing to help with private investments.
- ... public/private partnerships to maximize fiscal opportunities.

## Objective #ED.4: Ensure design regulations accommodate corporations, tourists, and residents.

Strategies and Actions may address...

- ... monitor regional needs for various industries.
- ... consider quality of life elements to attract choice talent and industries.

## Objective #ED.5: Continue to build local employment opportunities to mitigate talent loss to other employment nodes.

Strategies and Actions may address...

- ... target industries that cater to local talent.
- ... focus on commute/congestion reduction.

### Guiding Principles



Culture & People



Development & Design



Housing & Community



Jobs & Finances



Regionalism & Influence

Proposed Objective	GP Alignment				
	CP	DD	HC	JF	RI
Objective #ED.1	○	○		○	○
Objective #ED.2				○	
Objective #ED.3				○	○
Objective #ED.4	○	○	○	○	
Objective #ED.5	○			○	
<b>Total</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>2</b>

# Chapter Topic: Transportation (TR)

## Objective #TR.1: Support alternatives to automobile transportation city-wide.

Strategies and Actions may address...

- ... updating street sections to address walkability.
- ... public transportation, micro-mobility options.

## Objective #TR.2: Focus on the pedestrian experience.

Strategies and Actions may address...

- ... minimum parking ratios.
- ... trail- and transit-oriented development.
- ... pedestrian infrastructure and connectivity.

## Objective #TR.3: Improve mobility, access, and connectivity.

Strategies and Actions may address...

- ... intersection improvements.
- ... fulfilling key thoroughfare extensions and improvements.
- ... curbside management, Avs and EVs.

## Objective #TR.4: Support regional mobility in surrounding communities and beyond.

- ... leveraging Frisco's location in DFW.
- ... coordination with regional transportation initiatives (TxDOT, NCTCOG).

### Guiding Principles



Culture & People



Development & Design



Housing & Community



Jobs & Finances



Regionalism & Influence

Proposed Objective	GP Alignment				
	CP	DD	HC	JF	RI
Objective #TR.1		○			○
Objective #TR.2	○	○	○		
Objective #TR.3		○		○	
Objective #TR.4		○			○
<b>Total</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>2</b>

# Chapter Topic: Facilities & Services (FS)

## Objective #FS.1: Provide first-rate municipal services to existing and future residents.

Strategies and Actions may address...

- ... minimum service levels.
- ... design criteria for development.
- ... facilities assessments.

## Objective #FS.2: Support an active, safe, and healthy community.

Strategies and Actions may address...

- ... available parks systems and connections.
- ... recreational opportunities for all ages.
- ... access to a variety of sports (tennis, pickleball, swimming, etc.).

## Objective #FS.3: Showcase Frisco's cultural diversity.

Strategies and Actions may address...

- ... art installations and requirements.
- ... performance arts.

## Objective #FS.4: Plan for the community's future needs and desires.

Strategies and Actions may address...

- ... facilities assessments.
- ... establishing new services (fire stations, expansions, animal shelter, etc.).

### Guiding Principles



Culture & People



Development & Design



Housing & Community



Jobs & Finances



Regionalism & Influence

Proposed Objective	GP Alignment				
	CP	DD	HC	JF	RI
Objective #FS.1	○				○
Objective #FS.2	○		○		
Objective #FS.3	○				○
Objective #FS.4			○		○
<b>Total</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>3</b>

## Annotated Outline: Existing 2015 Principles

Chapter Topic: Land Use (LU)					
Proposed 2040 Objective	Existing 2015 Chapter & Principles		Anticipated 2040 Function		
			Obj.	Strategy	Action
Objective #LU.1: Ensure that land use decisions preserve environmental factors and support innovative design.	Land Use	PRINCIPLE #3: Ensure that land use recommendations for development and redevelopment respect environmental factors and support innovative design.	○		
	Ecology & Natural Resources	PRINCIPLE #1: Utilize the 1999 Environmental Attributes Analysis in the review of zoning applications and the design of capital infrastructure as a resource for identifying and preserving limited natural resources and unique natural assets and creating amenities for the community.			○
	Ecology & Natural Resources	PRINCIPLE #2: Adopt and implement planning and development practices that encourage public and private property owners to maintain, or even enhance, the quality of the region's air, aquifers, streams and lakes, to conserve water and to retain important natural assets as focal points and amenities.			○
	Ecology & Natural Resources	PRINCIPLE #3: Continue Frisco's leadership in green design planning and engineering for residential and commercial buildings and encourage the design of City facilities, development sites and		○	

## Chapter Topic: Land Use (LU)

Proposed 2040 Objective	Existing 2015 Chapter & Principles		Anticipated 2040 Function		
			Obj.	Strategy	Action
		neighborhoods based on low life-cycle cost and green engineering principles.			
	Ecology & Natural Resources	PRINCIPLE #4: Develop and use Frisco's floodplain areas to maximize stormwater management, protect surrounding properties from extreme weather events, preserve natural areas as amenities and minimize future costs and liabilities for the community.		○	
	Ecology & Natural Resources	PRINCIPLE #5: Protect, enhance and increase healthy tree cover throughout Frisco to maximize the many benefits that trees bring to the community—lower energy costs, reduced heat island effect, shaded walkways, improved air quality, increased livability and enhanced quality of life.		○	
	Ecology & Natural Resources	PRINCIPLE #6: Use non-renewable energy resources efficiently, take advantage of opportunities to conserve energy, use renewable energy resources when feasible and cost-effective and encourage Frisco businesses and residents to do the same.		○	
	Ecology & Natural Resources	PRINCIPLE #7: Evaluate methods for monitoring the community's environmental footprint and look for ways			○

## Chapter Topic: Land Use (LU)

Proposed 2040 Objective	Existing 2015 Chapter & Principles		Anticipated 2040 Function		
			Obj.	Strategy	Action
		to reduce this footprint when doing so is consistent with other quality-of-life objectives.			
	Ecology & Natural Resources	PRINCIPLE #8: Continue to play a leadership role in the region's efforts to maintain and enhance North Texas' air and water quality and natural assets, particularly among the growing suburban cities in the area.		○	
	Ecology & Natural Resources	PRINCIPLE #10: Partner with residents and businesses, schools and outside organizations to offer programs that educate and engage Frisco citizens in the benefits of sharing nature and using resources responsibly.			○
	Placemaking and Resiliency	PRINCIPLE #5: Encourage environmental responsiveness, preserving and enhancing natural areas for the health, aesthetic, infrastructure and economic benefits the community will receive.		○	
	Transportation & Mobility	PRINCIPLE #3: Construct new roadways so that they respect the natural environment.			○



## Chapter Topic: Land Use (LU)

Proposed 2040 Objective	Existing 2015 Chapter & Principles		Anticipated 2040 Function		
			Obj.	Strategy	Action
Objective #LU.2: Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.	Land Use	PRINCIPLE #2: Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.	○		
	Placemaking and Resiliency	PRINCIPLE #3: Build for the long term value of both the development and the community with safe streets and neighborhoods, high-quality buildings that can adapt easily to the changing demands of the marketplace, a range of housing options and a variety of gathering spaces.		○	
Objective #LU.3: Invest in Frisco's future by catering to all generations.	Placemaking and Resiliency	PRINCIPLE #1: Create distinctive destinations that attract people and encourage social interaction.		○	
Objective #LU.4: Encourage desirable, efficient land uses while maintaining and enhancing local aesthetics.	Land Use	PRINCIPLE #1: Encourage the most desirable, efficient use of land while maintaining and enhancing local aesthetics.	○		
	Land Use	PRINCIPLE #4: Create dedicated land use and infrastructure policies that focus on Center City			○
	Transportation & Mobility	PRINCIPLE #5: Integrate planned land uses with the City's multi-modal mobility network.		○	

### Chapter Topic: Housing & Neighborhoods (HN)

Proposed 2040 Objective	Existing 2015 Chapter & Principles		Anticipated 2040 Function		
			Obj.	Strategy	Action
Objective #HN.1: Plan for lovable, resilient neighborhoods.	Placemaking and Resiliency	PRINCIPLE #4: Encourage a mixture of land uses in an active pedestrian environment and a network of sidewalks and trails that links people that link people of all ages and physical abilities to their destinations.		○	
	Public Health & Safety	PRINCIPLE #2: Provide access to walking and biking trails for people of all ages and physical abilities within and close to Frisco neighborhoods		○	
	Transportation & Mobility	PRINCIPLE #7: Design local neighborhood streets to discourage speeding and maximize safety.			○
Objective #HN.2: Encourage inclusive housing choices.					
Objective #HN.3: Strengthen existing neighborhoods and monitor transitions.	Public Health & Safety	PRINCIPLE #3: Use Code Enforcement and the Housing Rehabilitation Program, which provide assistance to those with special needs—elderly, disabled and economically disadvantaged persons—as part of the strategy for helping Frisco neighborhoods remain desirable over time.			○
	Public Health & Safety	PRINCIPLE #4: Use Code Enforcement and the Affordable Housing Division as tools to implement the City's Neighborhood Partnership Plan (NPP), including a focus on older neighborhoods, and evaluate the			○

### Chapter Topic: Housing & Neighborhoods (HN)

Proposed 2040 Objective	Existing 2015 Chapter & Principles		Anticipated 2040 Function		
			Obj.	Strategy	Action
		NPP every five years for its effectiveness and any needed updates.			
	Public Health & Safety	PRINCIPLE #5: Continue to use the City's annual inspection of multi-family units to ensure that apartments and urban living units are code compliant.			○
Objective #HN.4: Provide vibrant public spaces and a healthy environment that use focal points and improve the quality of life for residents.	Ecology & Natural Resources	PRINCIPLE #9: Take advantage of Frisco's natural areas and features to create focal points, connect City and regional network of trails and contribute to the identity of Frisco's neighborhoods and the daily life of Frisco's residents.		○	
	Public Health & Safety	PRINCIPLE #1: Promote community well-being by designing Frisco's neighborhoods, thoroughfares and public facilities so that residents can choose an active, healthy lifestyle.	○		

### Chapter Topic: Economic Development (ED)

Proposed 2040 Objective	Existing 2015 Chapter & Principles		Anticipated 2040 Function		
			Obj.	Strategy	Action
Objective #ED.1: Continue to pursue global employment targets.	Economic Policies	PRINCIPLE #5: Encourage dialogue between local colleges and universities, private sector businesses and the City's partner agencies to create programs that will develop a high-quality workforce by making opportunities for life-long learning accessible.			○
Objective #ED.2: Support business retention and expansion efforts.					
Objective #ED.3: Maintain a world-class economic development ecosystem.	Economic Policies	PRINCIPLE #3: Encourage a full-service array of retail and service opportunities.	○		
Objective #ED.4: Ensure design regulations accommodate corporations, tourists, and residents.	Economic Policies	PRINCIPLE #2: Create quality working environments that foster an attractive sense of place.	○		
	Economic Policies	PRINCIPLE #4: Ensure that a broad range of housing alternatives are available for employees, employers and residents transitioning to various lifestyle stages.		○	
Objective #ED.5: Continue to build local employment opportunities to mitigate talent loss to other employment nodes.	Economic Policies	PRINCIPLE #1: Continue to diversify the local economic base and strengthen and stabilize the tax base.	○		

### Chapter Topic: Transportation (TR)

Proposed 2040 Objective	Existing 2015 Chapter & Principles		Anticipated 2040 Function		
			Obj.	Strategy	Action
Objective #TR.1: Support alternatives to automobile transportation city-wide.	Transportation & Mobility	PRINCIPLE #4: Make future multi-modal mobility choices—walking, biking, transit—available to Frisco citizens to help reduce vehicular trips on city streets.	○		
Objective #TR.2: Focus on the pedestrian experience.	Placemaking and Resiliency	PRINCIPLE #2: Create great streets with human-scaled architecture, walkability, attractive amenities and an engaging street wall.		○	
Objective #TR.3: Improve mobility, access, and connectivity.	Transportation & Mobility	PRINCIPLE #1: Maximize the capacity of the current mobility network by making improvements within the existing right-of-way where possible.			○
	Transportation & Mobility	PRINCIPLE #2: Upgrade existing roadways and create new streets with aesthetically pleasing features appropriate to the adjacent land use and the roadway type.			○
	Transportation & Mobility	PRINCIPLE #6: Increase the interconnection of roads and trails as feasible.		○	
	Transportation & Mobility	PRINCIPLE #8: Continue to employ Transportation System Management (TSM) strategies to maintain and/or improve mobility.			○
	Transportation & Mobility	PRINCIPLE #9: Employ Transportation Demand Management (TDM) techniques to reduce traffic demand.			○
Objective #TR.4: Support regional mobility in surrounding communities and beyond.	Transportation & Mobility	PRINCIPLE #10: Continue to work with outside agencies to promote mobility improvements.	○		

## Chapter Topic: Facilities & Services (FS)

Proposed 2040 Objective	Existing 2015 Chapter & Principles		Anticipated 2040 Function		
			Obj.	Strategy	Action
Objective #FS.1: Provide first-rate municipal services to existing and future residents.	Infrastructure	PRINCIPLE #3: Prioritize infrastructure improvements and maintenance projects to provide the best economic return to the City.			○
Objective #FS.2: Support an active, safe, and healthy community.	Public Health & Safety	PRINCIPLE #6: Address the desire of all people in Frisco, including those with special needs, such as the elderly, disabled and economically disadvantaged, to live active lives and find the resources necessary to meet their daily needs.		○	
	Public Health & Safety	PRINCIPLE #8: Train staff to work with applicants in the design of Frisco's neighborhoods and business areas for safety using the principles of Crime Prevention through Environmental Design (CPTED)—a technique that uses design features such as fencing, lighting, open views and access control to deter crime and enhance the police department's efforts to maintain a secure community.			○
Objective #FS.3: Showcase Frisco's cultural diversity.					
Objective #FS.4: Plan for the community's future needs and desires.	Infrastructure	PRINCIPLE #1: Identify, prioritize and adopt a funding strategy, based on preliminary cost estimates, for the infrastructure projects necessary to support new construction so that the improvements are in place when they are needed.			○

## Chapter Topic: Facilities & Services (FS)

Proposed 2040 Objective	Existing 2015 Chapter & Principles		Anticipated 2040 Function		
			Obj.	Strategy	Action
	Infrastructure	PRINCIPLE #2: Give the same level of importance and attention to the maintenance of infrastructure as to the construction of new facilities.		○	
	Public Health & Safety	PRINCIPLE #7: Identify services and programs that can help Frisco residents who are struggling meet their most pressing needs—transportation, affordable housing and mental health services—in an efficient and economical way.			○

## Existing 2015 Chapter & Principles

### Placemaking and Resiliency

- PRINCIPLE 1: Create distinctive destinations that attract people and encourage social interaction.
- PRINCIPLE 2: Create great streets with human-scaled architecture, walkability, attractive amenities and an engaging street wall.
- PRINCIPLE 3: Build for the long term value of both the development and the community with safe streets and neighborhoods, high-quality buildings that can adapt easily to the changing demands of the marketplace, a range of housing options and a variety of gathering spaces.
- PRINCIPLE 4: Encourage a mixture of land uses in an active pedestrian environment and a network of sidewalks and trails that links people that link people of all ages and physical abilities to their destinations.
- PRINCIPLE 5: Encourage environmental responsiveness, preserving and enhancing natural areas for the health, aesthetic, infrastructure and economic benefits the community will receive.

### Land Use

- PRINCIPLE 1: Encourage the most desirable, efficient use of land while maintaining and enhancing local aesthetics.
- PRINCIPLE 2: Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.
- PRINCIPLE 3: Ensure that land use recommendations for development and redevelopment respect environmental factors and support innovative design.
- PRINCIPLE 4: Create dedicated land use and infrastructure policies that focus on Center City.

### Economic Policies

- PRINCIPLE 1: Continue to diversify the local economic base and strengthen and stabilize the tax base.
- PRINCIPLE 2: Create quality working environments that foster an attractive sense of place.
- PRINCIPLE 3: Encourage a full-service array of retail and service opportunities.
- PRINCIPLE 4: Ensure that a broad range of housing alternatives are available for employees, employers and residents transitioning to various lifestyle stages.
- PRINCIPLE 5: Encourage dialogue between local colleges and universities, private sector businesses and the City's partner agencies to create programs that will develop a high-quality workforce by making opportunities for life-long learning accessible.

### Public Health & Safety

- PRINCIPLE 1: Promote community well-being by designing Frisco's neighborhoods, thoroughfares and public facilities so that residents can choose an active, healthy lifestyle.
- PRINCIPLE 2: Provide access to walking and biking trails for people of all ages and physical abilities within and close to Frisco neighborhoods
- PRINCIPLE 3: Use Code Enforcement and the Housing Rehabilitation Program, which provide assistance to those with special needs—elderly, disabled and economically disadvantaged persons—as part of the strategy for helping Frisco neighborhoods remain desirable over time.
- PRINCIPLE 4: Use Code Enforcement and the Affordable Housing Division as tools to implement the City's Neighborhood Partnership Plan (NPP), including a focus on older neighborhoods, and evaluate



the NPP every five years for its effectiveness and any needed updates.

- PRINCIPLE 5: Continue to use the City's annual inspection of multi-family units to ensure that apartments and urban living units are code compliant.
- PRINCIPLE 6: Address the desire of all people in Frisco, including those with special needs, such as the elderly, disabled and economically disadvantaged, to live active lives and find the resources necessary to meet their daily needs.
- PRINCIPLE 7: Identify services and programs that can help Frisco residents who are struggling meet their most pressing needs—transportation, affordable housing and mental health services—in an efficient and economical way.
- PRINCIPLE 8: Train staff to work with applicants in the design of Frisco's neighborhoods and business areas for safety using the principles of Crime Prevention through Environmental Design (CPTED)—a technique that uses design features such as fencing, lighting, open views and access control to deter crime and enhance the police department's efforts to maintain a secure community.

## Ecology & Natural Resources

- PRINCIPLE 1: Utilize the 1999 Environmental Attributes Analysis in the review of zoning applications and the design of capital infrastructure as a resource for identifying and preserving limited natural resources and unique natural assets and creating amenities for the community.
- PRINCIPLE 2: Adopt and implement planning and development practices that encourage public and private property owners to maintain, or even enhance, the quality of the region's air, aquifers,

streams and lakes, to conserve water and to retain important natural assets as focal points and amenities.

- PRINCIPLE 3: Continue Frisco's leadership in green design planning and engineering for residential and commercial buildings and encourage the design of City facilities, development sites and neighborhoods based on low life-cycle cost and green engineering principles.
- PRINCIPLE 4: Develop and use Frisco's floodplain areas to maximize stormwater management, protect surrounding properties from extreme weather events, preserve natural areas as amenities and minimize future costs and liabilities for the community.
- PRINCIPLE 5: Protect, enhance and increase healthy tree cover throughout Frisco to maximize the many benefits that trees bring to the community—lower energy costs, reduced heat island effect, shaded walkways, improved air quality, increased livability and enhanced quality of life.
- PRINCIPLE 6: Use non-renewable energy resources efficiently, take advantage of opportunities to conserve energy, use renewable energy resources when feasible and cost-effective and encourage Frisco businesses and residents to do the same.
- PRINCIPLE 7: Evaluate methods for monitoring the community's environmental footprint and look for ways to reduce this footprint when doing so is consistent with other quality-of-life objectives.
- PRINCIPLE 8: Continue to play a leadership role in the region's efforts to maintain and enhance North Texas' air and water quality and natural assets, particularly among the growing suburban cities in the area.
- PRINCIPLE 9: Take advantage of Frisco's natural areas and features to create focal points, connect City and regional network of trails and

contribute to the identity of Frisco's neighborhoods and the daily life of Frisco's residents.

- PRINCIPLE 10: Partner with residents and businesses, schools and outside organizations to offer programs that educate and engage Frisco citizens in the benefits of sharing nature and using resources responsibly.

### Infrastructure

- PRINCIPLE 1: Identify, prioritize and adopt a funding strategy, based on preliminary cost estimates, for the infrastructure projects necessary to support new construction so that the improvements are in place when they are needed.
- PRINCIPLE 2: Give the same level of importance and attention to the maintenance of infrastructure as to the construction of new facilities.
- PRINCIPLE 3: Prioritize infrastructure improvements and maintenance projects to provide the best economic return to the City.

### Transportation & Mobility

- PRINCIPLE 1: Maximize the capacity of the current mobility network by making improvements within the existing right-of-way where possible.
- PRINCIPLE 2: Upgrade existing roadways and create new streets with aesthetically pleasing features appropriate to the adjacent land use and the roadway type.
- PRINCIPLE 3: Construct new roadways so that they respect the natural environment.

- PRINCIPLE 4: Make future multi-modal mobility choices—walking, biking, transit—available to Frisco citizens to help reduce vehicular trips on city streets.
- PRINCIPLE 5: Integrate planned land uses with the City's multi-modal mobility network.
- PRINCIPLE 6: Increase the interconnection of roads and trails as feasible.
- PRINCIPLE 7: Design local neighborhood streets to discourage speeding and maximize safety.
- PRINCIPLE 8: Continue to employ Transportation System Management (TSM) strategies to maintain and/or improve mobility.
- PRINCIPLE 9: Employ Transportation Demand Management (TDM) techniques to reduce traffic demand.
- PRINCIPLE 10: Continue to work with outside agencies to promote mobility improvements.