

Draft Economic Development Objectives & Strategies

Objective ED 1: Continue to pursue [national and](#) global employment targets.

- a. Support policies that encourage mixed-use environments that can attract talent and choice companies to locate in Frisco.
- b. Promote space that can cater to startups, investors, corporate partners, small businesses, and incubators that support acceleration in technology, human performance, and other leading targeted industries.
- c. Monitor and support business attraction targets that best provide opportunities to resident skillsets and average County salary ranges.
- d. Focus on advanced technologies, professional and informational services, business of sports, and digital gaming industries.
- e. Continue to build competitive advantages and support strategic clusters within Frisco's defined targeted industries to support and grow local economic wealth and enhance first-class employment opportunities.
- f. Support and leverage educational opportunities to maintain access to competitive talent.
- g. Continue to partner with higher educational institutions and technical programs to create first-class educational environments.
- h. Develop sophisticated media campaigns and missions to targeted corporations and talent to relocate to Frisco.

Objective ED 2: Support business retention and expansion efforts.

- a. Support thriving developments that accommodate mixed use, multimodal options, and adequate commercial space that accommodates targeted businesses.
- b. Develop and monitor key performance indicators to maintain partnerships with targeted businesses.
- c. Monitor tax generation of various districts to serve as a benchmark for performance.
- d. Support the EDC's program for business retention and attraction.
 - o Explore tailored initiatives to support small and medium sized companies.
- e. Explore future opportunities for strategic redevelopment and revitalization.

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

- a. Continue engagement in education and investment in public-private partnerships to stay on the leading edge of growth trends and emerging technologies to keep Frisco competitive.
- b. Evaluate infrastructure and operational requirements of leading-edge companies to ensure Frisco's vision of policies and regulations foster appropriate environments.
- c. Monitor performance of existing corporate developments to ensure investments and resources to maintain first-class status.

- d. Evaluate development applications to ensure private investments maximize fiscal opportunities for Frisco and support the City's economic goals.
- e. Explore programs including accelerators that foster proven innovation and startup companies.

Objective ED 4: Ensure existing and future developments design accommodates residents, corporate entities, tourist, and residents and visitors.

- a. Evaluate quality of life elements that can make Frisco competitive to choice talent and thriving businesses (e.g., arts, entertainment, culture, and recreation).
- b. Monitor regional needs for commercial, retail, entertainment, cultural, and hospitality to ensure adequate services and goods are available to support a wide spectrum of consumer needs.

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

- a. Target employment opportunities that cater to local commuting talent, which will reduce labor shed that could support local employment needs.
- b. Continue to support the EDC to align a workforce that mitigates talent losses and increases employment opportunities in Frisco.
 - o Note: Only 18% of employed people both live and work in Frisco (Census OnTheGo, 2020).

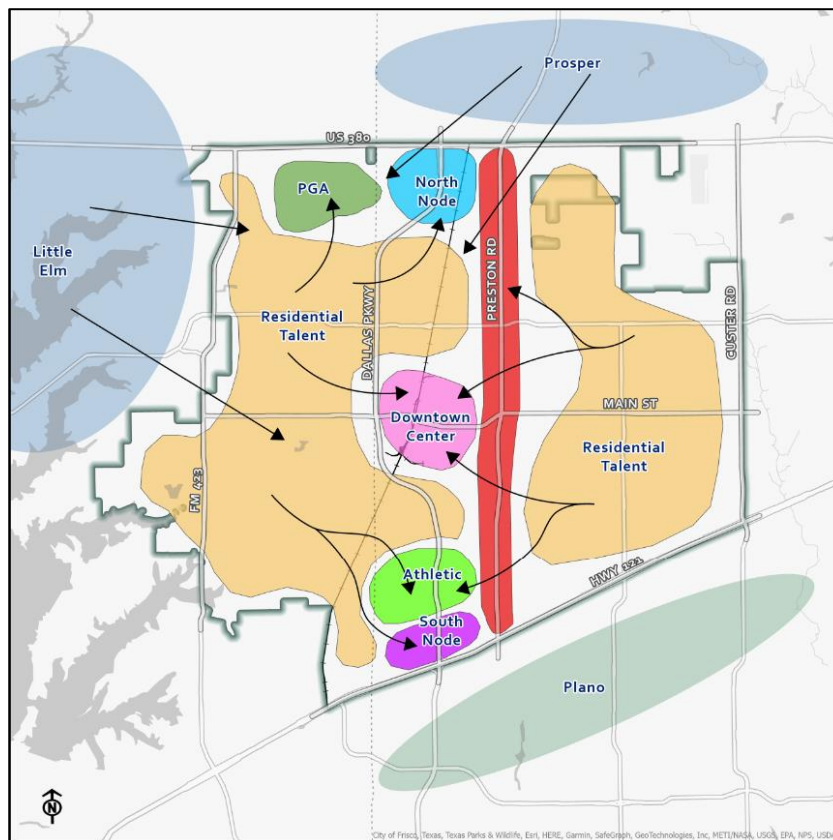


Figure 1: Talent Node Concept Map

Draft Transportation Objectives & Strategies

Transportation Vision Statement

The City of Frisco will have and maintain safe, reliable, convenient, affordable, and well-managed systems of transportation and mobility for people and goods; that operate throughout the City of Frisco and are available to all residents and visitors; that connect to other local and regional systems within the DFW metroplex; that are environmentally responsible and fiscally sustainable; and that promote the economic and social well-being of the City for generations to come.

Objective #TR.12: Focus on the pedestrian experience.

- a. Design new and improved streets to include appropriate context-sensitive elements to discourage speeding, improve the pedestrian experience, and maximize safety (e.g., traffic calming devices, landscaping, street furniture, pedestrian-oriented lighting).
- b. Prioritize safe pedestrian infrastructure and connectivity within and around neighborhoods and key destinations (including crossing highways).
- c. Integrate planned land uses with the City's multimodal mobility network with trail- and transit-oriented development.
- d. Ensure future developments are welcoming to pedestrians (e.g., evaluate parking requirements, require shaded pedestrian walkways in larger lots).
- e. Review the City's roadway design standards using the design guidelines for pedestrians and bicyclists in the Hike and Bike Master Plan.

Objective #TR.23: Improve safety, mobility, access, reliability, and connectivity.

- a. Continue to complete key roadway extensions and improvements in accordance with the latest Transportation Master Plan, maximizing the existing right-of-way where possible.
- b. Employ Transportation Demand Management (TDM) techniques to reduce traffic demand (e.g., carpooling, ridesharing, bike/ped, park and ride, education; evaluate transit services and potential shuttle, trolley, or multimodal services connecting key destinations in Frisco).
 - o Note: Existing transit services through DCTA:
 - Available to:
 - o Frisco residents who are 65 years of age and older;
 - o Frisco residents who are disabled;
 - o Frisco residents, who are younger than 65 years of age or not disabled, but require transportation for medical care-related purposes.
 - Monday through Friday (no holidays), 6 a.m. to 6 p.m.

- \$3 one-way in Frisco, \$5 outside Frisco (Plano only)
 - Schedule 24 hours in advance
- c. Continue to employ Transportation System Management (TSM) strategies to maintain and/or improve mobility (e.g., traffic signal coordination, smart parking solutions, dynamic message signs, sensor/camera monitoring, incident and special event management).
 - d. Lead the region in ensuring the built environment accommodates emerging technologies, like electric vehicles (EVs), autonomous vehicles (AVs), personal delivery devices (PDDs), working with first responders, etc.
 - e. Develop a Safety Action Plan that focuses on reducing fatalities and injuries.

Objective #TR.31: ~~Support~~ Increase the availability of alternatives to automobile transportation ~~city-wide~~.

- a. Evaluate transit alternatives to promote connectivity and reduce congestion (e.g., public-private partnerships, circulator route, Bus Rapid Transit, microtransit).
- b. Consider the appropriateness of micromobility options, such as an electric bike-share program, to encourage non-automobile mobility.
- c. Continue to regularly update and implement the City's Hike and Bike Master Plan.

Objective #TR4: Support regional mobility in surrounding communities and beyond.

- a. Continue to evaluate and plan for long-term regional transportation opportunities (e.g., continue to preserve the existing rail right-of-way, potential future connection to the airport(s)).
- b. Continue to work with outside agencies to promote regional mobility improvements and transportation initiatives (TxDOT, NCTCOG, DCTA, NTTA, DART).

Draft Facilities & Services Objectives & Strategies

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

- a. Continue to provide an excellent level of services to Frisco residents as the community grows.
- b. Ensure City facilities exemplify the quality of design standards desirable for future development throughout Frisco.
- c. Continue to evaluate whether new services or facilities are needed as the community grows (e.g., new fire stations, a local animal shelter, satellite libraries).

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

- a. Continue to regularly update and implement the City's Parks, Recreation, and Open Space Master Plan, and evaluate whether additional all-age activities, sports, or other recreational opportunities are needed.
- b. Work with local healthcare resources to support community outreach for public health (e.g., consider participating in the Blue Zones Project).
- c. Identify services and programs that can help Frisco residents who are struggling to meet their most pressing needs—transportation, affordable housing and mental health services—in an efficient and economical way.
- d. Encourage incorporation of the principles of Crime Prevention through Environmental Design (CPTED) in future development.
 - o Note: CPTED is 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.
 - o Continue providing staff training on the importance of CPTED.

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

- a. Continue to regularly update and implement the City's Public Art Master Plan.
- b. Consider expanding the City's special events calendar to highlight Frisco's cultural diversity.
- c. Evaluate whether the City's performance arts facilities (e.g., Black Box Theater) meet the community's needs.

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