

THE NCS™

The National Community Survey™

Frisco, CO

*Community Livability Report
2020*



POWERED BY POLCO

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Leaders at the Core of Better Communities

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The National Community Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About the NCS™

The National Community Survey™ report is about the “livability” of Frisco. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity & Engagement



The Community Livability Report provides the opinions of a sample of 731 homeowners in the Town of Frisco. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2020 survey was 44%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Overview of Results

Frisco is a desirable place to live.

Almost all respondents (97%) positively scored the overall quality of life in Frisco, Frisco as a place to live (97%), and the overall image or reputation of the town (96%). These ratings were higher than the national benchmarks. About 9 in 10 were likely to recommend living in Frisco to someone who asked and planned to remain in the town for the next five years.

Respondents are pleased with Community Design but see affordable housing as an area for improvement.

About 8 in 10 community members assigned favorable reviews to the overall design or layout of Frisco's residential and commercial area and indicated that it was an essential or important focus area for the community to address in the coming years. Roughly 9 in 10 respondents gave high marks to the overall appearance of Frisco, their neighborhood as a place to live, and public places where people want to spend time; these scores were above the national averages. Similar to other comparison communities nationwide, about 6 in 10 favorably rated the overall quality of new development in Frisco, well-planned residential and commercial growth, well-designed neighborhoods, code enforcement, and land use, planning, and zoning. However, only 15% of community members evaluated the availability of affordable quality housing as excellent or good, which was lower than the national benchmark. About 8 in 10 survey participants felt that increasing workforce housing units was an essential or very important focus for Frisco

Survey participants applaud the Natural Environment and prioritize environmental sustainability.

About 9 in 10 respondents indicated that the overall quality of the natural environment in Frisco was essential or very important for the community to focus on in the next two years. Almost all favorably assessed the overall quality of the natural environment in Frisco (97%), cleanliness (96%), and air quality (98%), while 8 in 10 gave high marks to preservation of natural areas; these ratings were higher than those observed in comparison communities. About 9 in 10 survey participants positively reviewed water resources in Frisco. About 8 in 10 respondents indicated that environmental sustainability (100% renewable energy, water/energy conservation, electronic vehicles, etc.) should be a high or medium priority for the Town to address in the near future.

Community members value Parks and Recreation in Frisco.

About 9 in 10 survey participants gave high scores to the overall quality of parks and recreation opportunities in Frisco. Respondents' evaluations of the availability of paths and walking trails, recreational opportunities, and fitness opportunities were higher than the national benchmarks. Assessments of Town parks and recreation programs or classes were on par with comparison communities. At least 7 in 10 respondents indicated that improvements to neighborhood parks, Frisco Bay Marina, and Frisco Peninsula Recreation Area/Adventure Park were a high or medium priority for the Town in the coming years.

Facets of Livability

Ratings of importance were compared to ratings of quality to help guide Town staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which among the most important are perceived to be of relatively lower quality in your community. It is these facets of community livability – more important facets perceived as being of lower quality – to which attention needs to be paid first.

To identify the facets perceived by residents to have relatively lower quality at the same time as relatively higher importance, the national benchmark comparisons for quality and importance ratings were compared for each. The upper left-hand quadrant contains those facets of higher importance but lower quality, and may be considered as areas of focus for the entire community of Frisco.

		QUALITY		
		LOWER	SIMILAR	HIGHER
IMPORTANCE	HIGHER			<ul style="list-style-type: none"> • Community Design • Mobility • Natural Environment
	SIMILAR			<ul style="list-style-type: none"> • Economy • Health and Wellness
	LOWER		<ul style="list-style-type: none"> • Education, Arts and Culture 	<ul style="list-style-type: none"> • Safety

FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall economic health of Frisco	↑	92%
Overall quality of the transportation system in Frisco	↑	94%
Overall design or layout of Frisco's residential and commercial areas	↑	85%
Overall quality of the utility infrastructure in Frisco	*	89%
Overall feeling of safety in Frisco	↑	97%
Overall quality of natural environment in Frisco	↑↑	97%
Overall quality of the parks and recreation opportunities	*	94%
Overall health and wellness opportunities in Frisco	↑	90%
Overall opportunities for education, culture, and the arts	↔	74%
Residents' connection and engagement with their community	*	76%

FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY

Percent essential or very important	Comparison to benchmark	2020 rating
Overall economic health of Frisco	↔	93%
Overall quality of the transportation system in Frisco	↑	89%
Overall design or layout of Frisco's residential and commercial areas	↑	86%
Overall quality of the utility infrastructure in Frisco	*	91%
Overall feeling of safety in Frisco	↓	82%
Overall quality of natural environment in Frisco	↑↑	92%
Overall quality of the parks and recreation opportunities	*	89%
Overall health and wellness opportunities in Frisco	↔	77%
Overall opportunities for education, culture, and the arts	↓	73%
Residents' connection and engagement with their community	↓	73%

Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

OVERALL QUALITY OF LIFE

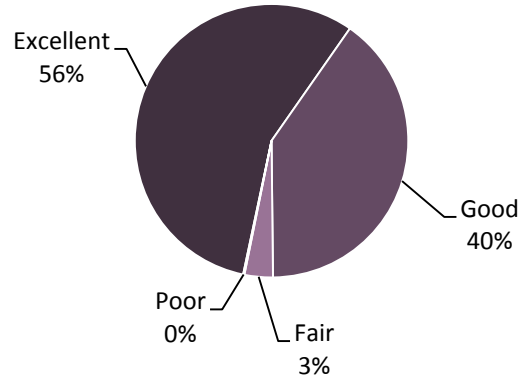


FIGURE 3: QUALITY OF LIFE IN FRISCO

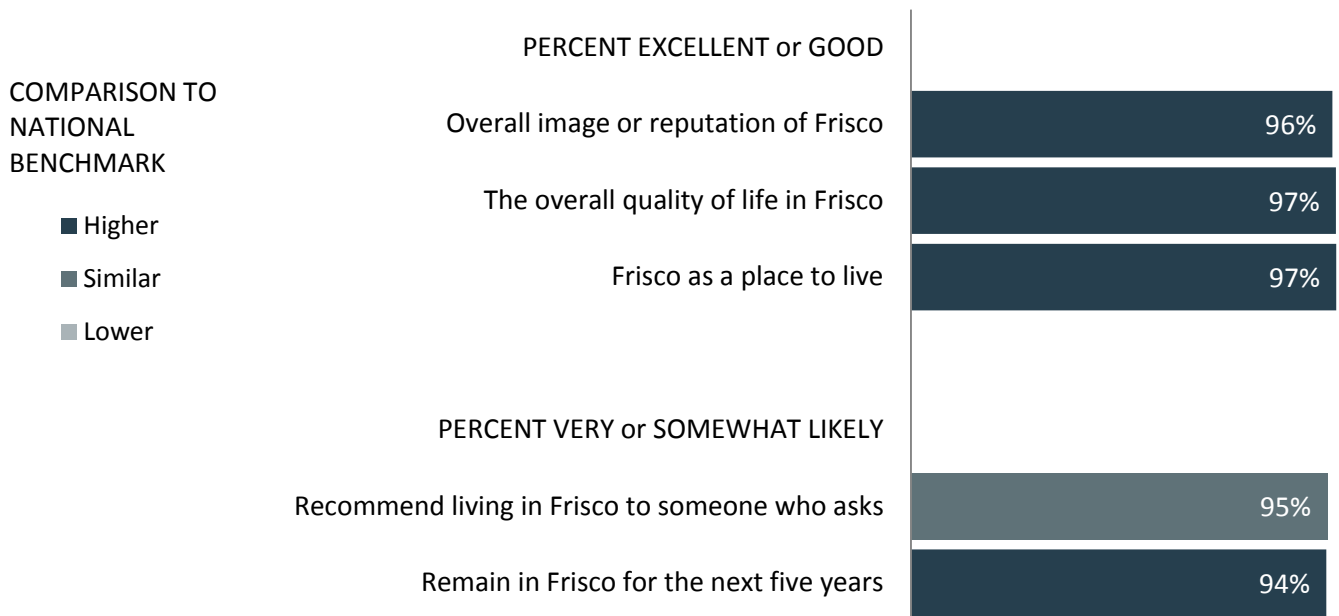


FIGURE 4: QUALITY OF LIFE IN FRISCO - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall image or reputation of Frisco	↑↑	96%
The overall quality of life in Frisco	↑	97%
Frisco as a place to live	↑	97%

FIGURE 5: RECOMMEND FRISCO - SUMMARY

Percent very or somewhat likely	Comparison to benchmark	2020 rating
Recommend living in Frisco to someone who asks	↔	95%
Remain in Frisco for the next five years	↑	94%

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

OVERALL CONFIDENCE IN GOVERNMENT

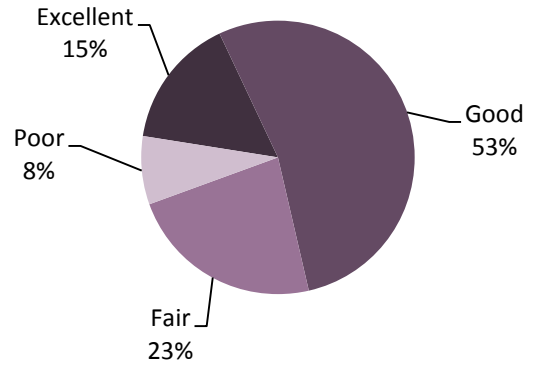


FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES

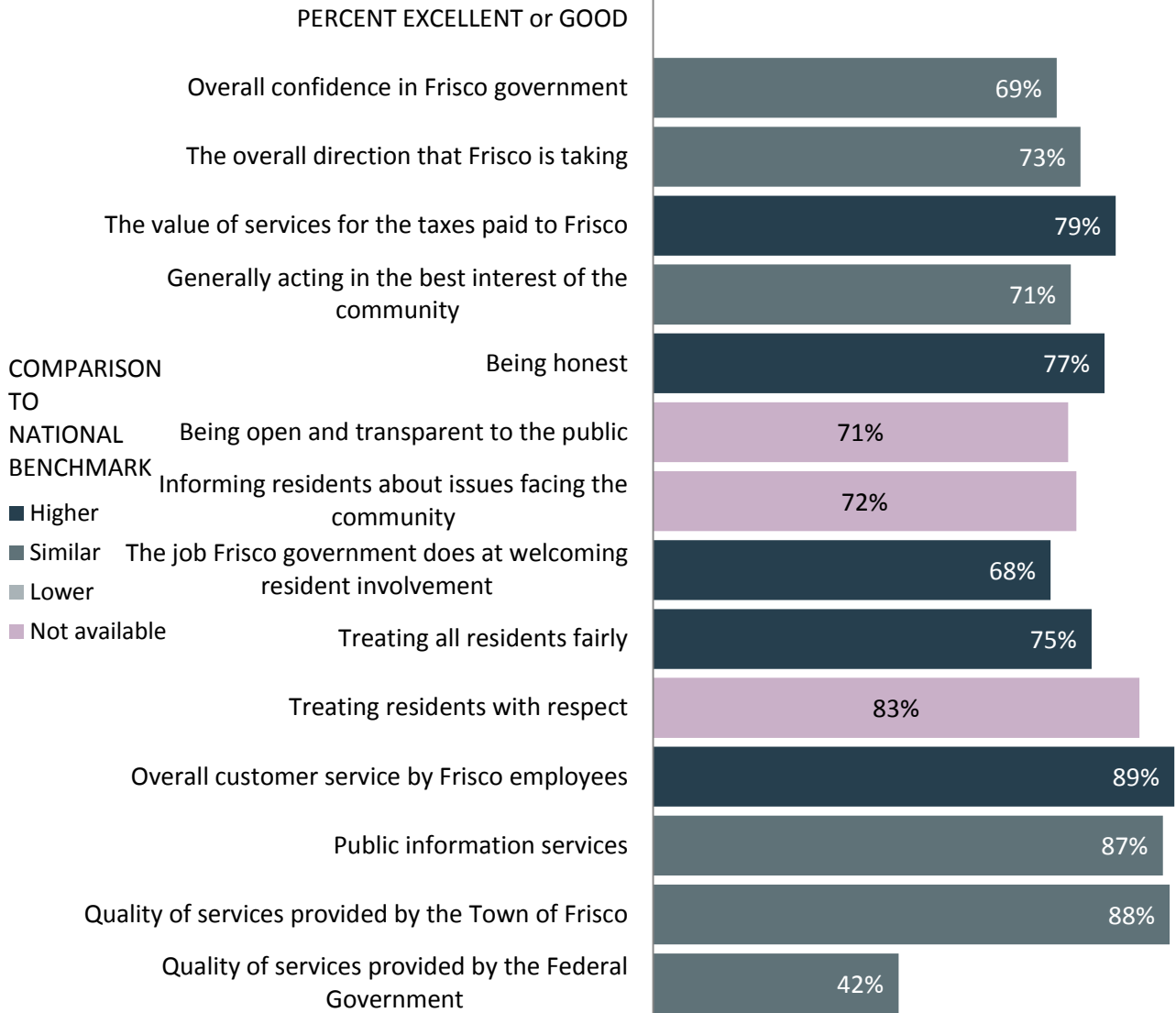


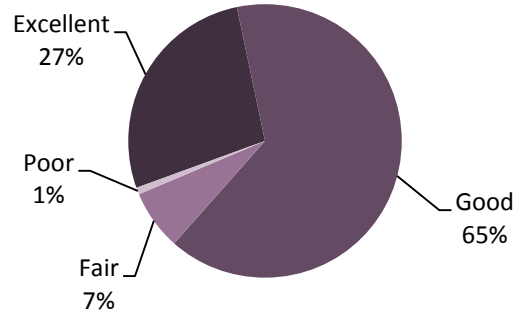
FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall confidence in Frisco government	↔	69%
The overall direction that Frisco is taking	↔	73%
The value of services for the taxes paid to Frisco	↑	79%
Generally acting in the best interest of the community	↔	71%
Being honest	↑	77%
Being open and transparent to the public	*	71%
Informing residents about issues facing the community	*	72%
The job Frisco government does at welcoming resident involvement	↑	68%
Treating all residents fairly	↑	75%
Treating residents with respect	*	83%
Overall customer service by Frisco employees	↑	89%
Public information services	↔	87%
Quality of services provided by the Town of Frisco	↔	88%
Quality of services provided by the Federal Government	↔	42%

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

OVERALL ECONOMIC HEALTH



What impact, if any, do you think the economy will have on your family income in the next 6 months?

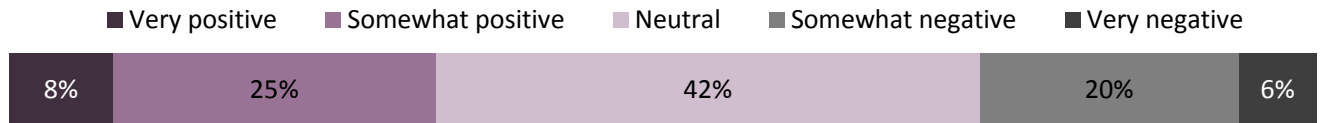


FIGURE 8: ECONOMIC HEALTH

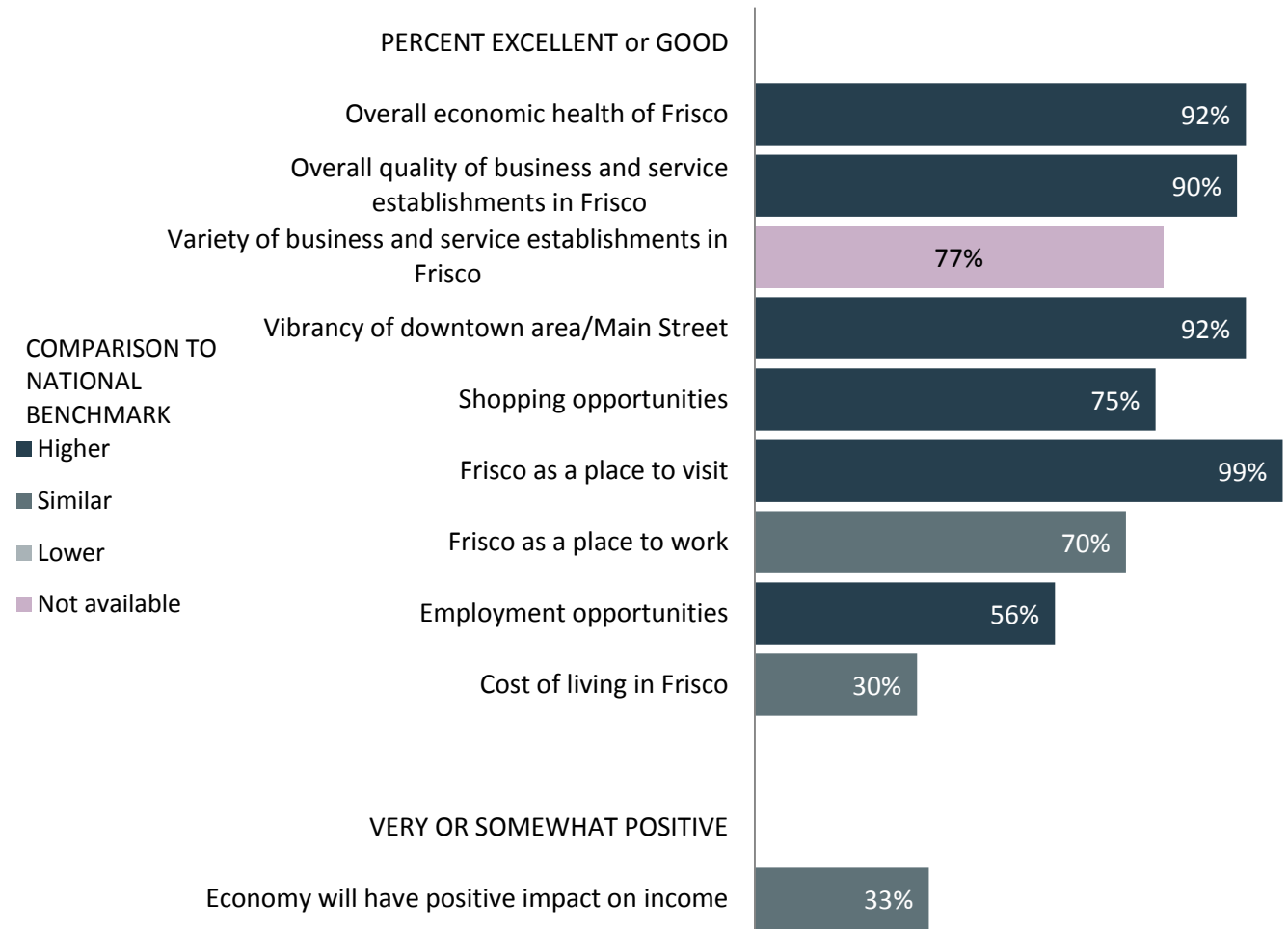


FIGURE 9: ECONOMIC HEALTH - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall economic health of Frisco	↑	92%
Overall quality of business and service establishments in Frisco	↑	90%
Variety of business and service establishments in Frisco	*	77%
Vibrancy of downtown area/Main Street	↑↑	92%
Shopping opportunities	↑	75%
Frisco as a place to visit	↑↑	99%
Frisco as a place to work	↔	70%
Employment opportunities	↑	56%
Cost of living in Frisco	↔	30%

FIGURE 10: ECONOMIC IMPACT - SUMMARY

Percent very or somewhat positive	Comparison to benchmark	2020 rating
Economy will have positive impact on income	↔	33%

FIGURE 11: HOUSING COST - SUMMARY

Percent for whom housing costs are NOT 30% or more of household income	Comparison to benchmark	2020 rating
NOT experiencing housing costs stress	↑	80%

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.

THE OVERALL QUALITY OF THE TRANSPORTATION SYSTEM

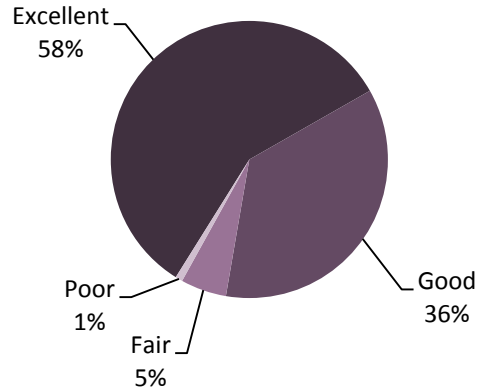


FIGURE 12: MOBILITY IN FRISCO

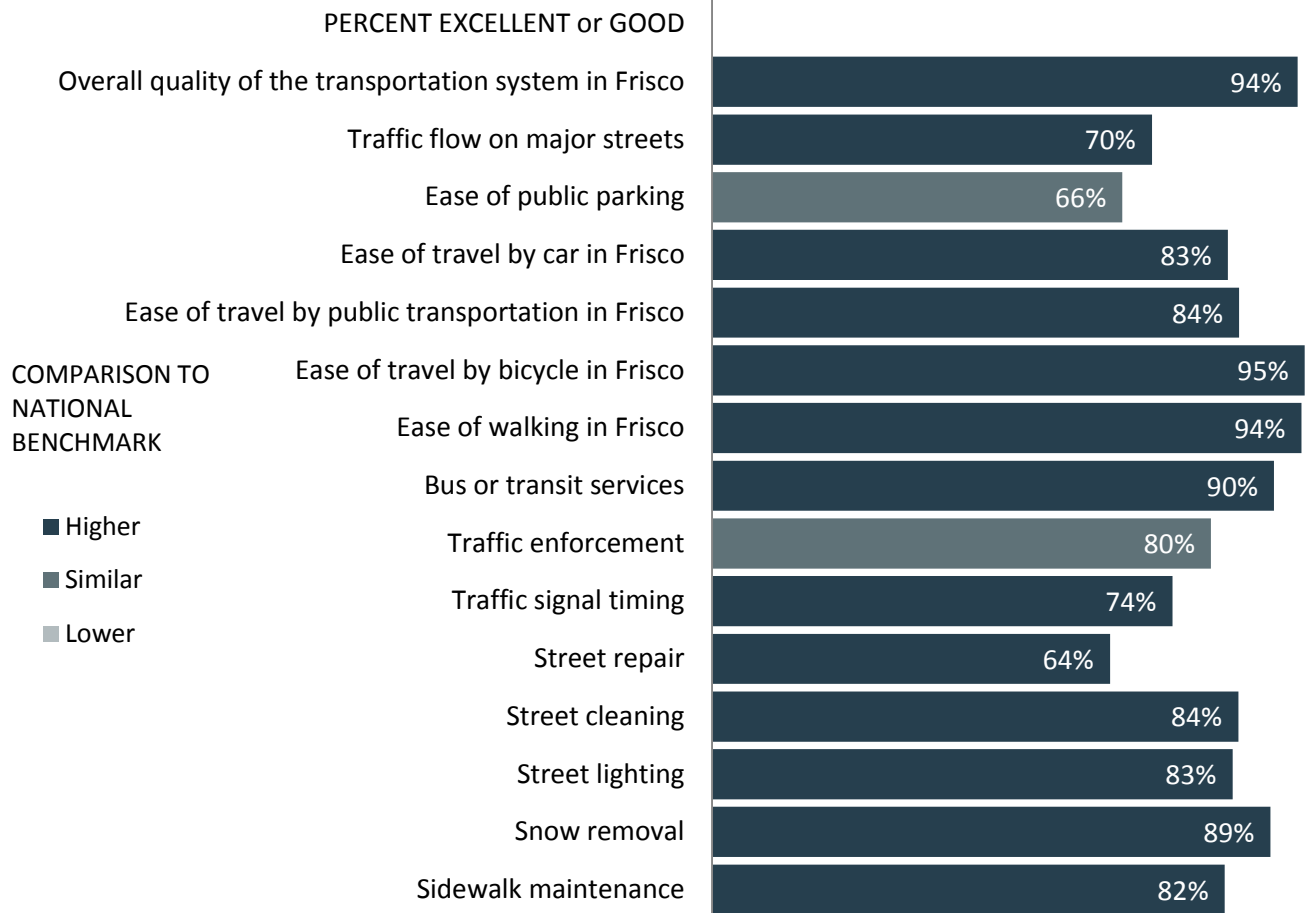


FIGURE 13: USE OF ALTERNATIVE TRANSPORTATION MODES

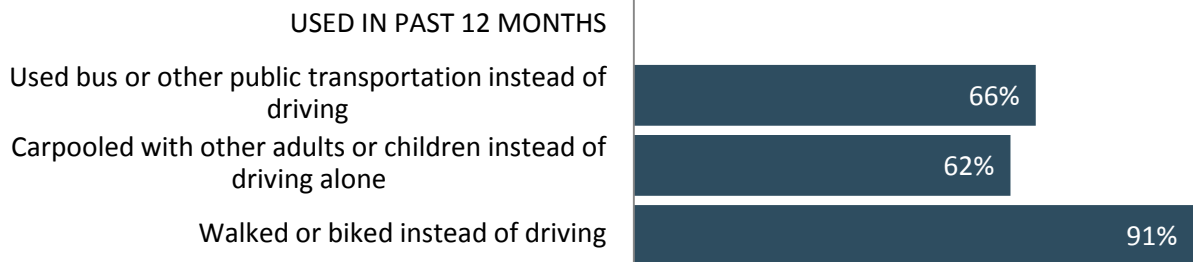


FIGURE 14: MOBILITY IN FRISCO - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of the transportation system in Frisco	↑	94%
Traffic flow on major streets	↑	70%
Ease of travel by car in Frisco	↑	83%
Ease of travel by public transportation in Frisco	↑↑	84%
Ease of travel by bicycle in Frisco	↑↑	95%
Ease of walking in Frisco	↑↑	94%
Ease of public parking	↔	66%
Bus or transit services	↑↑	90%
Traffic enforcement	↔	80%
Traffic signal timing	↑	74%
Street repair	↑	64%
Street cleaning	↑	84%
Street lighting	↑	83%
Snow removal	↑↑	89%
Sidewalk maintenance	↑	82%

FIGURE 15: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY

Percent who did this in past 12 months	Comparison to benchmark	2020 rating
Used bus or other public transportation instead of driving	↑↑	66%
Carpooled with other adults or children instead of driving alone	↑	62%
Walked or biked instead of driving	↑↑	91%

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

THE OVERALL DESIGN OR LAYOUT OF RESIDENTIAL AND COMMERCIAL AREAS

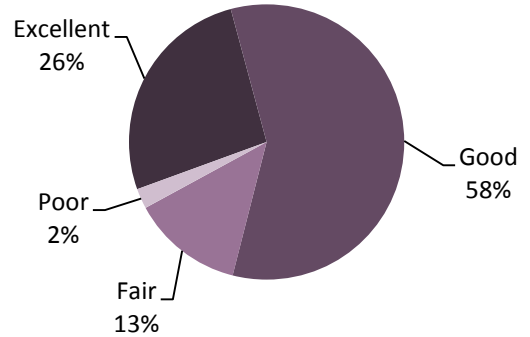


FIGURE 16: COMMUNITY DESIGN

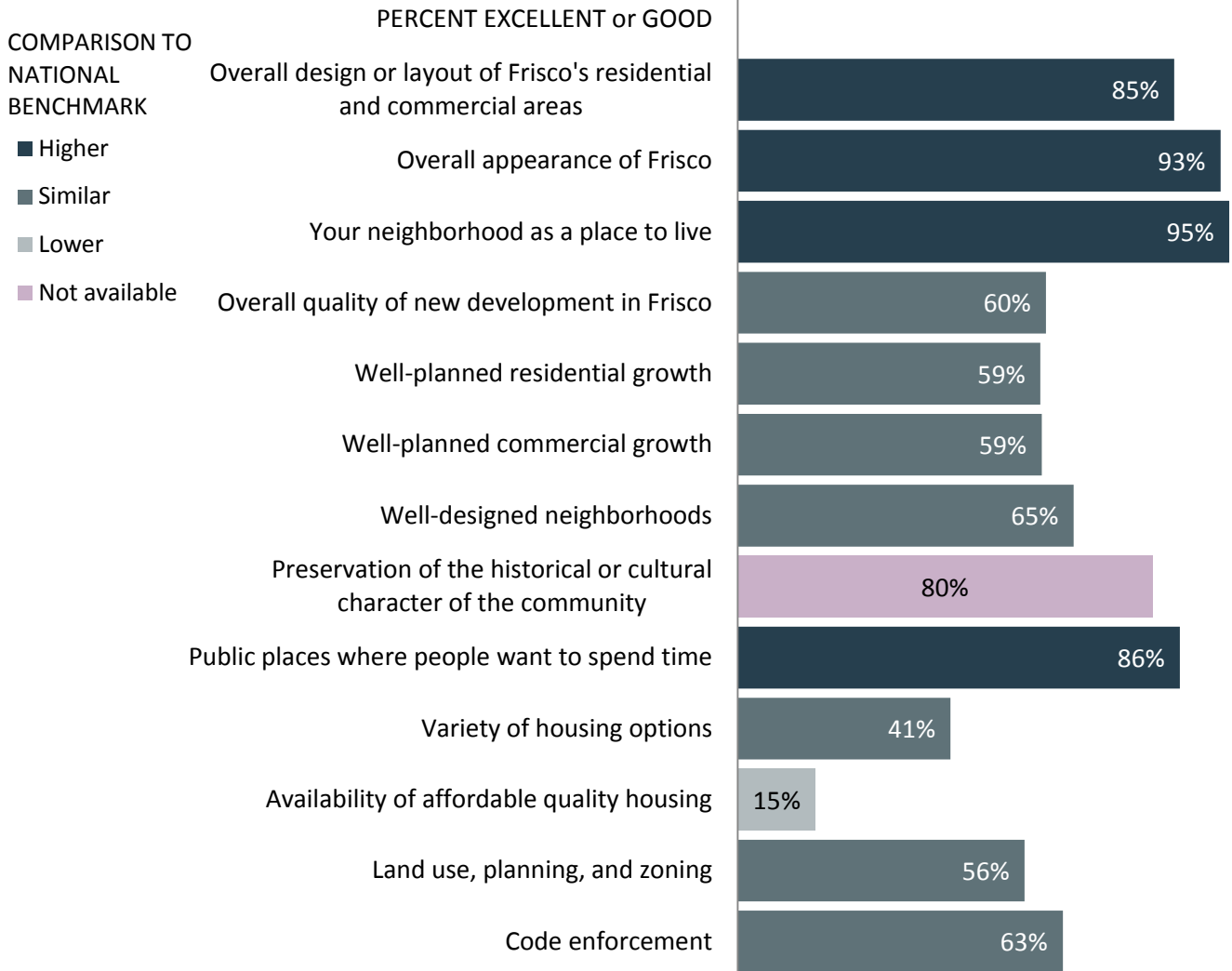


FIGURE 17: COMMUNITY DESIGN - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall design or layout of Frisco's residential and commercial areas	↑	85%
Overall appearance of Frisco	↑	93%
Your neighborhood as a place to live	↑	95%
Overall quality of new development in Frisco	↔	60%
Well-planned residential growth	↔	59%
Well-planned commercial growth	↔	59%
Well-designed neighborhoods	↔	65%
Preservation of the historical or cultural character of the community	*	80%
Public places where people want to spend time	↑	86%
Variety of housing options	↔	41%
Availability of affordable quality housing	↓	15%
Land use, planning, and zoning	↔	56%
Code enforcement	↔	63%

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

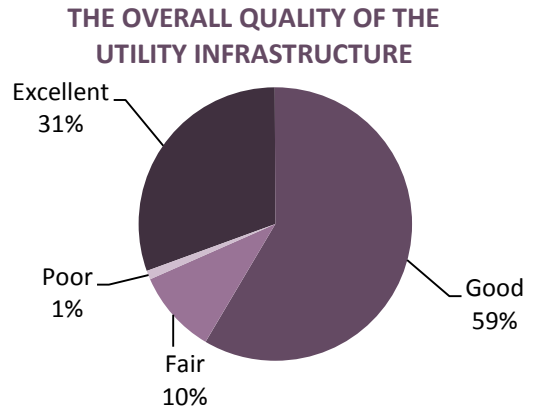


FIGURE 18: UTILITES

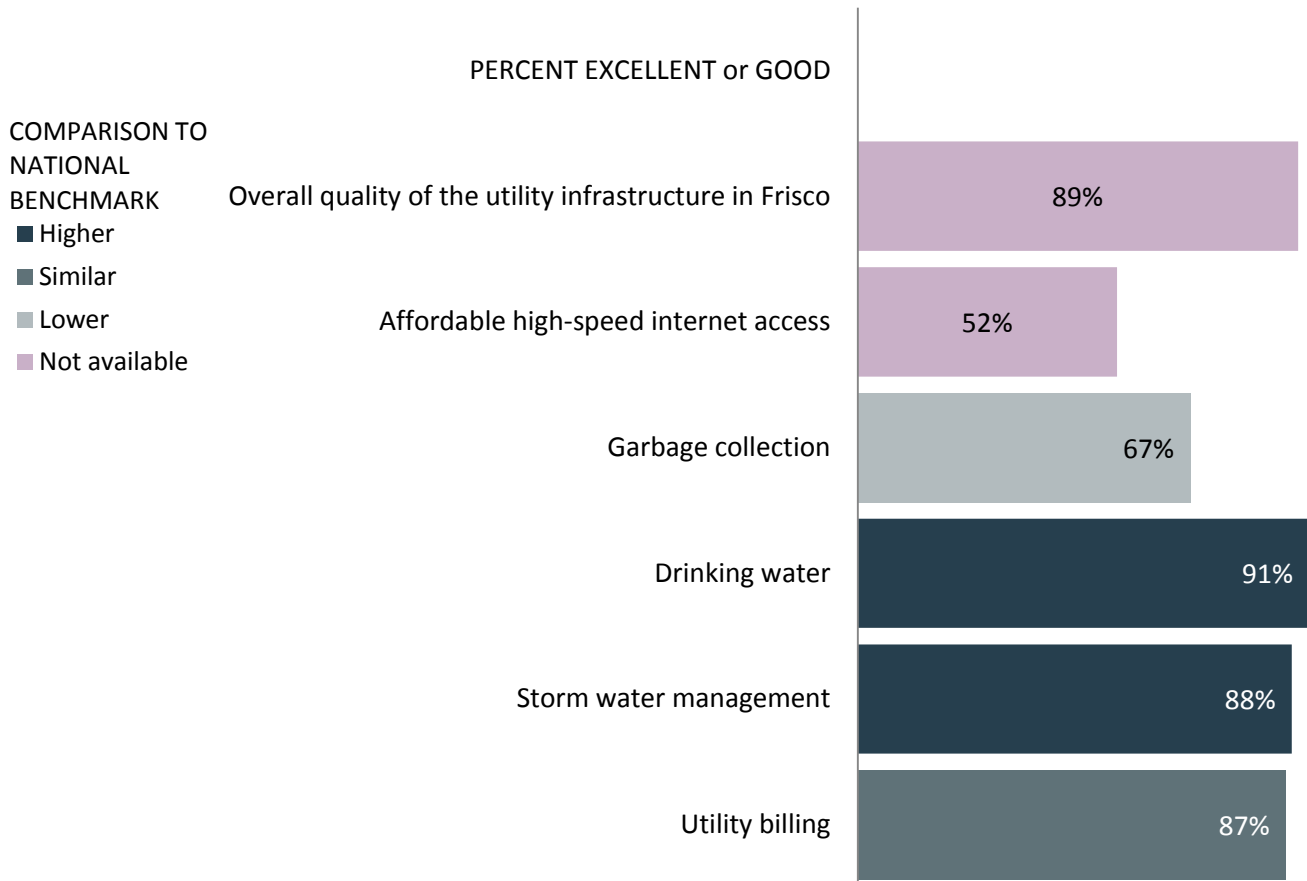


FIGURE 19: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of the utility infrastructure in Frisco	*	89%
Affordable high-speed internet access	*	52%
Garbage collection	↓	67%
Drinking water	↑	91%
Storm water management	↑	88%
Utility billing	↔	87%

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.

OVERALL FEELING OF SAFETY

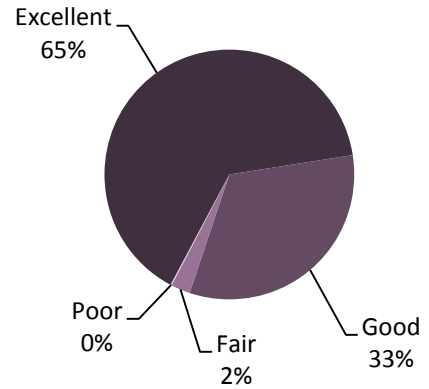


FIGURE 20: SAFETY IN FRISCO

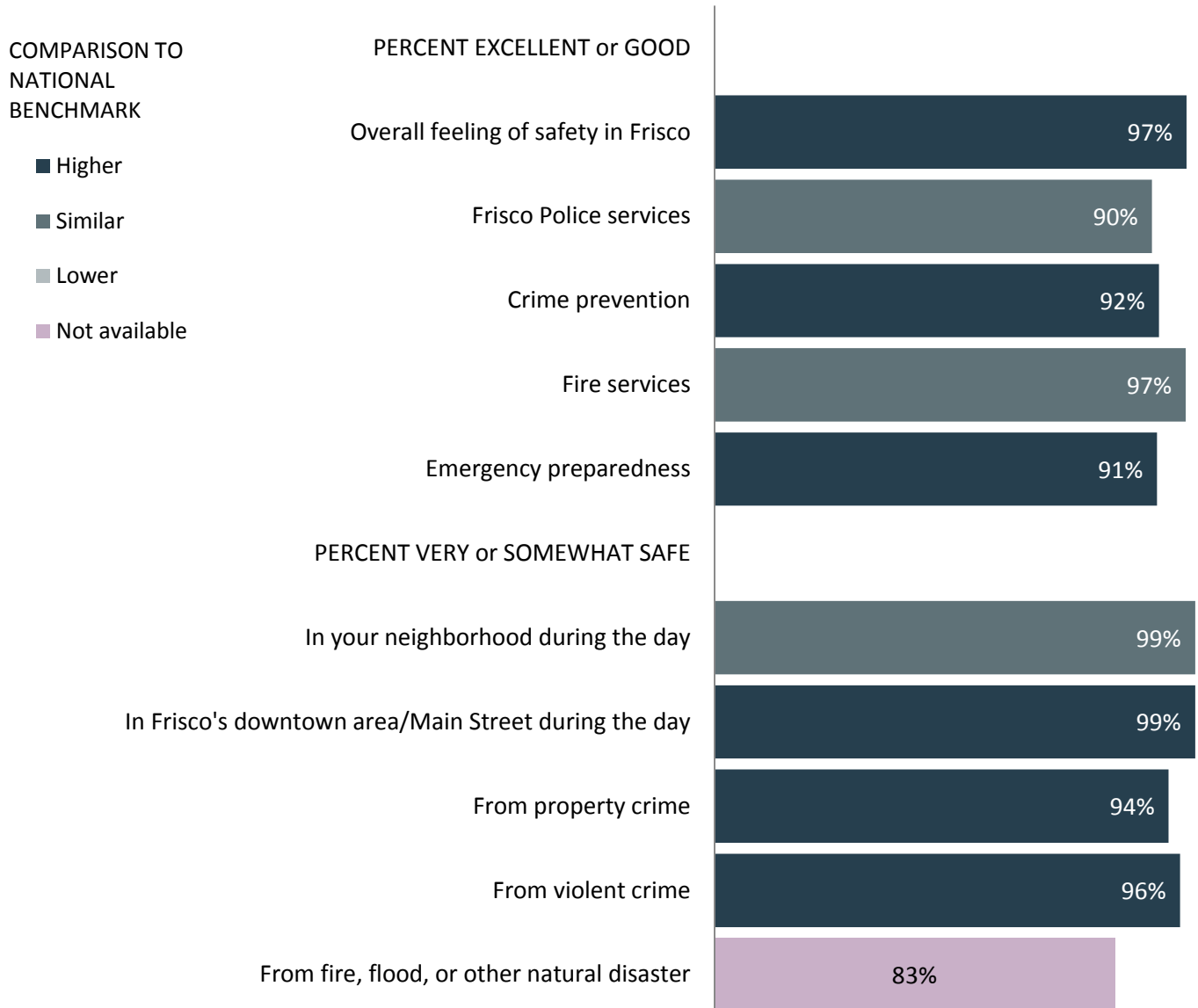


FIGURE 21: SAFETY-RELATED SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall feeling of safety in Frisco	↑	97%
Frisco Police services	↔	90%
Crime prevention	↑	92%
Fire services	↔	97%
Emergency preparedness	↑	91%

FIGURE 22: FEELINGS OF SAFETY- SUMMARY

Percent who feel very or somewhat safe	Comparison to benchmark	2020 rating
In your neighborhood during the day	↔	99%
In Frisco's downtown area/Main Street during the day	↑	99%
From property crimes	↑↑	94%
From violent crimes	↑	96%
From fire, flood, or other natural disaster	*	83%

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



FIGURE 23: NATURAL ENVIRONMENT

COMPARISON TO NATIONAL BENCHMARK

- Higher
- Similar
- Lower
- Not available

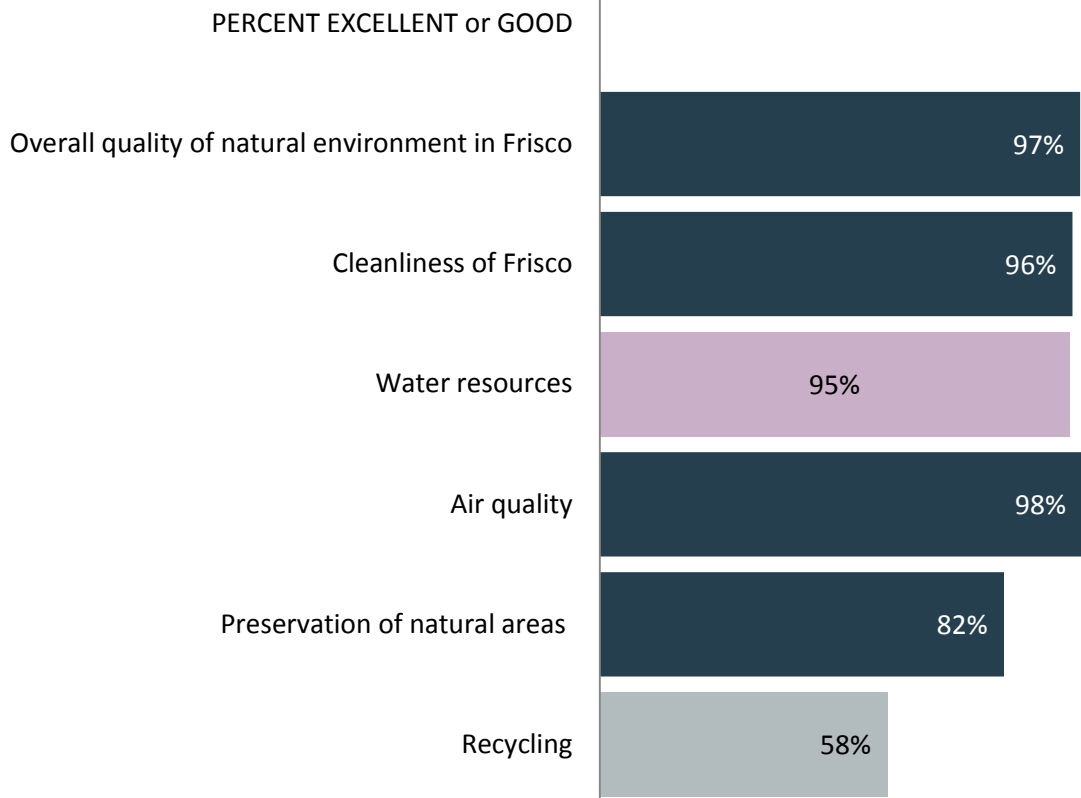


FIGURE 24: NATURAL ENVIRONMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of natural environment in Frisco	↑↑	97%
Cleanliness of Frisco	↑	96%
Water resources	*	95%
Air quality	↑↑	98%
Preservation of natural areas	↑	82%
Recycling	↓	58%

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment." - National Recreation and Park Association

THE OVERALL QUALITY OF THE PARKS AND RECREATION OPPORTUNITIES

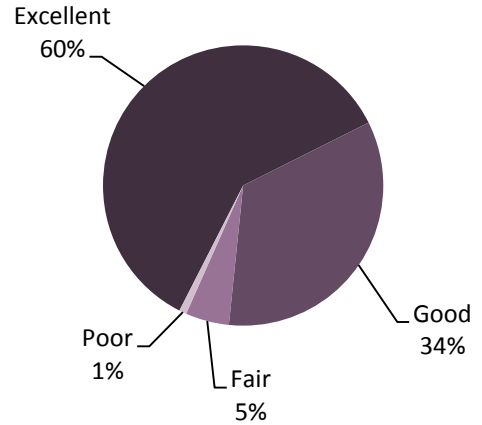


FIGURE 25: PARKS AND RECREATION

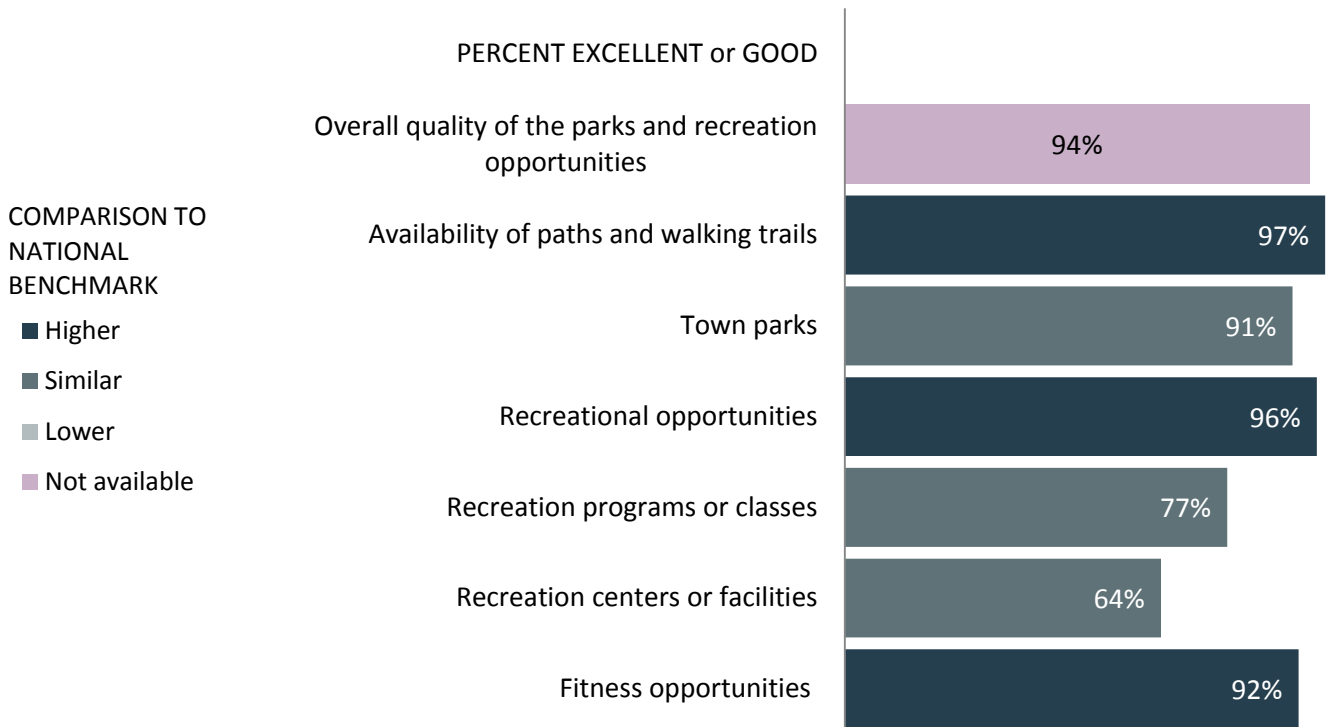


FIGURE 26: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of the parks and recreation opportunities	*	94%
Availability of paths and walking trails	↑↑	97%
Town parks	↔	91%
Recreational opportunities	↑↑	96%
Recreation programs or classes	↔	77%
Recreation centers or facilities	↔	64%
Fitness opportunities	↑↑	92%

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

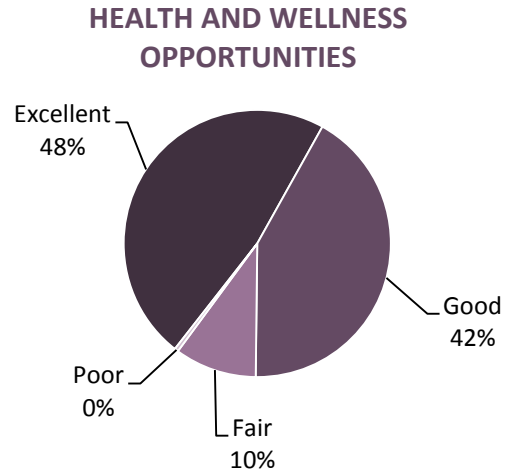


FIGURE 27: HEALTH AND WELLNESS

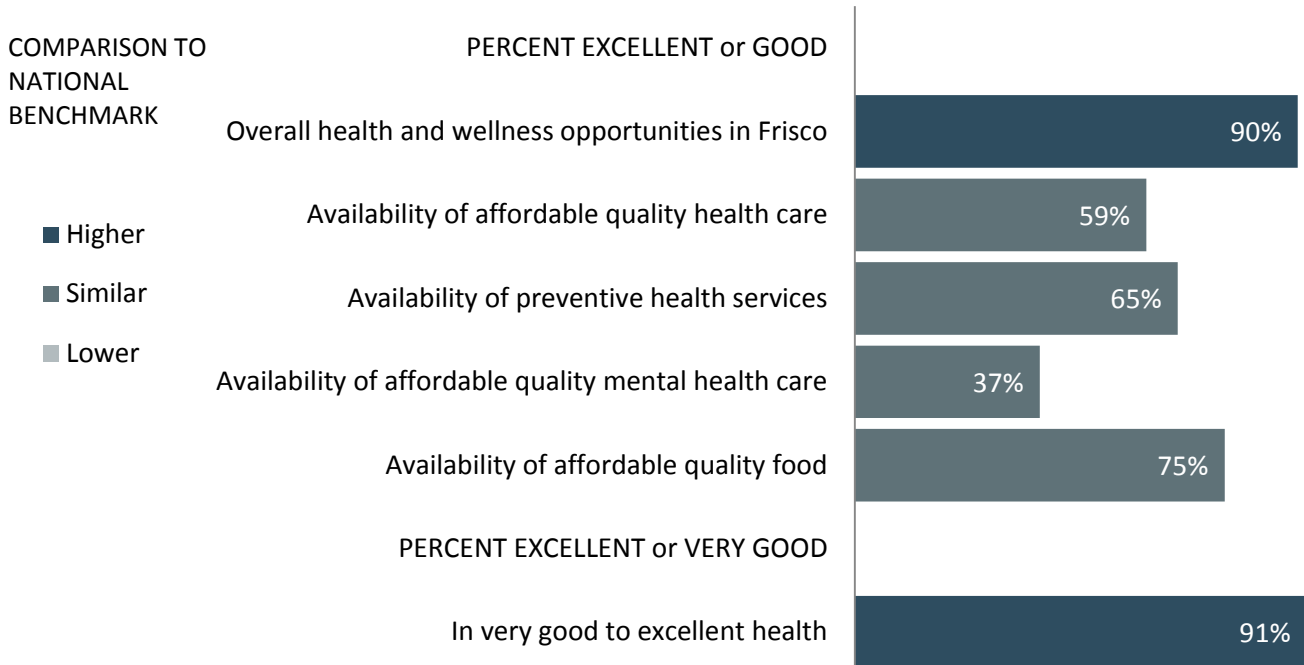


FIGURE 28: HEALTH AND WELLNESS - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall health and wellness opportunities in Frisco	↑	90%
Availability of affordable quality health care	↔	59%
Availability of preventive health services	↔	65%
Availability of affordable quality mental health care	↔	37%
Availability of affordable quality food	↔	75%
In very good to excellent health	↑	91%

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS

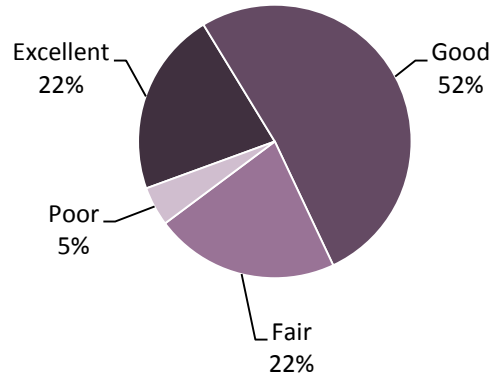


FIGURE 29: EDUCATION, ARTS AND CULTURE

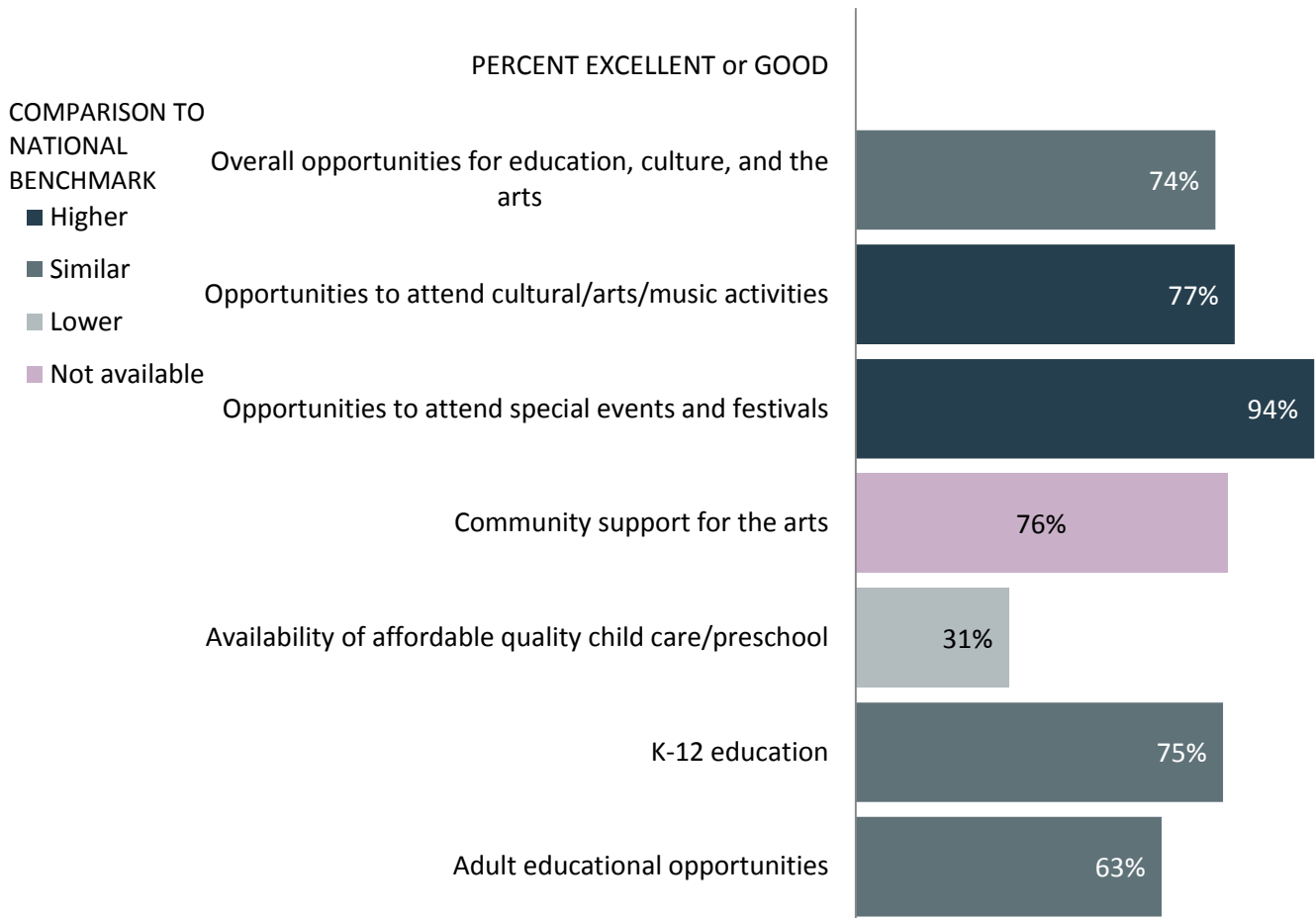


FIGURE 30: EDUCATION, ARTS AND CULTURE - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall opportunities for education, culture, and the arts	↔	74%
Opportunities to attend cultural/arts/music activities	↑	77%
Opportunities to attend special events and festivals	↑↑	94%
Community support for the arts	*	76%
Availability of affordable quality child care/preschool	↓	31%
K-12 education	↔	75%
Adult educational opportunities	↔	63%

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

RESIDENTS' CONNECTION AND ENGAGEMENT WITH THEIR COMMUNITY

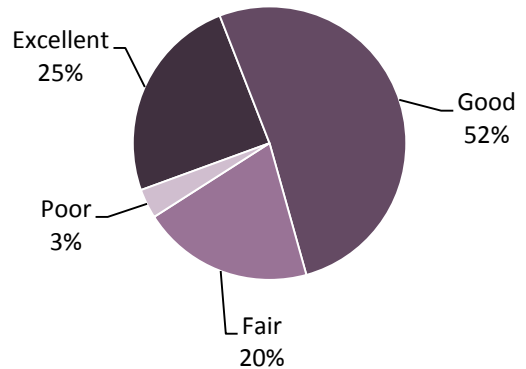


FIGURE 31: INCLUSIVITY & ENGAGEMENT

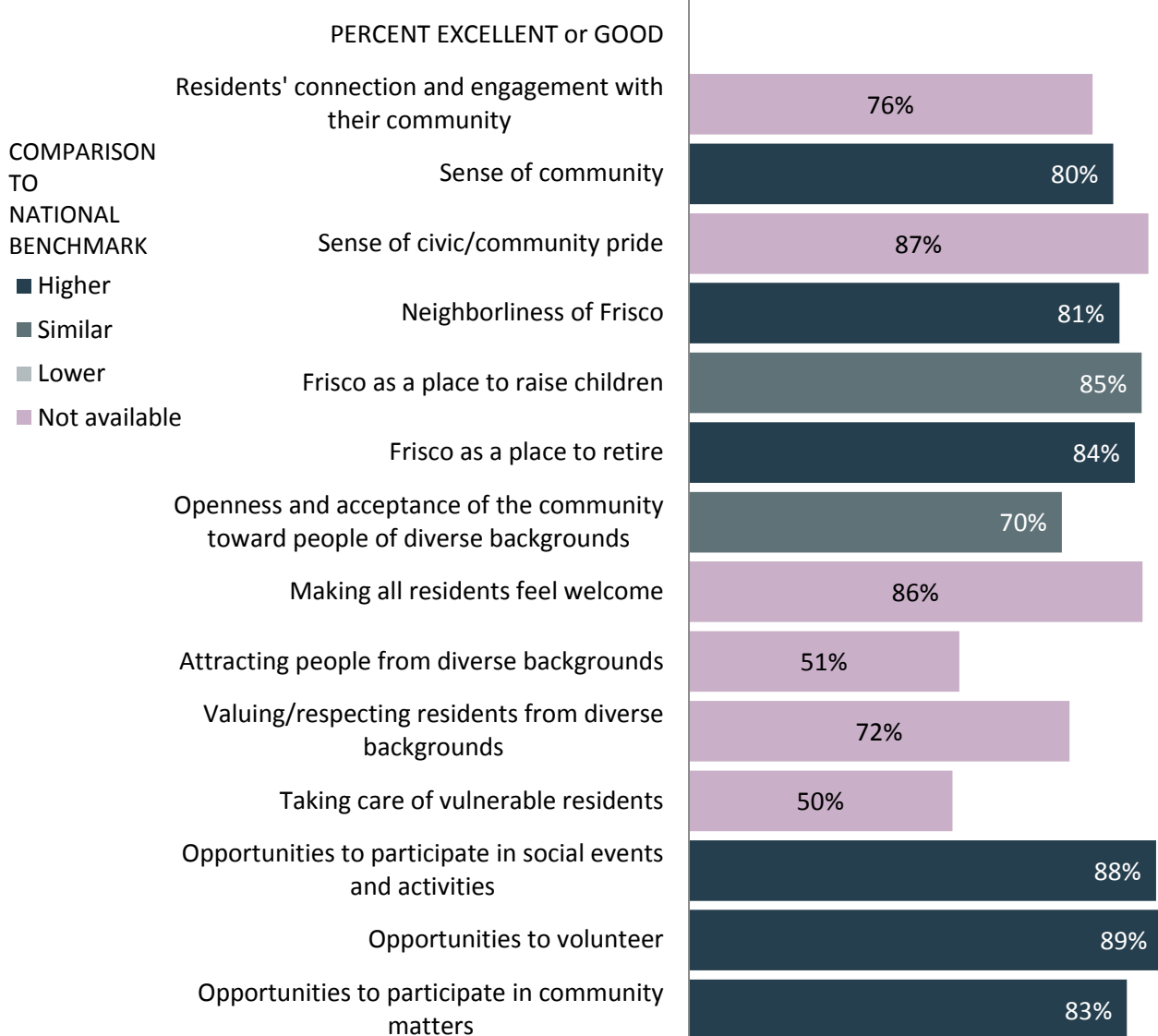


FIGURE 32: INCLUSIVITY & ENGAGEMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Residents' connection and engagement with their community	*	76%
Sense of community	↑	80%
Sense of civic/community pride	*	87%
Neighborliness of Frisco	↑	81%
Frisco as a place to raise children	↔	85%
Frisco as a place to retire	↑	84%
Openness and acceptance of the community toward people of diverse backgrounds	↔	70%
Making all residents feel welcome	*	86%
Attracting people from diverse backgrounds	*	51%
Valuing/respecting residents from diverse backgrounds	*	72%
Taking care of vulnerable residents	*	50%
Opportunities to participate in social events and activities	↑	88%
Opportunities to volunteer	↑	89%
Opportunities to participate in community matters	↑	83%

FIGURE 33: RESIDENTS' PARTICIPATION LEVELS

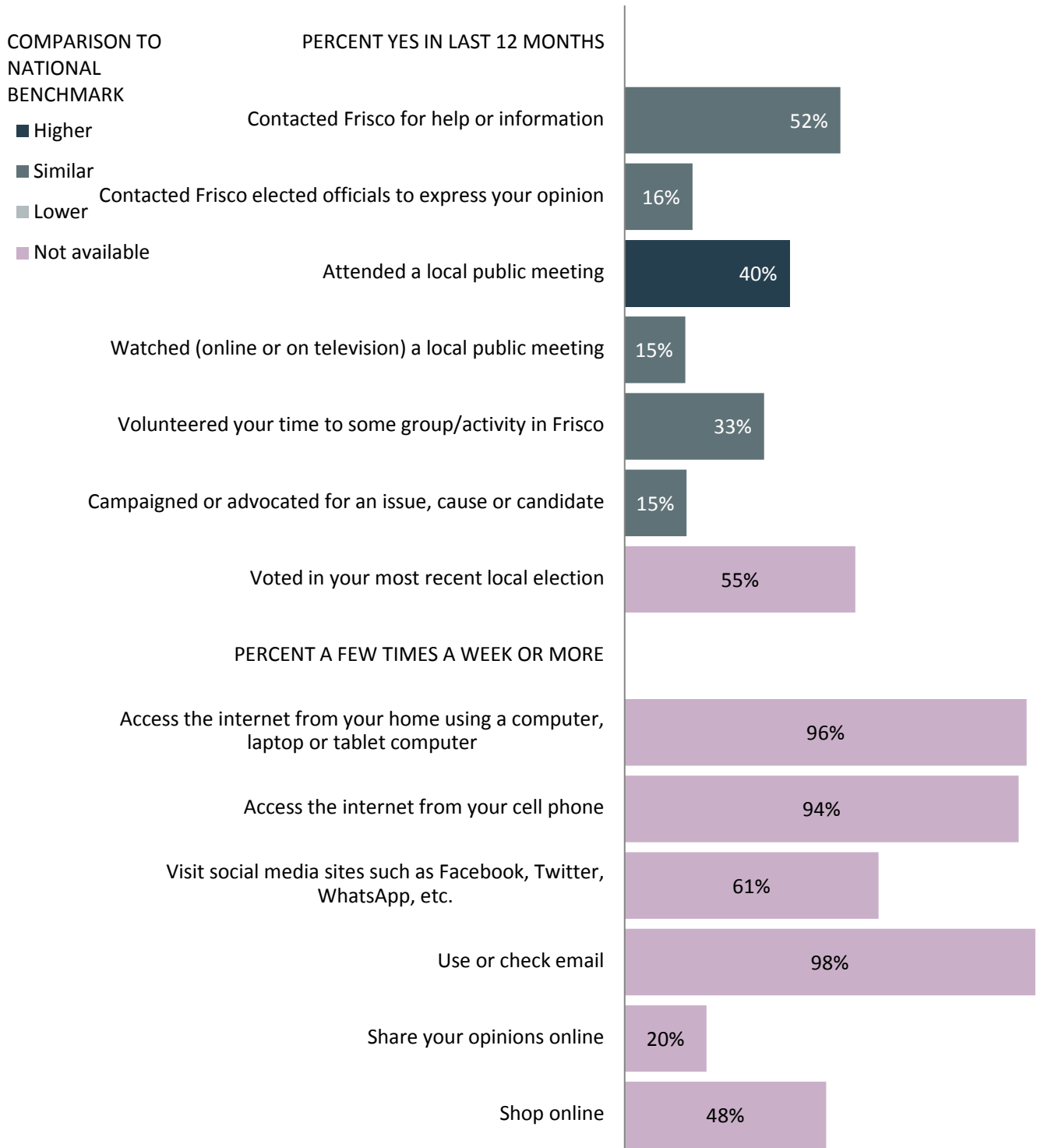


FIGURE 34: RESIDENTS’ PARTICIPATION IN LAST 12 MONTHS- SUMMARY

Percent who had done each in last 12 months	Comparison to benchmark	2020 rating
Contacted Frisco for help or information	↔	52%
Contacted Frisco elected officials to express your opinion	↔	16%
Attended a local public meeting	↑	40%
Watched (online or on television) a local public meeting	↔	15%
Volunteered your time to some group/activity in Frisco	↔	33%
Campaigned or advocated for an issue, cause or candidate	↔	15%
Voted in your most recent local election	*	55%

FIGURE 35: RESIDENTS’ GENERAL USE OF TECHNOLOGY- SUMMARY

Percent who report doing each at least a few times a week	Comparison to benchmark	2020 rating
Access the internet from your home using a computer, laptop or tablet computer	*	96%
Access the internet from your cell phone	*	94%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	*	61%
Use or check email	*	98%
Share your opinions online	*	20%
Shop online	*	48%

Special Topics

FIGURE 36: TOWN PRIORITIES

Please indicate how much of a priority, if at all, should it be for the Town to address each of the following over the next two years.

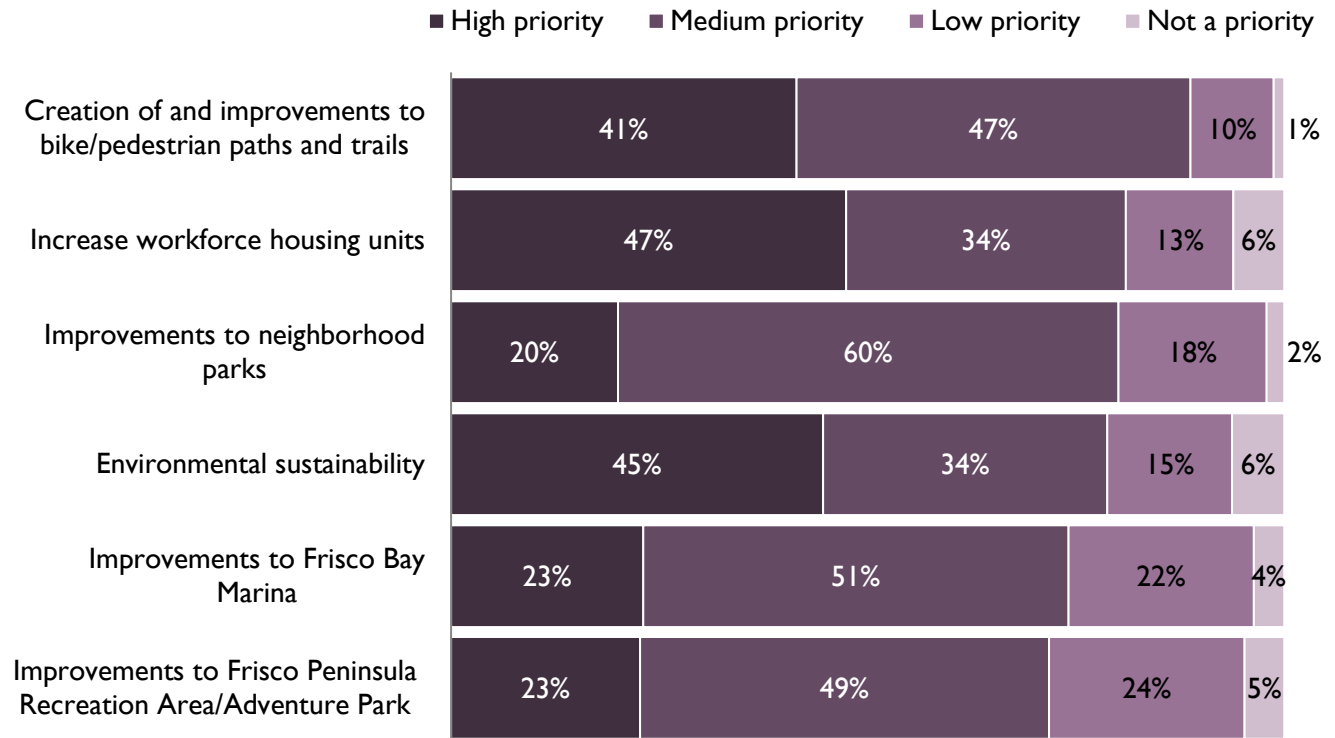


FIGURE 37: SOURCES OF TOWN INFORMATION

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town government and its activities, events, and services.

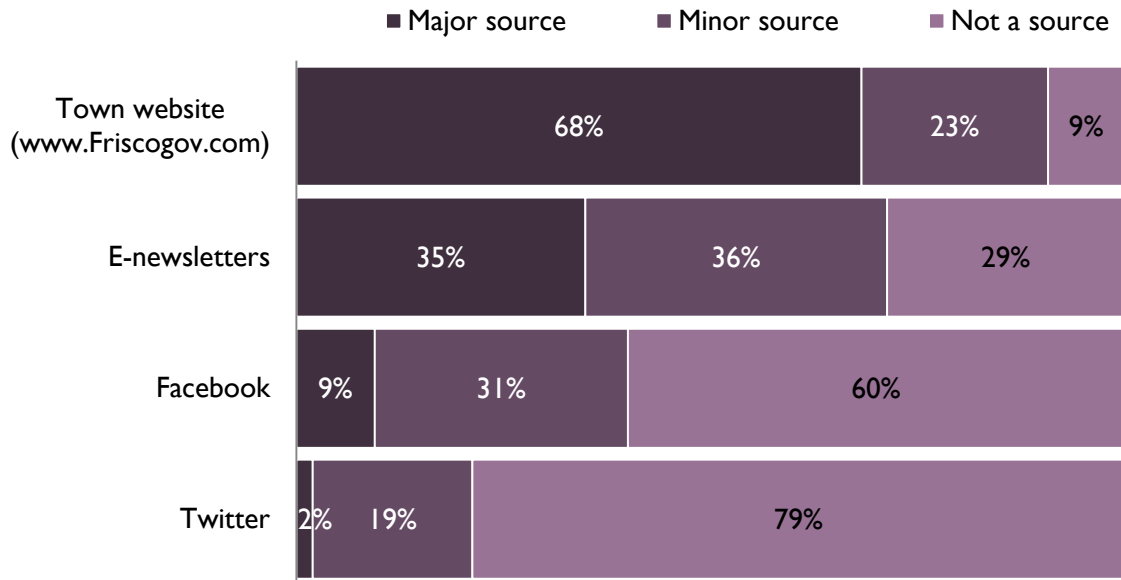


FIGURE 38: FRISCO RESIDENCY

Do you live within the town limits of Frisco?

