






TOWN OF FRISCO *STRATEGIC PLAN*

2020 - 2021



Table of Contents

STRATEGIC PRIORITIES	3
FRISCO TOWN COUNCIL	4
 INCLUSIVE COMMUNITY	5
 THRIVING ECONOMY	7
 SUSTAINABLE ENVIRONMENT	9
 VIBRANT CULTURE, ARTS & RECREATION	11
 QUALITY CORE SERVICES.....	13



Frisco Town Council



**Mayor
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**Mayor Pro-tem
Jessica Burley**



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INCLUSIVE COMMUNITY

The Town of Frisco is committed to making decisions and policy which welcome and support residents and visitors so they can pursue their full potential in our unique mountain town. This means that the Town of Frisco takes action to dismantle any systems that sustain inequity and racism and commits to ensuring that there are options in housing, childcare, recreation, and education which consider equity, environmental, economic, and access issues.

Actions/Goals	Dept.	Milestones
<p><u>Town Council High Priority Goal: Increase Full-Time Residents to 50%</u></p> <ul style="list-style-type: none"> ➤ Town Council to develop measurable outcomes to achieve goal ➤ Evaluate Housing Options & create incentives <ul style="list-style-type: none"> ○ Consider opportunities presented by “Zoom economy” ○ Consider Deed Restriction covenants to identify remote workers as locals ○ Consider Inclusionary Zoning options for deed restricted housing ➤ Identify strategies to maintain current full-time residents ➤ Develop fiber/telecomm system improvements ➤ Implement Town Council’s desired strategies 	CDD	<p>Nov. 2020</p> <p>Jan. 2021</p>
<p><u>Town Council High Priority Goal: Create 5 -year Housing Capital Plan</u></p> <ul style="list-style-type: none"> ➤ Adopt 5-Year “2020-2025 Frisco Strategic Housing Plan (FSHP)” <ul style="list-style-type: none"> ○ Develop a Draft Plan and review at Council work session ○ Present final plan to Council for adoption ➤ Initiate Housing Projects: <ul style="list-style-type: none"> ○ CDOT & TOF: Complete 80% design of proposed housing project ○ Initiate process to develop project for 3rd and Granite (Sabatini Lot) 	CDD	<p>April 2021</p> <p>July 2021</p> <p>Summer 2021</p> <p>Jan. 2021</p>

Strategic Priority: Inclusive Community

<p><u>Town Council Goal: Implement Social Equity Plan</u></p> <ul style="list-style-type: none"> ➤ Town Council consider options for implementing social justice and equity plans following meetings with community members and evaluating options ➤ Create comprehensive policies to address social equity plan ➤ Communicate Social Equity Plan with community ➤ Implement strategies throughout organization 	<p>HR/TM</p>	<p>Nov. 2020</p> <p>Jan. 2021</p> <p>2021</p> <p>2021</p>
<p><u>Goal: Complete Granite and Galena Complete Streets Plan</u></p> <ul style="list-style-type: none"> ➤ Obtain visionary direction from Town Council ➤ Select design consultant through RFP process ➤ Host public outreach meetings, gather Town Council and community input, present conceptual designs for construction options ➤ Present Council proposed UDC Code Amendment to incorporate plans 	<p>CDD/ PW</p>	<p>Feb. 2021</p> <p>April 2021</p> <p>Sept. 2021</p> <p>Oct. 2021</p>



THRIVING ECONOMY

The Town of Frisco strives to create a thriving and sustainable economy for our community by encouraging a variety of businesses which not only provide goods and services but also have a positive impact on the experience of residents and visitors. The Town supports Frisco’s economy by recognizing, preserving, and improving upon the assets that sustain our community, including Frisco’s iconic Main Street; the commercial core on and around Summit Boulevard; and the outstanding recreational opportunities at the Frisco Bay Marina, Dillon Reservoir, local parks, Frisco Adventure Park, Frisco Nordic Center, and the public lands surrounding Frisco.

Actions/Goals	Dept.	Milestones
<p><u>Town Council High Priority Goal: Development Main Street Economy</u></p> <ul style="list-style-type: none"> ➤ Develop Townwide Short and Long-term Economic Strategy <ul style="list-style-type: none"> ○ Evaluate economic recovery needs necessitated by COVID-19 ➤ Consider Promenade 2.0 for 2021 and beyond ➤ Produce Main Street Master Plan <ul style="list-style-type: none"> ○ Confirm Town Council goals and project scope, release RFP and contract with Design Team (dependent upon economic recovery) ○ Adoption of final plan by Town Council 	CDD	2021 Visioning Jan. 2021 Feb. 2021 April 2021

Strategic Priority: Thriving Economy

<p><u>Complete CDOT Gap Project Design</u></p> <ul style="list-style-type: none"> ➤ Consultant selected, design team in place ➤ Present conceptual designs & cost options to Town Council ➤ Identify funding options and present final design to Town Council ➤ Establish critical milestones for implementation coincide with Gap Project 	<p>PW</p>	<p>March 2021 June 2021 July 2021</p>
<p><u>Improve Fiber Connectivity Townwide</u></p> <ul style="list-style-type: none"> ➤ Increase the amount of fiber connectivity throughout town ➤ Enforce “Dig Once” policy ➤ Explore opportunities to utilize Town facilities to increase fiber connections 	<p>CDD/ PW</p>	<p>Ongoing</p>



SUSTAINABLE ENVIRONMENT

The Town of Frisco will take action to collaboratively protect and sustain our treasured environment, by ensuring new development and redevelopment achieves net zero and a balance between the natural and built environment and implementing initiatives to address climate change. In furtherance of a holistic approach, the Frisco Town Council supports a sustainable human ecosystem comprised of our inspiring natural environment.

Actions/Goals	Dept.	Milestones
<p><u>Town Council High Priority Goal: Net Zero</u></p> <ul style="list-style-type: none"> ➤ Complete major energy efficiency upgrades on Town Hall ➤ Complete renewable energy plan for all Town Facilities ➤ Include Net Zero principles for all Town-owned or Town-sponsored construction ➤ Expand EV charging infrastructure ➤ Create EV transition plan for Town fleet ➤ Identify PV retrofit projects at existing Town facilities 	CDD	Sep. 2021 Jan. 2021 Ongoing policy April, June 2021 March 2021 Jan. 2021
<p><u>Implement Environmental Stewardship Goals</u></p> <ul style="list-style-type: none"> ➤ Complete wildfire mitigation work above the Town’s Water Treatment Plant up North Ten Mile Creek ➤ Include storm water best management practices in all Town construction efforts ➤ Construct wildlife-proof enclosure around Town Hall refuse area ➤ Begin enforcement of regulations for trash left outside residences ➤ Increase waste diversion at businesses ➤ Promote reusable bottle use 	CDD/ PW/PD	Oct. 2021 Oct. 2021 Aug. 2021 June 2021 Dec. 2021

Strategic Priority: Sustainable Environment

Actions/Goals	Dept.	Milestones
<p><u>Continue Implementation of Climate Action Plan</u></p> <ul style="list-style-type: none"> ➤ Include Climate Action implementation actions/goals in 2021 budget ➤ Incentivize EV charging infrastructure in private residence ➤ Adopt local ordinances to require energy reporting for large commercial buildings. 	CDD/ PW/PD	<p>Fall 2020, 2021</p> <p>Jan. 2021</p> <p>Jan. 2022</p>
<p><u>Consider Banning Plastic Single-Use Bags</u></p> <ul style="list-style-type: none"> ➤ Worksession with Town Council ➤ Implement Town Council’s direction 	CDD/TM	<p>Dec. 2020</p> <p>As directed</p>



VIBRANT CULTURE, ARTS & RECREATION

The Town of Frisco recognizes recreational, historical, artistic, and cultural assets and experiences as foundational to the Town’s vibrancy and the quality of life for residents and visitors. The Town commits to providing unique and accessible opportunities for residents and visitors so they may find their own unique adventures and meaningful experiences in Frisco, and the Town pledges to maintain, sustain, and protect these assets and experiences for future generations.

Actions/Goals	Dept.	Milestones
<p><u>Implement Frisco Bay Marina Improvements</u></p> <ul style="list-style-type: none"> ➤ Implement Phase 2 of the Marina Master Plan <ul style="list-style-type: none"> ○ Construct new office and retail building, turnaround area and fuel system ➤ Complete parking/circulation study and implement changes as appropriate ➤ Prioritize future projects and funding ➤ Implement Operational Improvements 	Rec	2021-2022 Oct. 2021 Oct. 2021 Winter, 20-21
<p><u>Implement Peninsula Recreation Area Improvements</u></p> <ul style="list-style-type: none"> ➤ Adopt Comprehensive Vision & Project Implementation Plan <ul style="list-style-type: none"> ○ Complete design of new Village Center building ○ Evaluate cost/benefit Wedding Venue ➤ Implement PRA Master Development Plan – Trails within PRA <ul style="list-style-type: none"> ○ Construct new trails 	Rec	Complete Sept. 2021 Nov. 2021 Summer 2021
<p><u>Continue Implementation of Parks Master Plan Outside PRA</u></p> <ul style="list-style-type: none"> ➤ Construct park improvements aligned with Town Council priorities 	CDD	Oct. 2021

Strategic Priority: Vibrant Recreation

<p><u>Develop Frisco Historic Park and Museum Long-Range Plan</u></p> <ul style="list-style-type: none"> ➤ Review current and future uses of park and recommendations <ul style="list-style-type: none"> ○ Evaluate options for additional park amenities ○ Prepare and present options for Town Council consideration & funding 	<p>Rec/ CDD</p>	<p>Aug. 2021</p>
<p><u>Increase and Encourage Art in Public Spaces</u></p> <ul style="list-style-type: none"> ➤ Facilitate implementation of Make Frisco Arts Committee short and long term public art projects ➤ Increase awareness of art in public and private spaces 	<p>Rec</p>	<p>Ongoing " "</p>



QUALITY CORE SERVICES

The Town commits to providing quality core services with efficiency, excellent customer service, and professionalism. The Town recognizes that a balanced and fiscally sustainable budget is the cornerstone of successfully supporting this goal so that the Town can effectively maintain critical infrastructure and general services, provide essential public safety services , support and improve the Town’s recreational and historical assets, communicate effectively to actively engage residents, attract and retain high-performing personnel to deliver exceptional service to the public, and promote economic development.

Actions/Goals	Dept.	Milestones
<p><u>Town Council High Priority Goal: Strengthen Infrastructure Resiliency</u></p> <ul style="list-style-type: none"> ➤ Complete full scope life cycle assessment of all Town infrastructure to develop 5 to 10-year Asset Management and Replacement Plan ➤ Present to Town Council for adoption of funding plan 	PW	Jan. 2021
<p><u>Town Council High Priority Goal: Digitize Government Services</u></p> <p><u>Townwide</u></p> <ul style="list-style-type: none"> ➤ Implement electronic and digital services throughout Town operations 	All Depts.	Complete: Spring 2021
<p><u>Develop Five-Year Financial Forecasting Model</u></p> <ul style="list-style-type: none"> ➤ Create five-year financial forecasting model for long-range financial planning ➤ Include with annual budgeting process each year 	TM / Finance	On-going

Strategic Priority: Quality Core Services

Actions/Goals	Dept.	Milestones
<p><u>Strengthen Public Engagement with Town Council</u></p> <ul style="list-style-type: none"> ➤ Increase opportunities for public engagement with Town Council by implementing new platform PrimeGov to broadcast meetings ➤ Hire professional team to upgrade council chambers with cameras to broadcast to PrimeGov platform 	<p>TM / Clerk</p>	<p>Dec. 2021 Jan. 2021</p>
<p><u>Improve Accessibility of Town Code for Residents</u></p> <ul style="list-style-type: none"> ➤ Re-Codification of Town Code ➤ Implement cloud-based hosting of Town Code ➤ Measure usage of new searchable online features 	<p>Clerk</p>	<p>Dec. 2020 July 2021 Dec. 2021</p>
<p><u>Retain Fully Staffed Police Department</u></p> <ul style="list-style-type: none"> ➤ Identify alternative recruitment streams ➤ Promote Frisco PD through recruiting video and new outreach ➤ Identify housing opportunities <p><u>Increase Police Officer Training</u></p> <ul style="list-style-type: none"> ➤ Implement SB-217 requirements ➤ Training programs ➤ Purchase body cams and car cams <p><u>Improve Police Department Core Services</u></p> <ul style="list-style-type: none"> ➤ Consider Remodel of Police Department 	<p>PD</p>	<p>On-going On-going On-going</p> <p>In accordance with SB-217 Jan. 2021</p> <p>Mid-year budget</p>