



UPDATED TOWN OF FRISCO STRATEGIC PLAN

July 2023



PUBLIC SERVICE COMMITMENT TO TOWN OF FRISCO

Provide leadership, civility, efficiency, transparency, accountability, and fiscal responsibility to assure a thriving future for the Town of Frisco



Our Commitments / Best Practices

- Climate Action
- Balanced Budget
- Inclusivity
- Transparency
- Driven, forward-looking

VISION

A close-knit, welcoming, and forward-looking community that values its unique sense of place, seeks balance with its environment, keeps pace with its infrastructure needs, enhances its healthy lifestyle, and acknowledges its history.



MISSION

To maintain and enhance our welcoming mountain town with the involvement of our community members in a way that respects our unique character, that sustains our natural environment, that is economically resilient, and that improves our quality of life.



STRATEGIC OBJECTIVES



We provide progress-driven Quality Core Services:

The Town commits to providing timely and innovative core services with efficiency, excellent customer service, and professionalism:

Pillars:

- Environmental stewardship and reducing the effects of climate change
- Maintaining and protecting infrastructure- are we really protecting infrastructure from a threat?
- Balancing the budget with the appropriate fund balance
- Providing essential public safety services
- Supporting and improving recreation and historical assets
- Attracting and retaining high-performing personnel



We support a Thriving Economy:

The Town of Frisco strives to create a thriving and sustainable economy for our community by encouraging a variety of businesses which provide needed goods and services:

Pillars:

- Preserving and improving infrastructure that supports our business community
 - Making plans for and investing in Main Street infrastructure
 - Making plans for and investing in Summit Boulevard infrastructure
 - Improving technology and connectivity Increasing workforce housing to appropriate levels
 - Supporting increased access to childcare
 - Continuing to support regional transit and mobility improvements
 - Continuing to improve our recreation assets
- Supporting business development and diversification
- Funding and organizing programs and events that support Town values

STRATEGIC OBJECTIVES



We enhance Community Inclusivity:

The Town of Frisco is committed to making decisions and policies which welcome and support all, so they can pursue their full potential in our unique mountain town.

Pillars:

- Offering a variety of housing types to support year-round work/live occupancy
- Considering equity, inclusivity, sustainability, and accessibility in all that we do
- Actively supporting the acquisition and retention of a diverse workforce
- Working with local groups that share our values to achieve our collective goals



We provide vibrant Culture, Arts and Recreation Opportunities:

The Town of Frisco recognizes recreational, historical, artistic, cultural assets, and experiences as foundational to the Town's vibrancy and the quality of life for residents and visitors.

Pillars:

- Maintaining, sustaining, and protecting our historical assets for future generations
- Providing arts, culture, and recreation opportunities for year-round residents
- Providing unique inclusive, and accessible arts, culture, and recreational opportunities

We provide progress-driven Quality Core Services

2023 Project Goals

- Extraterritorial water provision process adopted
- Town Hall dumpster enclosure constructed
- Water storage tank lining/repair
- Public works solar installed
- Additional electric car charging stations/car share
- Adopt policy to ban sales of single use plastic water bottles
- Well 7 PFAS treatment alternatives
- Town hall recapitalization master plan
- Public Works underground fuel tank replacement
- Public Works electric fueling design
- GAP project landscaping
- Implement new payroll and HR system
- Move to new retirement program provider

2024 and Beyond Project Goals

- Frisco-specific environmental and climate action planning effort (2024)
- Well 7 PFAS mitigation implementation (2024)
- Implement Pay As You Throw trash/recycling program (2023 - 2024)
- Continue exploring the development of last-mile transit solutions with our fellow local governments and the Summit Stage board (2024)
- Summit Boulevard sidewalk project (2024)
- Full asset management plan to assist with future budgeting (2025)
- Represent Town interests in the development of the I70, Exit 203 project with Summit County and CDOT (2023 - 2026)
- Complete a new Community Plan (2024 - 2025)
- Implement Complete Streets Plan (2023 - 2026)
- Ongoing
 - Continue to expand reach of community outreach
 - 90% plus fill on full-time positions
 - Staff organization optimal for conditions
 - Budget balanced and targeted towards strategic objectives
 - Successful annual audit
 - Continue moves towards electrifying vehicle and equipment fleet



We support a Thriving Economy

2023 Project Goals

- Code amendments to allow for 100% workforce housing projects
- Granite Street Complete Streets design
- Negotiate development agreements with private workforce housing interests in downtown core
- Early action Complete Streets Plan improvements on Granite Street
- Finish Summit Boulevard improvements
- Visitor Information Center recapitalization project designed
- Granite Park workforce housing project construction
- NEPA planning process with USFS for Frisco Backyard
- Continue to work with Summit County on extraterritorial water to support workforce housing

2024 and Beyond Project Goals

- Visitor Information Center recapitalization construction (2024)
- Study what other services are needed to support existing and additional workforce housing development (2024)
- Pilot downtown area community activation idea (2024)
- Summit Boulevard redevelopment zoning plan (2025)
- Other planning for workforce affordability issues like childcare, food security, and transportation (2024 – 2026)
- Represent Town interests in the development of the I70, Exit 203 project with Summit County and CDOT (2024 – 2026)
- Summit Boulevard sidewalk project after Exit 203 construction (2026)
- Ongoing
 - Infrastructure Improvements: Roads, bridges, facilities, fiber connectivity, sewer, and water
 - Continue events & programs that activate Town and fit Town values
 - Continuous improvement of business, short term rental, liquor, and marijuana licensing
 - Continue to enhance and enforce the use of the online development review and building inspection program to provide better transparency and efficiency
 - Sound development and building regulation program that emphasizes equity, efficiency, and customer service
 - Continue to monitor STR regulation and re-licensing process



We enhance Community Inclusivity

2023 Project Goals

- Code amendments to encourage 100% workforce housing projects
- Adopt development agreements with private workforce housing interests in downtown core
- Granite Park workforce housing project construction
- Continue to work with Summit County on extraterritorial water to support workforce housing
- Provide text messaging communication method to communicate governmental, recreational, and event information
- Design and implement both small and large public grant programs that support the Council's pursuit of its strategic objectives
- Pilot alternative methods of providing and encouraging community gathering around Main Street

2024 and Beyond Project Goals

- Town Charter and Code reviewed to meet inclusivity goals (2024)
- Personnel policies and hiring practices reviewed to meet inclusivity goals (2024)
- Town Hall Master planning effort and plan implementation plan that supports equity and being inclusive for elected officials, public engagement, and employees (2023 – 2024)
- Audit all facilities to meet inclusivity goals (2025)
- Ongoing
 - Engage with community groups that represent our values of inclusivity
 - Stay up to date with market pay scales
 - Work with community groups, in conjunction with our various programs and in various ways, to support their efforts to make our community more inclusive or to honor those that make our community inclusive
 - Seek more opportunities or means to communicate in other languages
 - Develop our events with the idea of including all in our community
 - Continue to implement a variety of means to communicate with our community



We provide vibrant Arts, Cultural, and Recreational Opportunities

2023

- Old Town Hall Park reconstructed
- Boat Ramp drainage improvements
- Construct small Triangle Park improvements
- Full design of future Triangle Park improvements
- Marina landscaping finished
- Adopt Arts and Culture Plan, appoint Arts and Culture Council members to recommend implementation efforts
- Slopeside Hall construction (2023 – 2024)
- Finish section of trail from Highway 9 underpass project in the Frisco Adventure Park
- Negotiate and enter into new lease agreement with the Island Grill, that includes capital improvements

2024 and beyond

- Update the Historic Park and Museum's 5-Year Strategic Plan (2024)
 - To include plan for 1st and Main site/building and site on Granite Street adjacent to the Historic Park with current Town workforce housing
 - Plan and budget for historic buildings currently in storage
- Lund House roof and deck improvements (2024)
- Marina new beach sand (2024)
- Arts and Culture Council plan implementation (2024 – 2026)
- Pioneer Park design (2024)
- Walter Byron Park improvements constructed (2024 - 2025)
- Triangle Park improvements constructed (2024)
- Pioneer Park improvements constructed (2025)
- Miners Creek recreation path bridge reconstruction (2026)
- Continue implementation of the following plans: (2024 – 2026)
 - 2018 Marina Master Plan
 - 2019 Neighborhood Parks Master Plan
 - 2019 Nordic Master Development Plan
 - 2020 PRA Comprehensive Vision and Implementation Plan
 - 2023 Frisco Trails and Pathways Master Plan

