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MEMORANDUM

To: The Town of Frisco
From: Design Workshop
Date: Nov. 4, 2024
Revised Dec. 3, 2024
Project Name: Frisco Comprehensive Plan and Three
Mile Plan Update
Project #: 7651.04
Subject: Community Engagement Window 2
Summary- Scenarios and Tradeoffs

Memorandum Purpose

This summary is intended to document community input from pop-up events and the community-wide survey for the Frisco Comprehensive and Three-mile Plan during the second round of community engagement, Scenarios and Tradeoffs. These findings will inform the development of the Comprehensive Plan, and how to apply community priorities to planning decisions for Frisco.

Engagement Summary

The objective of Community Engagement Window #2 was to share current conditions and community values influenced from Window 1 engagement results and to gather feedback on priorities and trade-offs from potential growth scenarios for the Frisco's Comprehensive Plan. The engagement feedback was obtained in two forms: pop-up events and a digital survey.

This document includes the following sections:

- 1) Engagement Window- Scenarios and Trade-offs
- 2) Key Understanding
- 3) Scenario Planning Summary
- 4) Trade-offs Summary
- 5) Land Use Character Summary
- 6) Demographics Summary
- 7) Appendix- Event Boards (A), Open Response Comments (B), Kids Activities (C), Survey (D)

1) Engagement Window- Scenarios and Trade-offs

On Thursday, Sept. 26, 2024, The Town of Frisco and Design Workshop staff conducted a full day of community-wide engagement to gather feedback from the community.

Community Pop-up Events. Five-in-person community events were held at the following locations in an open house/pop up format:

- Rocky Mountain Coffee Roasters 7:30-9:30 a.m.
- Town Hall, Council Chambers (Outside) 1:00-2:30 p.m.

- *End of the school day - Frisco Elementary (Not Publicly Noticed)*
- Frisco Bay Marina 4:00-6 p.m.
- Summit Middle School Football Game 4:00-6 p.m.

Overall, 55 participants provided their contact information on sign in sheet at the events. With many choosing not to share their contact information, over 200 people were tallied through a visual count and participated in discussions with staff and in event activities. All boards were available in English and Spanish, and a Spanish-speaking ambassador was available at in-person events.

In addition to the day of events, the Town led additional engagement events utilizing provided materials and talking points at Walmart and survey business cards were distributed around town during the month of October.

Community Wide-Survey. To provide virtual access for everyone, an online survey and all current project information was made available at www.FriscoPlan.com. The survey was open September 27 to October 22, 2024 and 190 surveys were completed. All surveys were taken in English, with the survey being available in both English and Spanish via the Qualtrics XM survey platform.

Noticing and Communication. The survey was noticed on [the Town website](#) and flyers were posted at local business. Notifications were emailed directly to residents via town listservs. All materials were provided in English and Spanish.

Description of Activities. There were 10 boards (which can be viewed [here](#)) which asked participants to provide feedback across a spectrum of information. This included an introduction to the project and information on the community values developed in Engagement Window #1. In addition, information is provided to describe scenario planning and the drivers and trends that informed the development of these scenarios. Three scenario maps explore different ways to approach planning in Frisco and ask for feedback on the vision statement, overall scenario, and to vote on a favorite scenario. A future land use character board showed character imagery of land use classifications to better understand the character of the colors on the scenario maps. A scenario comparison board provided a snapshot to help understand the trade-offs of each scenario. Finally, a trade-offs board identified statements of different possible outcomes of the three scenarios and participants were asked to indicate the statement that was most true to their viewpoint. Each event included children's activities and an opportunity to draw about the Future of Frisco. Participants provided contact information on a sign in sheet and were offered the option to be entered into a drawing to win a prize at the Nordic Center.

Event Photos

**More photographs are available in Appendix A.*



Figure 1 – Photo of engagement pop up at Rocky Mountain Coffee Roasters event held on September 26th of 2024.



Figure 2 - Photo of engagement pop up at Town Hall held on September 26th of 2024.



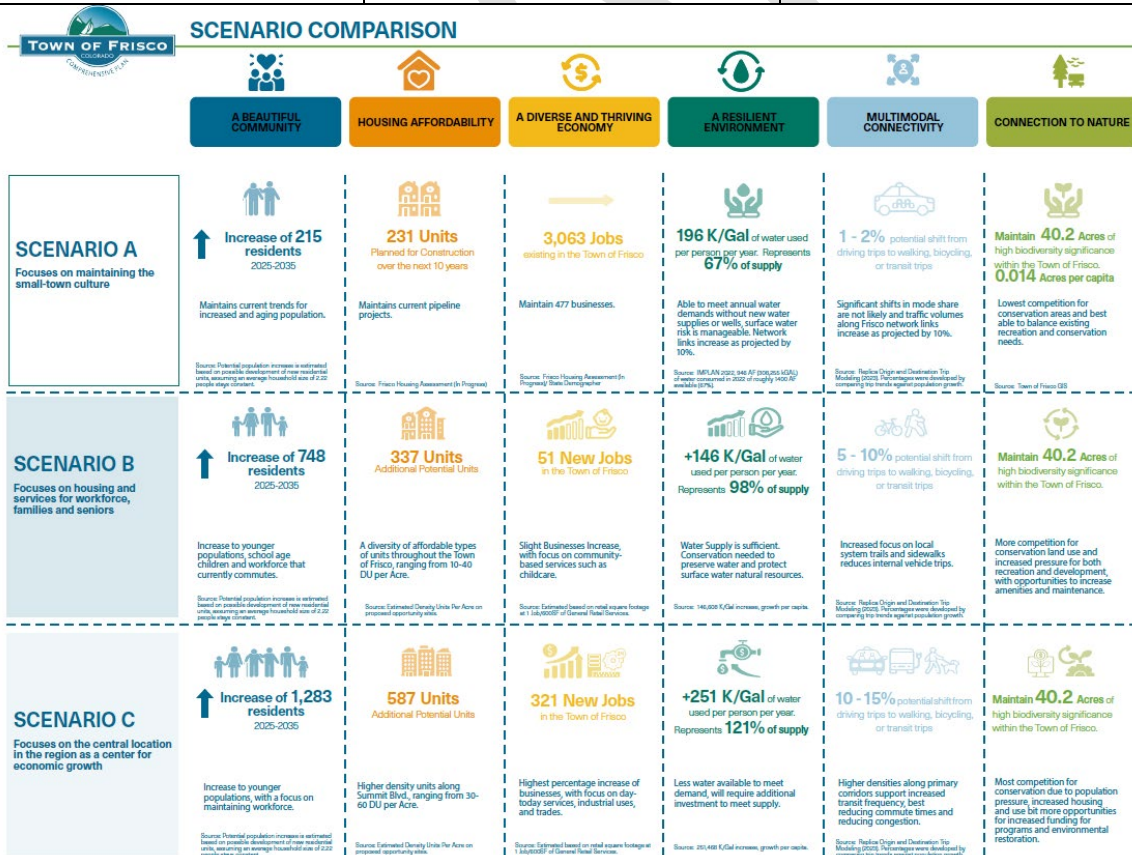
Figure 3 - Photo of engagement pop up at Rocky Mountain Coffee Roasters held on September 26th of 2024.



Figure 4. Community engagement business cards and Nordic Ski Pass Raffle.

Description of Scenarios. The event boards in Appendix A provide detailed maps, narrative that aligns each scenario to the community guideposts for each of the 3 scenarios. To provide context for this document, a brief description of each of the 3 scenarios is provided below and an image of the scenario comparison board to highlight how community values are addressed differently in each of the scenarios.

SCENARIO A	SCENARIO B	SCENARIO C
<p>Narrative: Scenario A is a baseline scenario that looks at a potential future where current trends continue with minimal intervention or change within the community. Based on these existing trends, the population will continue to decline, and jobs will have modest growth—primarily within tourism-supported areas.</p>	<p>Narrative: Scenario B explores a low-to-mid growth alternative with a focus on increasing the affordable housing supply. This may include different types of housing and density along Summit Boulevard, in the Gateway District, and along West Main Street. There is an opportunity to increase ADUs, and missing middle housing types such as duplexes and townhomes, and to consider other opportunities for housing such as tiny homes. The focus on increasing housing supply will both improve affordability and create opportunities for the existing workforce and future generations of residents.</p>	<p>Narrative: Scenario C focuses on economic diversity and housing, offering the highest growth potential. This supports a decrease in the need for commuting employees as the job market increases and an increase in housing supply to provide accessible housing options for existing employees and future workforce. A focus on increasing economic diversity by attracting new businesses and industries to includes West Main Street as an expansion of the downtown core for local businesses, retail, and cultural attractions. Mixed use commercial centers along Summit Blvd. and in the Gateway District, create new spaces for offices, light industrial spaces, warehouses, makerspaces, and essential retailers.</p>



2) Key Understanding

Within this engagement window, the Frisco community has provided valuable insight into the three scenario alternatives. Overall, these insights reflect a community that values its identity, natural beauty, and quality of life while also acknowledging the need to balance growth and development and the need for sustainable planning to sustain these qualities into the future.

Demographic Summary. The survey demographics reflect alignment with the full-time and part-time residents. Underrepresented survey respondents include renters, youth under 29 years of age and Spanish-speaking residents. Events were intended to target underrepresented groups, many of whom chose not to disclose personal data. Additional outreach from Town staff at Walmart was intended to bridge the gap in representation, however, the demographics board was not displayed at this event due to weather conditions.

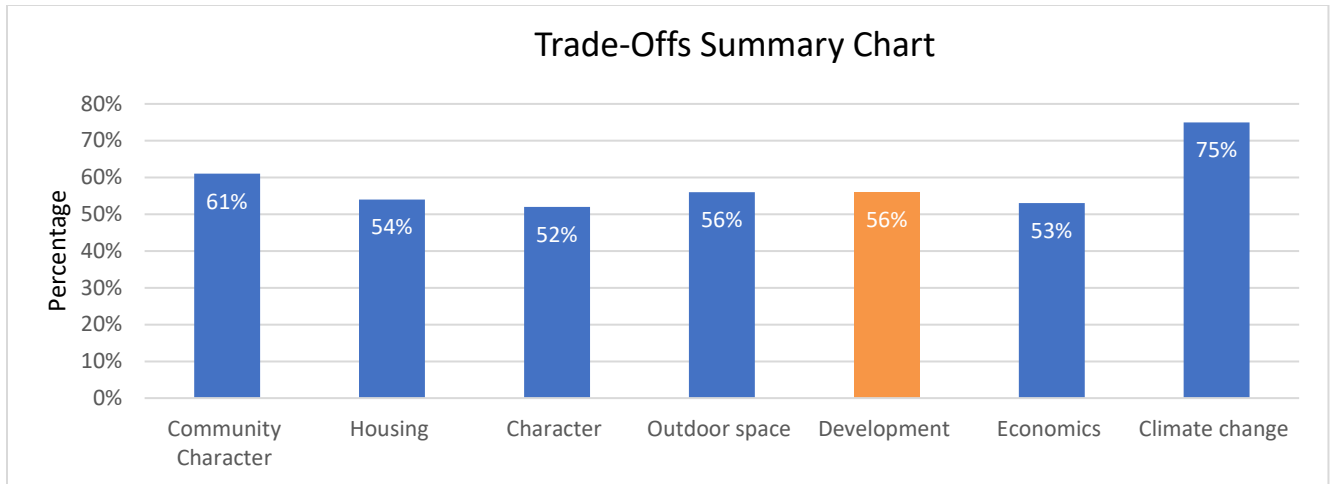
Key Findings. The Frisco community is deeply committed to preserving its character while addressing growth and development in a balanced and sustainable manner. Comments indicate an emphasis is on maintaining a close-knit, vibrant and environmentally conscious community supporting both residents and visitors.

Scenario Planning Summary. Overall, Scenario B was selected as the preferred direction at pop-up events (65%) and the online survey (41%), for a composite of 44%. Overlapping themes regarding housing, development, and approaches to environmental sustainability and conservation were seen across the open-response commentary for all three Scenario options. Scenario based questions are further defined in Section 3.

Trade-offs Summary. Interestingly, there was no clear delineation on the tradeoffs, with 6 of the 7 questions close to 50%. Overall, responses indicate a desire for housing, but less desire for economic growth. Trade off questions are further defined in Section 4. The following responses held the highest support for each of the seven trade-off questions.

- Community Character - Option B (61%)
- Housing - Option B (54%)
- Character - Option B (52%)
- Outdoor space - Option B (56%)
- Development - Option A (56%)
- Economics - Option B (53%)
- Climate change - Option B (75%)

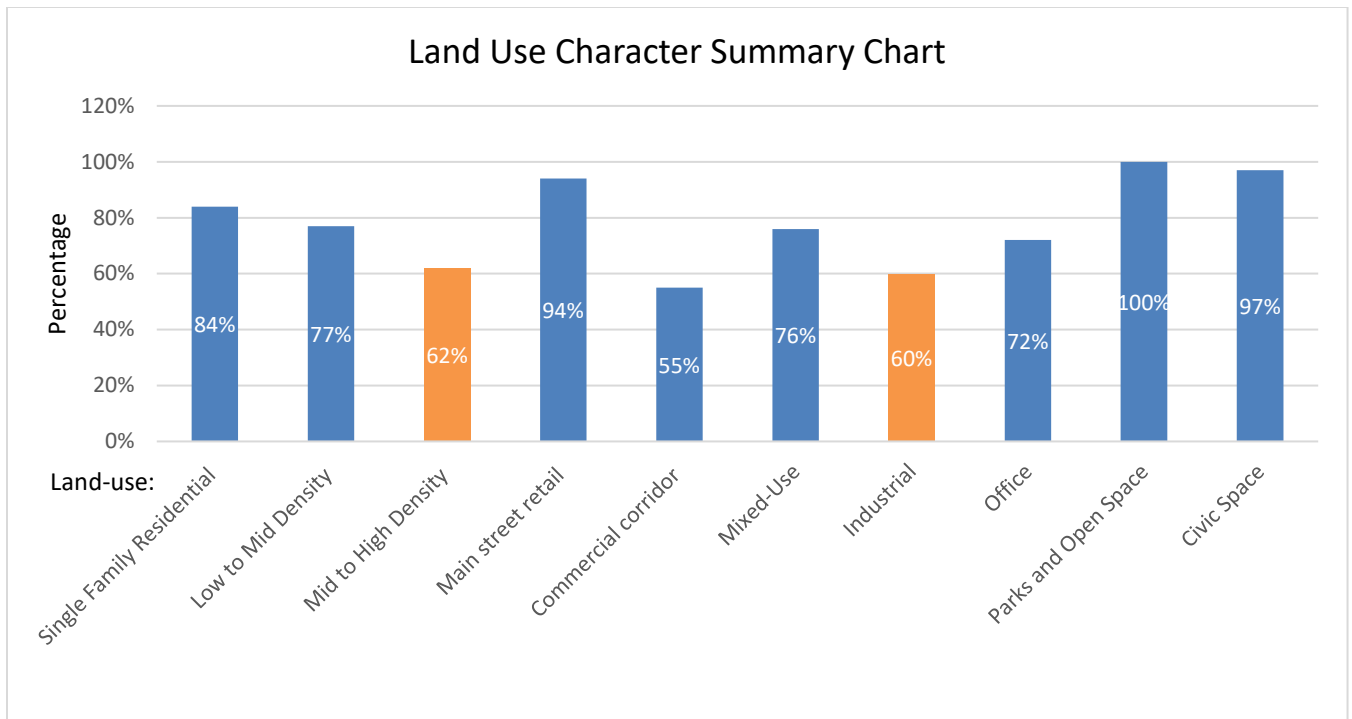
The Trade-offs Summary Chart below illustrates the in blue responses that align more closely with Scenario B and C, while responses in orange align more closely with Scenario A.



Land Use Character Summary. Generally, the community supports lower intensity uses over higher intensity uses, with near consensus in favor of community spaces. The following responses held the highest support for each of the land use classification character images and related survey questions. These responses are further detailed in the Section 5.

- Single Family Residential (84% selected “they like this”)
- Low to Mid Density (77% selected “they like this”)
- Mid to High Density (62% selected “they do not like this”)
- Main Street Retail (94% selected “they like this”)
- Commercial Corridor (55% selected “they like this”)
- Mixed-Use (76% selected “they like this”)
- Industrial (60% selected “they do not like this”)
- Office (72% selected “they like this”)
- Parks and Open Space (100% selected “they like this”)
- Civic Space (97% selected “they like this”)

The chart below illustrates the in blue responses that are supported or preferred by a majority of respondents, while responses in orange are less supported or less desirable by a majority of respondents.



Overall Summary. The feedback reveals a tension between maintaining the current character of Frisco and addressing challenges related to housing and economic vitality. While the majority of comments indicate little desire for large-scale development, a minority of comments do recognize the need to increase jobs and housing as a strategy to maintain current character, rather continue trends of declining population and loss of workforce. Many of these comments highlight a need for increased housing options and support for local businesses, which can conflict with efforts to limit growth. Select comments are provided in the detailed analysis of each question in the following section and a full summary of comments can be found in Appendix B. A closer look at individual responses suggests some support for infill housing and more jobs (including commercial, retail, office, and mixed-use opportunities) in the Gateway area and along Summit Blvd. Additionally, there is interest in expanding housing options downtown to bolster retail vibrancy on Main Street. In contrast, residential areas and open spaces are generally preferred to stay the same, with a desire to encourage more permanent residents rather than a predominance of second homes.

3) Scenario Planning Summary

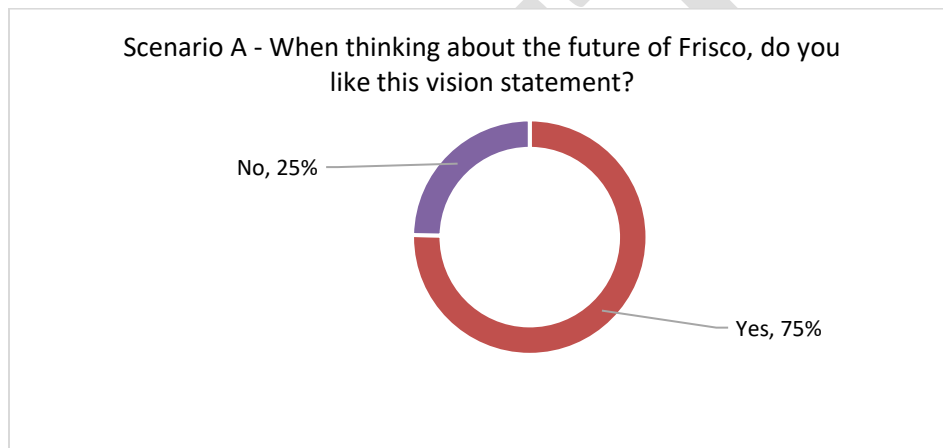
The following includes a summary of responses to the scenario alternatives questions from in person events and the corresponding online survey. Open response comments were analyzed based on the frequency of themes in response. A description of the overall themes is included for open response question types. A full report of all open response comments can be found in Appendix B.

Q1 – Scenario A - When thinking about the future of Frisco, do you like this vision statement?

SCENARIO A VISION STATEMENT

The Town of Frisco is nestled in the heart of the White River National Forest and Lake Dillon, where knowing one another and family friendly values create a sense of belonging. We cherish access to nature and outdoor activities and strive to maintain our local culture while preserving the environment. The Town of Frisco is a place where local businesses thrive and residents of all ages can live, work, and play together. We are committed to balancing thoughtful growth with the protection of our natural beauty, ensuring that our community remains affordable and welcoming for future generations.

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Yes	0	0%	131	75%	131	75%
No	0	0%	43	25%	43	25%
Total	0	0%	174	100%	174	100%



Q1 Methodology. This question asked respondents whether they liked the vision statement for the future of Frisco, offering two response options: "Yes" or "No." The online survey received 174 of 190 responses (a 92.1% response rate), with no additional responses collected at pop-up events.

Q1 Understanding. Three-quarters (75%) of survey respondents indicated that they liked the vision statement, while 25% did not. There were no responses from pop-up events for this question.

Q2 – Scenario A - Based on what you understand about Scenario A, what thoughts or ideas do you have? Please share your thoughts with us.

#Q -Based on what you understand about Scenario A, what thoughts or ideas do you have?		
Type of Engagement	Count	%
Pop-up Responses	1	1%
Survey Responses	107	99%
Total Responses	108	100%

Q2 Methodology. This open-response question was included in both the online survey and pop-up events. Participants could write their answers online or post sticky notes on the boards at events. The online survey received 107 comments from the total 190 responses (a 56.3% response rate). The pop-up events gathered 1 comment. Responses were then grouped into common themes to summarize participants' feedback on the scenario.

Q2 Understanding. Themes of the comments based on Scenario A are related to: (1) Affordable and Workforce Housing Needs, (2) Preservation of Small-Town Character and Community Identity, (3) Environmental Conservation and Sustainability, (4) Traffic, Infrastructure and Safety Concerns and (5) Economic and Community Diversity. A summary of comments from each theme are identified below:

- Affordable and Workforce Housing Needs: Many residents emphasize the urgent need for more affordable and workforce housing options. Concerns revolve around rising housing costs that make it challenging for local workers to live in Frisco, threatening the community's sustainability and diversity. While some see developments like Lake Hill as a potential solution, there is skepticism about relying on projects outside of Frisco. Many believe Frisco should take a more proactive, locally tailored approach to address housing needs.
- Preservation of Small-Town Character and Community Identity: A recurring theme is the desire to maintain Frisco's small-town, quiet, nature-focused character. Residents express concern that rapid growth, high-density housing and tourism-focused development could erode Frisco's unique atmosphere, leading to overcrowding and strain on resources. There is a strong call to balance growth with preserving Frisco's distinct local identity, supporting small businesses and maintaining open spaces.
- Environmental Conservation and Sustainability: Environmental preservation is a high priority, with many advocating for conservation efforts, while minimizing environmental impacts. Residents value Frisco's natural beauty and want to ensure that new development respects the environment. Sustainability is seen as essential not only for protecting the local ecosystem but also for maintaining a resilient economy.
- Traffic, Infrastructure and Safety Concerns: As Frisco grows, there is significant worry about its infrastructure's capacity to handle increased density, particularly regarding traffic congestion, parking and pedestrian safety. While outside of the Town Boundary, Dillon Dam Road and the Lake Hill area are frequently mentioned as potential pressure points. Many suggest that Frisco invest in improved infrastructure, including pedestrian pathways, bike lanes and parking facilities, to support safe and sustainable growth.
- Economic and Community Diversity: Residents express concern over Frisco's reliance on tourism and the limited economic opportunities beyond service and remote work. There is a desire to diversify the economy and foster a more inclusive community that supports a mix of residents. Achieving economic diversity is seen as vital for long-term stability, particularly in the face of economic shifts that could

impact tourism and for fostering a balanced demographic that includes families, local workers, and year-round residents.

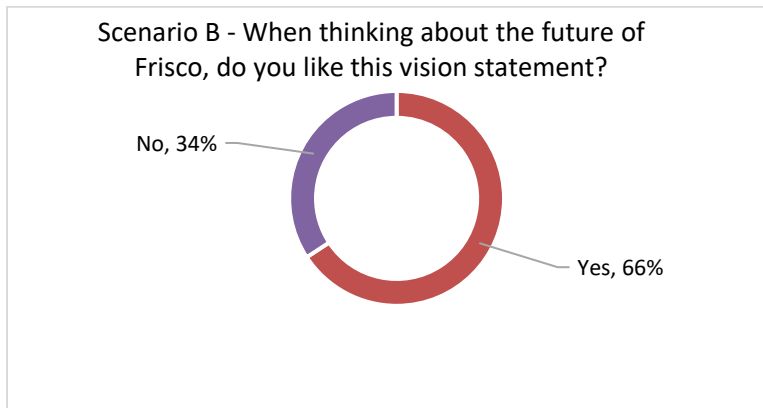
Selected Sample Comments	
<i>*The following comments are selected direct quotes that indicate a broad sample of perspectives and suggestions and have not been edited or modified. A full summary of all comments is included in Appendix B.</i>	
Affordable and Workforce Housing Needs (Theme 1)	"I want a greater focus on equity and affordable housing development over protecting "small town atmosphere." The status quo may keep density low, but it also throws affordability out the window. I like that we are improving sidewalk connections and the Complete Streets project."
Preservation of Small-Town Character and Community Identity (Theme 2)	"I like the idea of maintaining the great things about Frisco. The pipeline projects will increase housing an amount such that a portion of local employees could shift to living in Frisco. I feel this plan is missing needed improvements to connect Main Street to the Marina and use property along Highway 9 and West Main for additional workforce housing mixed use projects."
Environmental Conservation and Sustainability (Theme 3)	"Keeping the small town feel with as little environmental impact as possible. Conservation is key."
Traffic, Infrastructure and Safety Concerns (Theme 4)	"I see traffic (vehicle and bike) steadily increasing. Public transportation is currently adequate, but streets and trails need to be improved to accommodate this increased traffic. CDOT's Exit 203 project will help. If Lake Hill is ever developed, the Dam Road and the C1 trail need to be improved."
Economic and Community Diversity (Theme 5)	"Scenario A will result in wage workers living outside of Frisco and produce a lack of true diversity in Frisco's population."

Q3 – Scenario B - When thinking about the future of Frisco, do you like this vision statement?

SCENARIO B VISION STATEMENT

The Frisco Community values the beautiful mountain-to-lake setting and historic Main Street that is home to a family-friendly vibe. We strive to create a community where people of all ages and stages of life can find affordable housing, quality services, and opportunities to thrive. We are dedicated to fostering a family-friendly atmosphere where local businesses flourish and residents feel a strong sense of community. By carefully managing growth and development, we aim to maintain our local charm while ensuring that everyone can enjoy the natural beauty and outdoor activities that make the Town of Frisco special.

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Yes	12	100%	111	63%	123	66%
No	0	0%	64	37%	64	34%
Total	12	100%	175	100%	187	100%



Q3 Methodology. This question asked respondents whether they liked an alternate vision statement (Scenario B) for the future of Frisco, with two response options: "Yes" or "No." A total of 187 responses were collected, with 175 from the online survey and 12 from pop-up events.

Q3 Understanding. Two-thirds (66%) of total respondents indicated that they liked the vision statement in Scenario B, with 63% of survey respondents and all (100%) pop-up event respondents expressing support.

Q4 – Scenario B - Based on what you understand about Scenario B, what thoughts or ideas do you have? Please share your thoughts with us.

#Q -Based on what you understand about Scenario B, what thoughts or ideas do you have?		
Type of Engagement	Count	%
Pop-up Responses	25	19%
Survey Responses	110	81%
Total Responses	135	100%

Q4 Methodology. This open-response question was included in both the online survey and pop-up events. Participants could write their answers online or post sticky notes on the boards at events. The online survey received 110 of the total 190 responses (a 58% response rate), while the pop-up events gathered 25 comments. Responses were then grouped into common themes to summarize participants' biggest hopes for Frisco.

Q4 Understanding. Themes of the comments based on Scenario B are related to: (1) Community and Housing Affordability, (2) Preservation of Local Character, (3) Sustainable and Balanced Development, (4) Transportation and Walkability and (5) Role of Government and Regulations. A summary of comments from each theme are identified below:

- **Community and Housing Affordability:** One of the most pressing concerns is the need for affordable housing options that cater specifically to local families and residents. Commenters expressed frustration with high-end developments that prioritize market-rate housing over community well-being, advocating for policies that support workforce housing and ensure that locals can afford to live in the area. Many respondents highlighted the necessity of integrating affordable options into new development plans, particularly along key corridors like Summit Boulevard. The sentiment is clear: a thriving

community must prioritize the needs of its residents, ensuring that housing is accessible and suitable for those who live and work in Frisco.

- **Preservation of Local Character:** Maintaining Frisco's unique identity is paramount for many community members. There are significant concerns about the demolition of historic homes to make way for luxury condominiums, which many believe could lead to a loss of the town's charm and character. Respondents emphasized a desire to avoid becoming overly commercialized or urbanized, drawing comparisons to neighboring towns that have sacrificed their local flavor for development. The community calls for a thoughtful approach to growth that respects the historical and cultural context of Frisco, preserving its small-town feel and preventing the imposition of developments that do not align with local values.
- **Sustainable and Balanced Development:** A key theme in the feedback is the importance of sustainable development that balances economic growth with environmental considerations. Community members advocated for careful planning that does not compromise the town's natural landscapes or contribute to greenhouse gas emissions. There is a clear desire for development strategies that incorporate renewable energy sources, such as solar power, and promote carbon neutrality in new buildings. Commenters also stressed the need for infrastructure improvements to support increased population density, ensuring that growth is managed responsibly and does not overwhelm local services.
- **Transportation and Walkability:** Improving transportation options and walkability within the community is a significant priority for residents. Many expressed concerns about pedestrian safety, particularly along busy corridors like Main Street, and suggested infrastructure improvements such as overpasses and better pathways. The emphasis on walkability aligns with the desire for a connected community where residents can easily access local businesses and recreational areas without relying on cars. Respondents pointed out that enhancing walkability can lead to increased community engagement and a stronger sense of belonging among residents.
- **Role of Government and Regulations:** Finally, there is a robust discussion around the role of government in housing and community development. Many commenters believe that while government support for affordable housing is crucial, it should not be the sole solution. Instead, they advocate for a balanced approach that includes incentives for private developers to create affordable housing options without overly relying on government funding. Comments also highlight the importance of establishing zoning regulations that prevent the displacement of local residents, ensuring that new developments align with community needs and values.

Selected Sample Comments

**The following comments are selected direct quotes that indicate a broad sample of perspectives and suggestions and have not been edited or modified. A full summary of all comments is included in Appendix B.*

Community and Housing Affordability (Theme 1)

“This is the best option for Frisco. We need to find a way to grow AFFORDABLE housing and prevent investors and second homeowners from continuing to take over Frisco.”

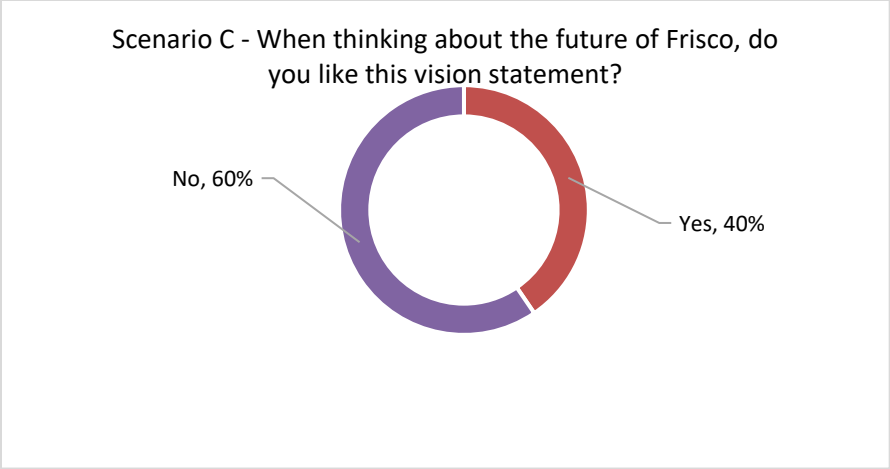
Preservation of Local Character (Theme 2)	“Better balance between seeking opportunities for affordable housing and maintaining the small town character of Frisco.”
Sustainable and Balanced Development (Theme 3)	“Not enough focus on nature and environment. Frisco has too much auto traffic and more urban all the time. Frisco should become a dark sky’s community attractive to stargazers and tourists for views of multiway. No LED LIGHTS, residential lighting should be downlighting with motion sensors. Promote Green, save energy.”
Transportation and Walkability (Theme 4)	“Increasing town connectivity is essential including sidewalks, rec paths and trailhead access. There should be pedestrian/cycling access to meadow creek trailhead. There should be two pedestrian bridges across summit boulevard; one at main street and one near Safeway.”
Role of Government and Regulations (Theme 5)	“I like the balanced, limited role of government in local housing development. Prefer incentives and restrictions to require private development to include housing for primary residents, without income qualification or appreciate restrictions. ADUs are welcome more than 2-3m townhomes for second homeowners or worse, investors who want to STR.”

Q5 – Scenario C - When thinking about the future of Frisco, do you like this vision statement?

SCENARIO C VISION STATEMENT

The Town of Frisco is a vibrant, beautiful community in the heart of Summit County, renowned for its beautiful setting and access to outdoor adventures. We leverage our central location in America’s Playground to become a hub for economic growth while preserving our historic heritage and sense of community. We aim to support a diverse economy that includes local businesses and provides opportunities for residents of all incomes, ages and lifestyles to live, work, and play. By balancing development with environmental stewardship, we seek to maintain the affordability and quality of life that our residents value, ensuring a sustainable future for our community.

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Yes	0	0%	68	40%	68	40%
No	0	0%	100	60%	100	60%
Total	0	0%	168	100%	168	100%



Q5 Methodology. This question asked respondents whether they liked the vision statement in Scenario C for the future of Frisco, providing two response options: "Yes" or "No." The online survey received 168 responses, with no responses collected from pop-up events for this question

Q5 Understanding. Forty percent (40%) of total respondents indicated they liked the vision statement in Scenario C, while the remaining 60% did not. All responses were from the online survey, with no input from pop-up events.

Q6 – Scenario C - Based on what you understand about Scenario C, what thoughts or ideas do you have? Please share your thoughts with us.

Q -Based on what you understand about Scenario C, what thoughts or ideas do you have?		
Type of Engagement	Count	%
Pop-up Responses	12	10%
Survey Responses	110	90%
Total Responses	122	100%

Q6 Methodology. This open-response question was included in both the online survey and pop-up events. Participants could write their answers online or post sticky notes on the boards at events. The online survey received 122 of the total 190 responses (a 64.21% response rate), while the pop-up events gathered 12 comments. Responses were then grouped into common themes to summarize participants’ biggest hopes for Frisco.

Q6 Understanding. Themes of the comments based on Scenario B are related to: (1) Community Development and Housing, (2) Sustainability and Flood Risk Management, (3) Commercial Opportunities, (4) Community Services and Amenities and (5) Local Economy and Housing Affordability. A summary of comments from each theme are identified below:

- **Community Development and Housing:** Residents strongly advocate for mixed-use developments that combine affordable housing with essential community facilities. There is a notable emphasis on advancing housing projects that incorporate both market-rate and affordable units situated above commercial spaces, which not only optimizes land use but also fosters a sense of community. This approach aims to provide suitable living

conditions for all residents, reducing the reliance on commuting and enhancing accessibility to services. Commenters express a desire for projects that reflect the community's needs and values, indicating that accessible housing is fundamental to maintaining Frisco's unique character.

- **Sustainability and Flood Risk Management:** Sustainability emerges as a crucial theme in community planning. Residents call for developments that respect and integrate natural features, particularly the creek, which plays a vital role in the area's ecosystem. The concept of "embracing the creek" signifies a desire to enhance the aesthetic and recreational value of the waterway while prioritizing flood risk management. This highlights the need for careful planning that addresses potential environmental impacts, ensuring that growth does not come at the expense of ecological integrity. By advocating for sustainable practices, residents aim to strike a balance between economic development and environmental stewardship.
- **Commercial Opportunities:** Survey respondents identify Summit Boulevard as a prime candidate for commercial and industrial redevelopment. There is significant enthusiasm for revitalizing this corridor to transform it into a vibrant economic hub, offering a range of business opportunities that can support local employment and community growth. Residents envision a mix of shops, services, and possibly light industry that could contribute to a robust local economy while attracting visitors. This revitalization is seen not just as an economic necessity but also to enhance the community's character and appeal.
- **Community Services and Amenities:** There is a call for the development of various community services, including a homeless shelter and community art spaces, indicating recognition of the importance of social infrastructure in enhancing quality of life. Residents emphasize that such facilities can foster community engagement and support vulnerable populations. Additionally, there is a demand for recreational amenities such as mixed-use fields and basketball courts, which would provide spaces for social interaction, physical activity and community events, contributing to a healthier and more connected community.
- **Local Economy and Housing Affordability:** Concerns regarding rent affordability are prevalent, with residents expressing anxiety about the potential negative impacts of regulations on short-term rentals. Many feel that current policies may not adequately support long-term residents, pushing them to the margins of the community. Commenters advocate for solutions that ensure housing affordability and enable residents to live sustainably in Frisco without being overly dependent on a transient workforce. This underscores the importance of maintaining Frisco's character, as residents desire a community where long-term residents can thrive and contribute to the local economy without being overshadowed by short-term visitors.

Selected Sample Comments

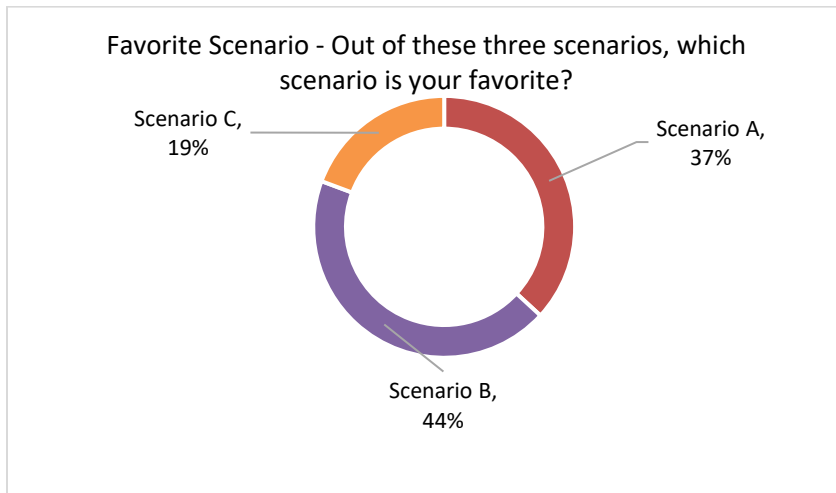
**The following comments are selected direct quotes that indicate a broad sample of perspectives and suggestions and have not been edited or modified. A full summary of all comments is included in Appendix B.*

<p>Community Development and Housing (Theme 1)</p>	<p>“This is = investors and second homeowners from continuing to take over Frisco.”</p> <p>“The community focus is on the small town culture and this causes the most disruption.”</p> <p>“I like this actively managed outcomes of Scenario C. I agree with all aspects except the West Gateway light industry/warehouse aspect. No thank you to those types of use in the location.”</p>
<p>Sustainability and Flood Risk Management (Theme 2)</p>	<p>“I like this scenario the best, though I believe there are ways to grow while maintaining or even increasing resilience. Development needs to be creative and respond to the shocks and stressors of living in our high altitude environment, with an eye toward the future to ensure that all the new residents we welcome are able to thrive on a daily basis and during any disaster events. I am also concerned about the development facing the creek. I wholly support embracing Tenmile, but we need to remain cautious of the floodplain if we are to be resilient. There are ways to do both!”</p>
<p>Commercial Opportunities (Theme 3)</p>	<p>“Summit Boulevard is the commercial and industrial density for redevelopment opportunity. Multiple floors of affordable \$ market rate housing above commercial.”</p>
<p>Community Services and Amenities (Theme 4)</p>	<p>“I like Scenario C as well as Scenario B. I like the mixed-use housing options, like the idea of embracing the creek more (although wonder how feasible that is). I like focusing on Frisco's position as a transit hub and improving connectivity and housing opportunities with the transit center. Currently taking the bus in and out of Frisco isn't super convenient because you still have to figure out how to get from the transit center to wherever you're going. I like the idea of activating West Main and Summit Blvd more as mixed-use commercial corridors, although I don't want to lose the big stores on Summit Blvd (Walmart, Safeway) that are super useful.”</p>
<p>Local Economy and Housing Affordability (Theme 5)</p>	<p>“I like the balanced, limited role of government in local housing development. Pre=. ADUs are welcome more than 2-3m townhomes for second homeowners or worse, investors who want to STR.”</p> <p>“I would love to see a vibrant growing Frisco. I have lived in Frisco and worked in Frisco and the ability to stay within city limits to accomplish what I need is truly remarkable. It absolutely provides the best quality of life and is such a privilege.”</p> <p>“In terms of the economy I like this scenario the best, if I could mix it with the housing thoughts in scenario B, it would be perfect.”</p>

Q7 – Favorite Scenario - Out of these three scenarios, which scenario is your favorite?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Scenario A	3	18%	72	39%	75	37%
Scenario B	11	65%	76	41%	87	44%
Scenario C	3	18%	36	20%	39	19%

Total	17	100%	184	100%	201	100%
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Q7 Methodology. This question assessed participants' preferences among the three scenarios. Respondents provided their favorite scenario through two methods, pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

Q7 Understanding. The results indicate a preference for Scenario B, which received 65% of pop-up responses and 41% of survey responses, for an average total of 44%. Scenario A received 18% at pop-up events and 39% of survey responses, for an average total of 37%. Scenario C was the least favored, with 18% of pop-up responses and 20% of survey responses, averaging 19% overall. This data highlights that Scenario B is more popular among respondents with, yet elements of Scenario A are also desirable and a preferred scenario may combine aspects from each.

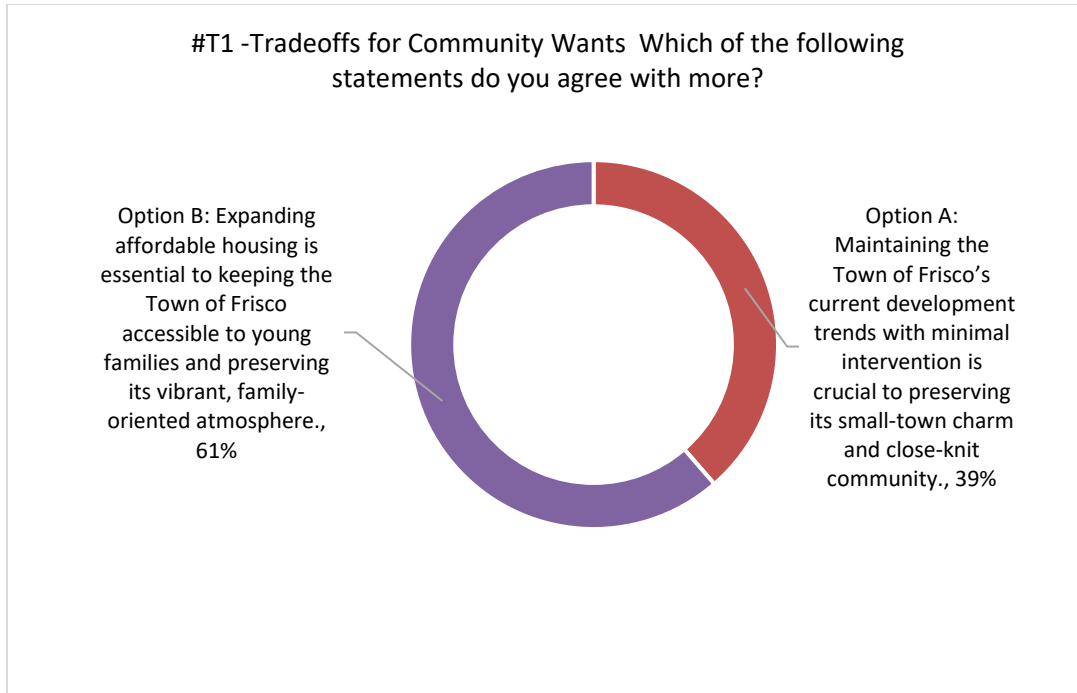
4) Trade-offs Question Summary

The following includes a summary of responses to the trade-off questions from in person events and the corresponding online survey. This question was designed to assess participants' preferences among trade-offs for community wants with two statements being presented side-by-side and participants selecting between "A" or "B" as answer choices. Option A statements leaned toward a no-change or maintaining trends (Scenario A) and Option B statements leaned towards more increasing housing and economic growth (Scenario B and C).

Trade-offs for Community Character- Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: Maintaining the Town of Frisco's current development trends with minimal intervention is crucial to preserving its small-town charm and close-knit community.	4	13%	47	47%	51	39%

Option B: Expanding affordable housing is essential to keeping the Town of Frisco accessible to young families and preserving its vibrant, family-oriented atmosphere.	28	88%	53	53%	81	61%
Total	32	100%	100	100%	132	100%



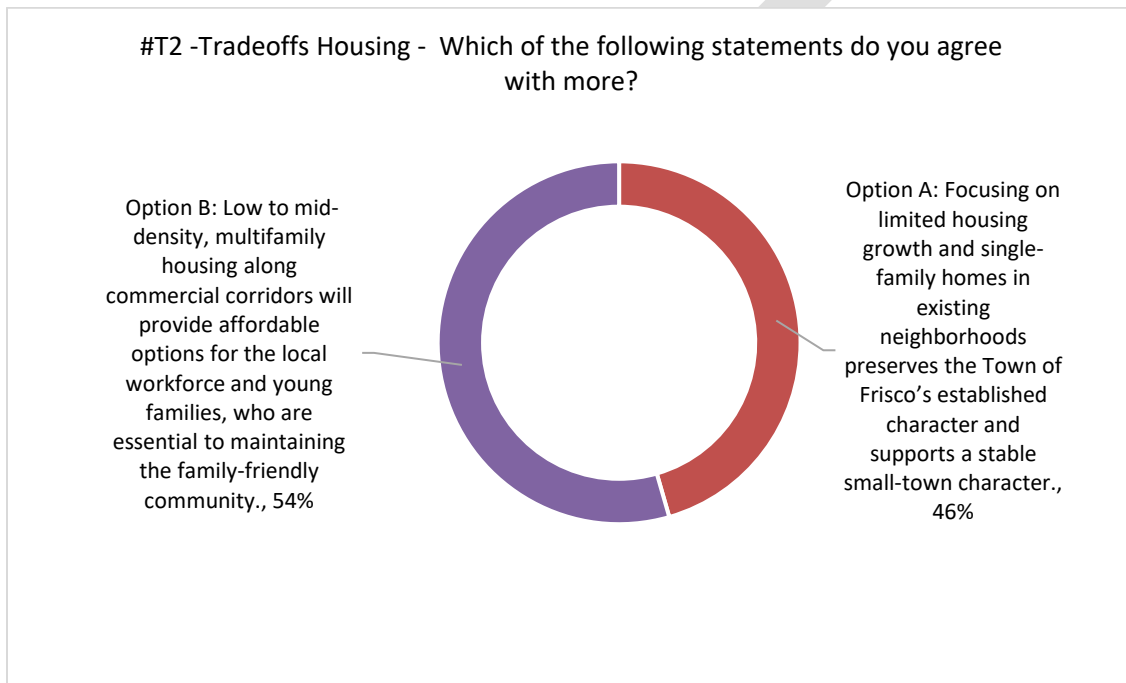
T1 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

T1 Understanding. The results reveal a strong preference for Option B, which emphasizes the importance of expanding affordable housing to maintain accessibility for young families and uphold the town's vibrant, family-oriented atmosphere. Specifically, 88% of pop-up respondents and 53% of survey respondents chose this option, resulting in a total agreement of 61%. In contrast, Option A, garnered significantly less support, with only 13% of pop-up responses and 47% of survey responses, leading to a total of 39%. This data suggests that many of the community values highlights the need for affordable housing as a critical factor in sustaining the town's dynamic and inclusive character, indicating a collective priority toward fostering growth and accessibility for families.

T2 – Trade-offs Housing - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%

Option A: Focusing on limited housing growth and single-family homes in existing neighborhoods preserves the Town of Frisco’s established character and supports a stable small-town character.	14	41%	83	46%	97	46%
Option B: Low to mid-density, multifamily housing along commercial corridors will provide affordable options for the local workforce and young families, who are essential to maintaining the family-friendly community.	20	59%	96	54%	116	54%
Total	34	100%	179	100%	213	100%

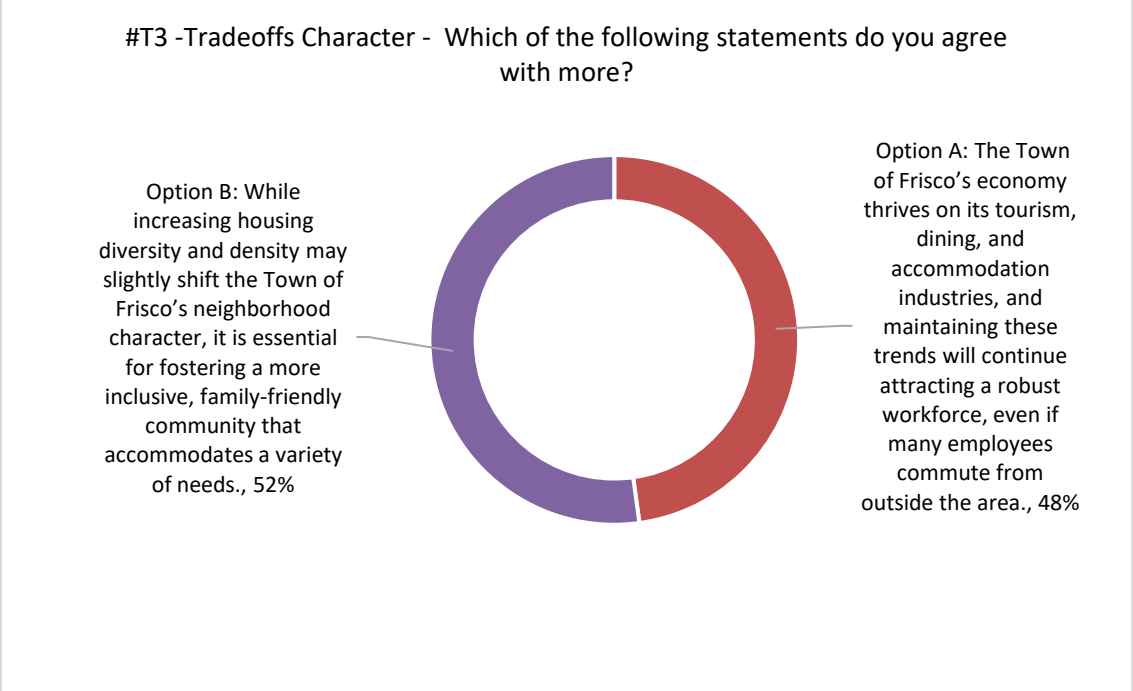


T2 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

T2 Understanding. The results show a preference for Option B, with 59% of pop-up respondents and 54% of survey respondents choosing it, leading to a total of 54% overall. Option A received 41% of pop-up responses and 46% of survey responses, culminating in 46% total agreement. This data indicates that many respondents favor the development of multifamily housing along commercial corridors as a means to support affordable living options, highlighting a community inclination toward accommodating workforce needs while maintaining the family-friendly environment.

T3 – Trade-offs Character - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: The Town of Frisco’s economy thrives on its tourism, dining and accommodation industries, and maintaining these trends will continue attracting a robust workforce, even if many employees commute from outside the area.	11	41%	88	49%	99	48%
Option B: While increasing housing diversity and density may slightly shift the Town of Frisco’s neighborhood character, it is essential for fostering a more inclusive, family-friendly community that accommodates a variety of needs.	16	59%	92	51%	108	52%
Total	27	100%	180	100%	207	100%



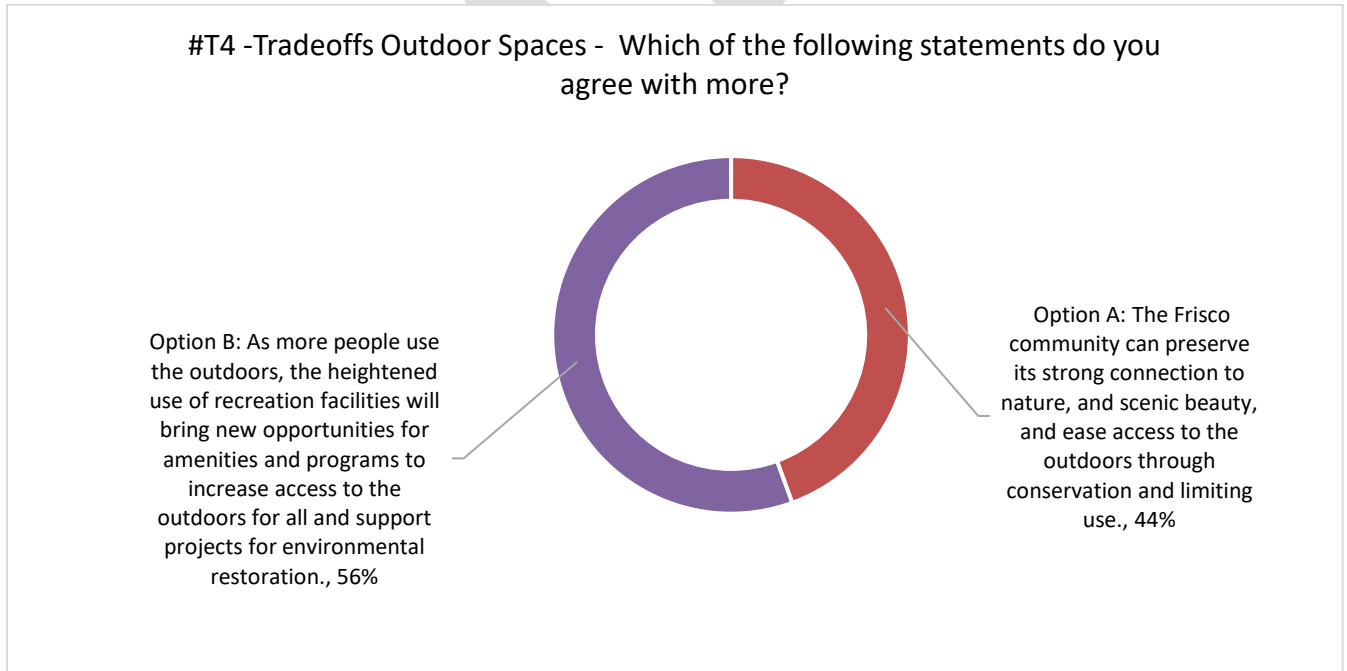
T3 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

T3 Understanding. The survey results show a clear preference for Option B, which emphasizes the importance of increasing housing diversity and density to create a more inclusive, family-friendly community. This option received 59% of pop-up responses and 51% of survey responses, resulting in a total agreement of 52%. In contrast, Option A, which focuses on maintaining existing tourism and accommodation trends to attract a strong workforce—regardless of commuting—received 41% of pop-up responses and 49% of survey responses,

totaling 48%. These findings suggest that a majority of respondents favor adjusting housing strategies, even if it slightly alters the neighborhood character, to accommodate a wider range of community needs. This indicates a strong community interest in fostering inclusivity while balancing the economic benefits associated with tourism and workforce retention.

T4 – trade-offs Outdoor Spaces - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: The Frisco community can preserve its strong connection to nature and scenic beauty, and ease access to the outdoors through conservation and limiting use.	12	44%	0	0%	12	44%
Option B: As more people use the outdoors, the heightened use of recreation facilities will bring new opportunities for amenities and programs to increase access to the outdoors for all and support projects for environmental restoration.	15	56%	0	0%	15	56%
Total	27	100%	0	0%	27	100%

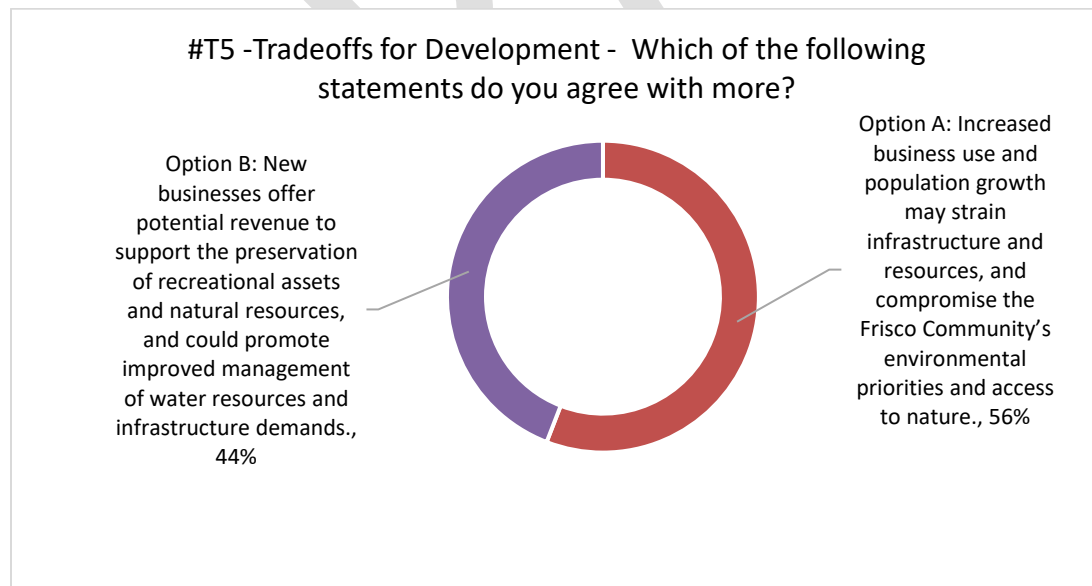


T4 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

T4 Understanding. The survey results reveal a distinct preference for Option B, which suggests that increased outdoor usage can lead to enhanced recreational facilities and new opportunities for amenities and programs, ultimately promoting greater access to nature and supporting environmental restoration projects. This option received 56% of pop-up responses, totaling 15 respondents. In contrast, Option A, which focuses on preserving the community's connection to nature through conservation and limited use, garnered 44% of pop-up responses, totaling 12 respondents. Notably, there were no survey responses collected for this question due to digital survey error. Overall, these findings indicate that a majority of respondents believe that embracing increased outdoor activity can benefit the community by providing improved amenities and supporting environmental initiatives, reflecting a desire to balance access with conservation.

T5 – trade-offs for Development - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: Increased business use and population growth may strain infrastructure and resources, and compromise the Frisco Community's environmental priorities and access to nature.	15	58%	99	56%	114	56%
Option B: New businesses offer potential revenue to support the preservation of recreational assets and natural resources, and could promote improved management of water resources and infrastructure demands.	11	42%	79	44%	90	44%
Total	26	100%	178	100%	204	100%



T5 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and

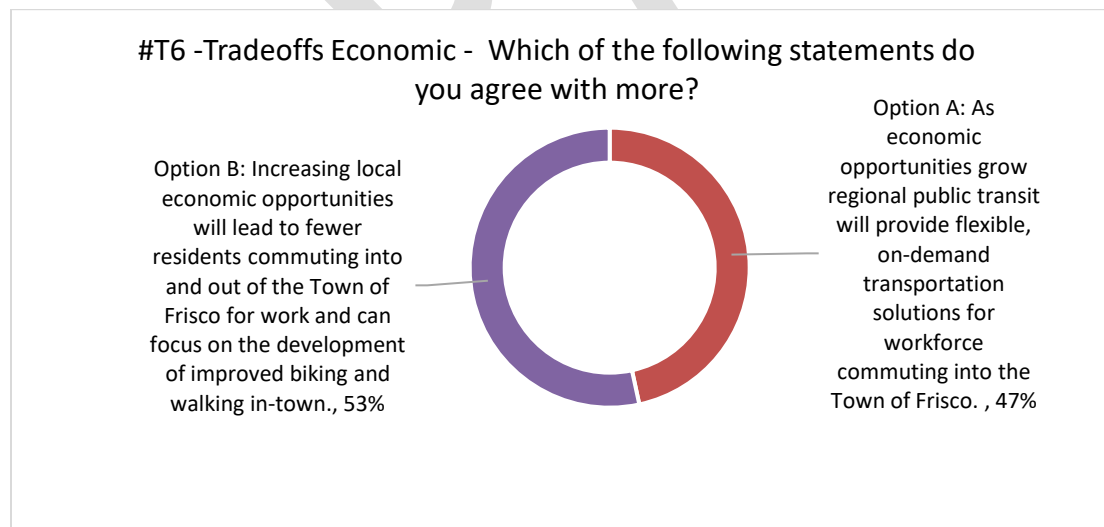
expressed as both counts and percentages to understand the overall preferences of participants.

T5 Understanding. The results show a strong preference for Option A, which expresses concern that increased business activity and population growth could strain infrastructure and resources, potentially undermining the Frisco community’s environmental priorities and access to nature. This option received 58% of pop-up responses and 56% of survey responses, resulting in an overall agreement of 56%. In contrast, Option B, which argues that new businesses could generate revenue to help preserve recreational assets and improve resource management, received 42% of pop-up responses and 44% of survey responses, totaling 44%.

These findings indicate that a majority of respondents are cautious about growth, prioritizing the protection of the community's environmental values and access to nature over the potential benefits of increased business development.

T6 – trade-offs Economic - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: As economic opportunities grow regional public transit will provide flexible, on-demand transportation solutions for workforce commuting into the Town of Frisco.	17	55%	79	45%	96	47%
Option B: Increasing local economic opportunities will lead to fewer residents commuting into and out of the Town of Frisco for work and can focus on the development of improved biking and walking in-town.	14	45%	96	55%	110	53%
Total	31	100%	175	100%	206	100%



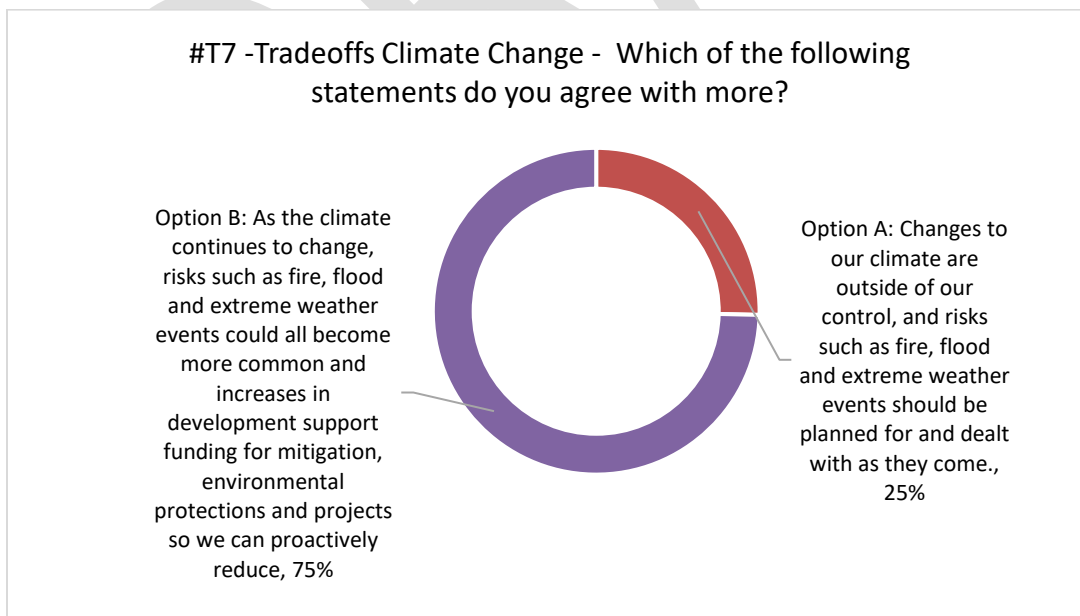
T6 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and

expressed as both counts and percentages to understand the overall preferences of participants.

T6 Understanding. The results show a slight preference for Option B, which argues that expanding local economic opportunities will reduce the number of residents commuting in and out of Frisco, allowing for improved biking and walking infrastructure. This option received 45% of pop-up responses and 55% of survey responses, resulting in a total agreement of 53%. In contrast, Option A, which suggests that regional public transit will provide flexible commuting solutions, garnered 55% of pop-up responses and 45% of survey responses, totaling 47%. These findings indicate that respondents are more inclined toward the idea that local economic growth can reduce reliance on commuting, emphasizing the importance of developing in-town transportation options for a more integrated community.

T7 – trade-offs climate change - Which of the following statements do you agree with more?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Option A: Changes to our climate are outside of our control and risks such as fire, flood and extreme weather events should be planned for and dealt with as they come.	7	22%	46	26%	53	25%
Option B: As the climate continues to change, risks such as fire, flood and extreme weather events could all become more common and increases in development support funding for mitigation, environmental protections and projects so we can proactively reduce our overall risk.	25	78%	131	74%	156	75%
Total	32	100%	177	100%	209	100%



T7 Methodology. Respondents provided their favorite scenario through two methods: pop-up responses and survey responses. The pop-up responses consisted of utilizing dot stickers and participants adding their preference on the board. The survey question was multiple choice with one selection required. The total number of responses for each scenario was tallied and expressed as both counts and percentages to understand the overall preferences of participants.

T7 Understanding. The results show a clear preference for Option B, which argues for proactive measures to address climate risks. This option received 78% of pop-up responses and 74% of survey responses, resulting in a total agreement of 75%. In contrast, Option A, which suggests a reactive approach to climate risks, received only 22% of pop-up responses and 26% of survey responses, totaling 25%. These findings indicate that a significant majority of respondents believe in the need for proactive strategies to mitigate the effects of climate change. This reflects a strong community commitment to environmental protection and preparedness for potential climate-related challenges.

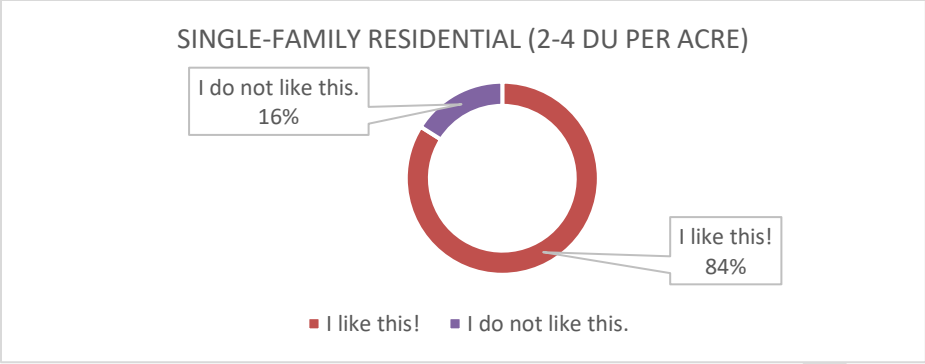
5) Land Use Character Summary

This survey aimed to assess community preferences regarding different types of land uses in Frisco. Participants were asked to express their opinions through two response options, "I like this!" indicates support for this type of development or "I do not like this." indicates opposition.

L1 - SINGLE-FAMILY RESIDENTIAL (2-4 DU PER ACRE)



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	16	100%	141	82%	157	84%
I do not like this.	0	0%	30	18%	30	16%
Total	16	100%	171	100%	187	100%



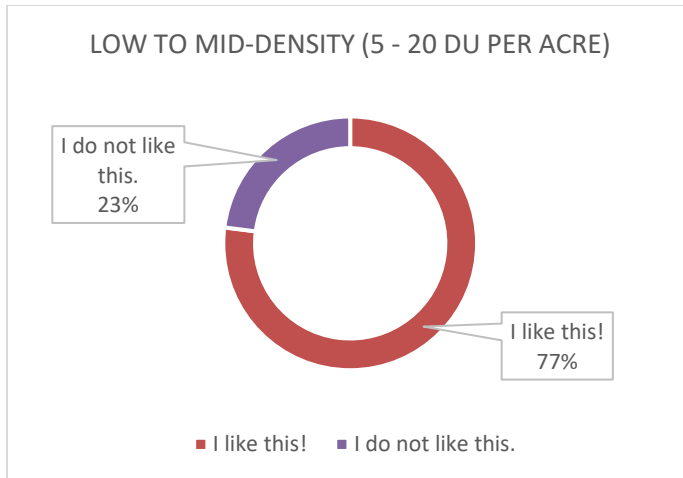
L1 Methodology. This question assessed community preferences regarding single-family residential developments at a density of 2-4 dwelling units per acre. Responses were collected via pop-up interactions and a more detailed survey, with the total number of responses for each option summarized in counts and percentages.

L1 Understanding. The results show strong support for single-family residential developments at this density. The option "I like this!" received unanimous support from pop-up respondents, with 100% approval and 82% of survey respondents agreeing, resulting in an overall total of 84%. In contrast, the option "I do not like this." received no support in the pop-up responses and only 18% from survey respondents, totaling 16% overall. These findings indicate that the community largely favors single-family residential developments at a density of 2-4 dwelling units per acre, reflecting a preference for this type of housing in the area.

L2 - LOW TO MID-DENSITY (5 - 20 DU PER ACRE)



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	14	88%	133	76%	147	77%
I do not like this.	2	13%	41	24%	43	23%
Total	16	100%	174	100%	190	100%



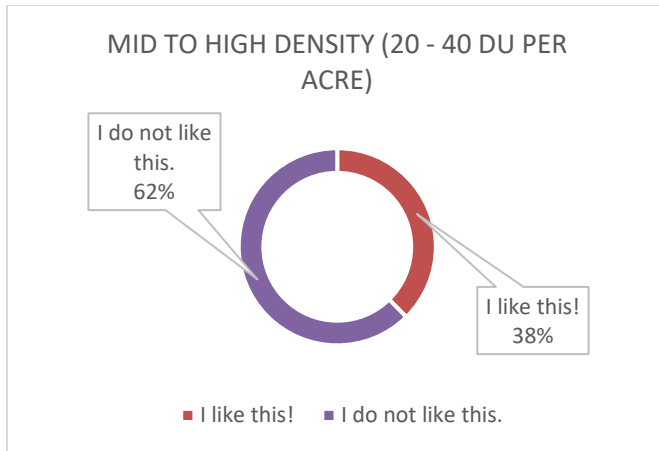
L2 Methodology. This survey aimed to evaluate community preferences for low to mid-density residential developments, defined as 5 to 20 dwelling units per acre. Responses were gathered through pop-up interactions and a more detailed survey, with the total number of responses for each option summarized in counts and percentages.

L2 Understanding. The results indicate a favorable view of low to mid-density residential developments. The option "I like this!" received strong support, with 88% of pop-up respondents and 76% of survey respondents agreeing, resulting in a total of 77%. Conversely, the option "I do not like this." garnered 13% of pop-up responses and 24% of survey responses, totaling 23% overall. These findings suggest that the community generally supports low to mid-density developments, indicating a positive attitude toward this type of housing in the area.

L3 - MID TO HIGH DENSITY (20 - 40 DU PER ACRE)



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	7	50%	63	37%	70	38%
I do not like this.	7	50%	109	63%	116	62%
Total	14	100%	172	100%	186	100%



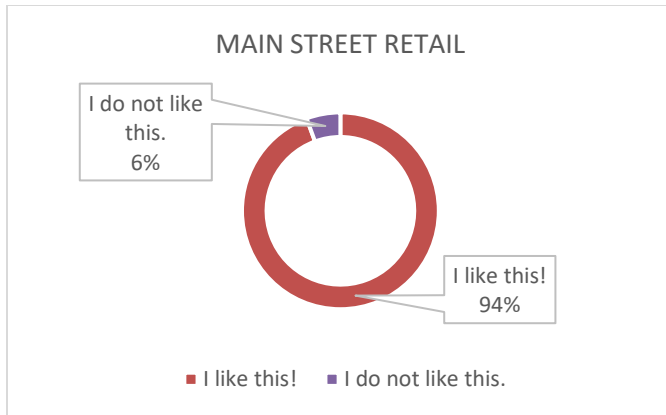
L3 Methodology. This question assessed community preferences for mid to high-density residential developments, defined as 20 to 40 dwelling units per acre. **"I do not like this."** indicates opposition. Responses were collected via pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L3 Understanding. The results reveal a divided opinion on mid-to-high-density residential developments. The option "I like this!" received support from 50% of pop-up respondents and 37% of survey respondents, resulting in a total of 38% agreement. In contrast, the option "I do not like this." received equal support from 50% of pop-up respondents and a majority of 63% of survey respondents, totaling 62% overall. These findings indicate that the community is split on mid to high-density developments, with a significant portion expressing opposition, suggesting that further dialogue may be needed to address concerns regarding this type of housing.

L4 - MAIN STREET RETAIL



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	18	90%	168	95%	186	94%
I do not like this.	2	10%	9	5%	11	6%
Total	20	100%	177	100%	197	100%



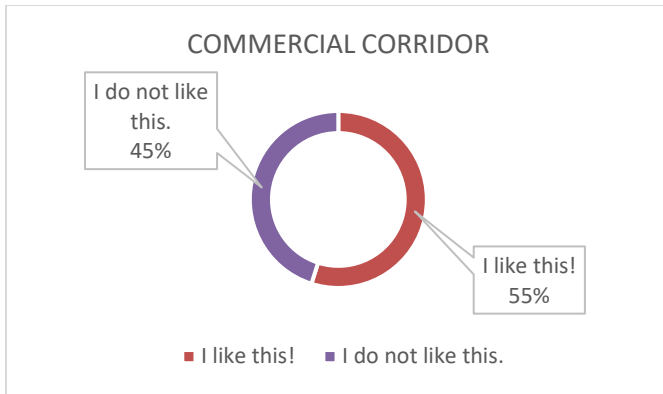
L4 Methodology. This question assessed community preferences for Main Street retail developments. Responses were collected through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L4 Understanding. The results show overwhelming support for Main Street retail developments. The option "I like this!" received strong backing, with 90% of pop-up respondents and 95% of survey respondents agreeing, resulting in an overall total of 94%. Conversely, the option "I do not like this." received minimal opposition, with 10% of pop-up responses and only 5% of survey responses, totaling 6% overall. These findings indicate that the community is largely in favor of Main Street retail, reflecting a positive attitude toward this type of development in the area.

L5 - COMMERCIAL CORRIDOR



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	12	63%	94	54%	106	55%
I do not like this.	7	37%	80	46%	87	45%
Total	19	100%	174	100%	193	100%



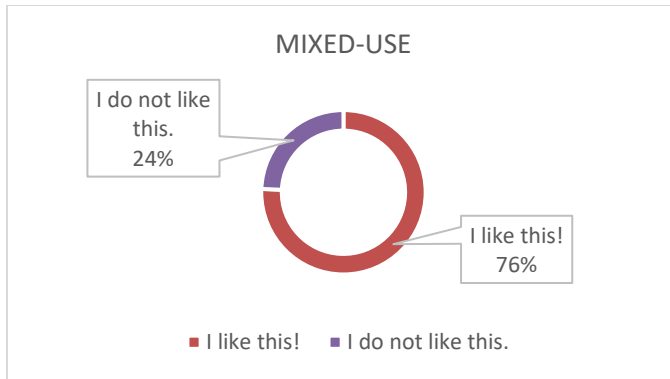
L5 Methodology. This survey question assessed community preferences for commercial corridor developments. Responses were collected through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L5 Understanding. The results show a moderate level of support for commercial corridor developments. The option "I like this!" received 63% of pop-up responses and 54% of survey responses, resulting in an overall total of 55%. In contrast, the option "I do not like this." garnered 37% of pop-up responses and 46% of survey responses, totaling 45% overall. These findings indicate that while there is some support for commercial corridor developments, a significant portion of the community expresses opposition, suggesting that further discussion may be necessary to address concerns and preferences regarding this type of development.

L6 - MIXED-USE



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	17	100%	129	73%	146	76%
I do not like this.	0	0%	47	27%	47	24%
Total	17	100%	176	100%	193	100%



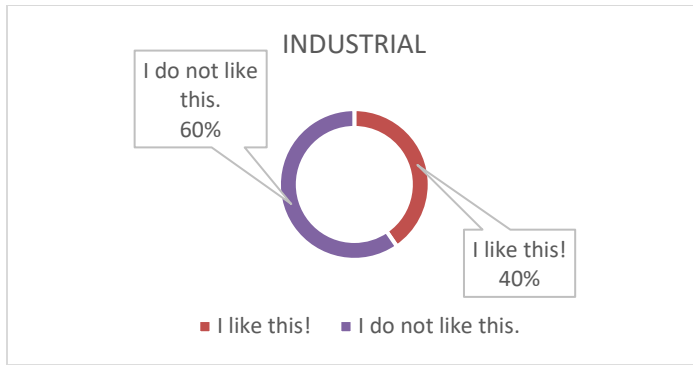
L5 Methodology. This question assessed community preferences for mixed-use developments. Responses were gathered through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L5 Understanding. The results show strong support for mixed-use developments. The option "I like this!" received unanimous support from pop-up respondents, with 100% approval and 73% of survey respondents agreeing, resulting in an overall total of 76%. In contrast, the option "I do not like this." received no support in the pop-up responses and 27% from survey respondents, totaling 24% overall. These findings indicate that the community is largely in favor of mixed-use developments, reflecting a positive attitude toward this type of development in the area.

L7 – INDUSTRIAL



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	15	83%	63	36%	78	40%
I do not like this.	3	17%	112	64%	115	60%
Total	18	100%	175	100%	193	100%



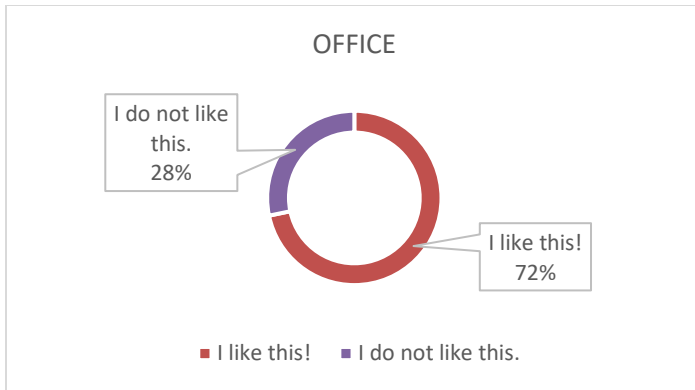
L7 Methodology. This question assessed community preferences for industrial developments. Responses were collected via pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L7 Understanding. The results reveal a mixed response to industrial developments. The option "I like this!" received 83% of pop-up responses but only 36% of survey responses, resulting in an overall total of 40%. In contrast, the option "I do not like this." garnered 17% of pop-up responses and a significant 64% of survey responses, totaling 60% overall. These findings indicate that while there is some support for industrial developments, a substantial portion of the community expresses opposition, suggesting that further discussion may be necessary to address concerns regarding this type of development.

Q8 – OFFICE



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	10	91%	122	71%	132	72%
I do not like this.	1	9%	51	29%	52	28%
Total	11	100%	173	100%	184	100%



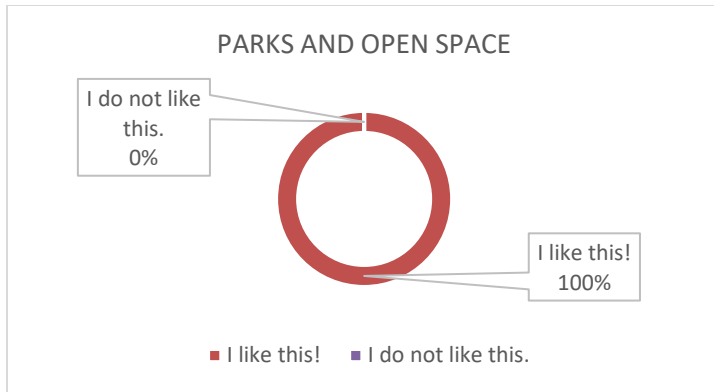
L8 Methodology. This question assessed community preferences for office developments. Responses were collected through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L8 Understanding. The results show a generally favorable view of office developments. The option "I like this!" received strong support, with 91% of pop-up respondents and 71% of survey respondents agreeing, resulting in an overall total of 72%. Conversely, the option "I do not like this." garnered 9% of pop-up responses and 29% of survey responses, totaling 28% overall. These findings indicate that while there is significant support for office developments, a notable portion of the community still expresses opposition, suggesting that further conversation may be beneficial to address any concerns.

Q9 - PARKS AND OPEN SPACE



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	20	100%	180	100%	200	100%
I do not like this.	0	0%	0	0%	0	0%
Total	20	100%	180	100%	200	100%



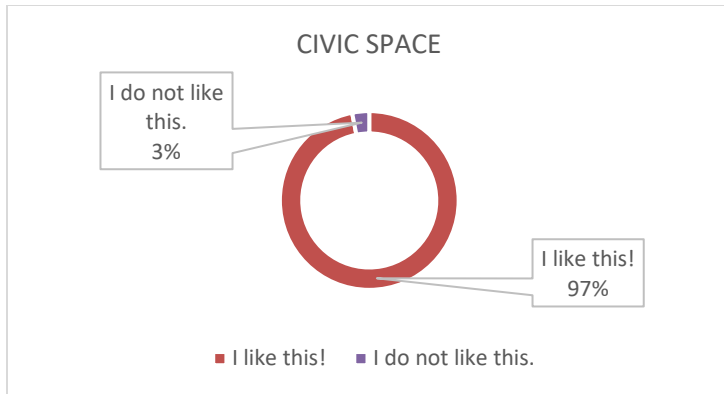
L9 Methodology. This question assessed community preferences for parks and open space. Responses were collected through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L9 Understanding. The results show a favorable view of parks and open space. The option "I like this!" received strong support, with 100% of pop-up respondents (22 count) and 100% of survey respondents agreeing resulting in an overall total of 100% support. The option "I do not like this" garnered 0 response counts from both survey and pop-up events. These findings indicate that the community is largely in favor of parks and open space, reflecting a positive attitude toward this type of development in the area.

Q10 - CIVIC SPACE



Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
I like this!	19	100%	170	97%	189	97%
I do not like this.	0	0%	6	3%	6	3%
Total	19	100%	176	100%	195	100%



L10 Methodology. This question assessed community preferences for parks and open space developments. Responses were collected through pop-up interactions and a detailed survey, with the total number of responses for each option summarized in counts and percentages.

L10 Understanding. The results show unanimous support for parks and open space developments. The option "I like this!" received 100% approval from both pop-up and survey respondents, resulting in a total of 100%. There were no responses for the option "I do not like this," indicating complete agreement among participants. These findings reflect a strong community consensus in favor of parks and open space, highlighting their importance to the community's overall quality of life and recreational opportunities.

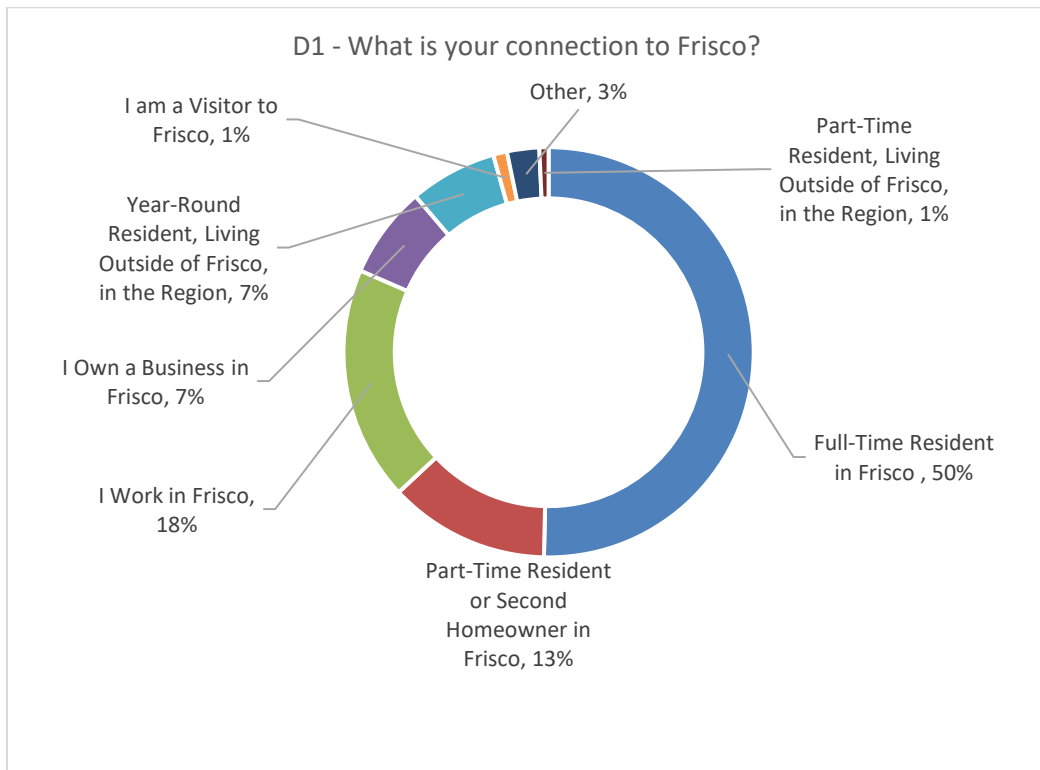
6) Demographics Summary

Demographic-related questions were included in the survey and the pop-up events collected information about where participants live and their age by dot voting. This information demonstrates how the survey responses reflect the demographics of the community. Demographic questions were optional for survey respondents.

D1 - What is your connection to Frisco?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Full-Time Resident in Frisco	23	61%	116	49%	139	50%
Part-Time Resident or Second Homeowner in Frisco	3	8%	32	13%	35	13%
I Work in Frisco	7	18%	44	18%	51	18%
I Own a Business in Frisco	2	5%	18	8%	20	7%
Year-Round Resident, Living Outside of Frisco, in the Region	3	8%	16	7%	19	7%
I am a Visitor to Frisco	0	0%	3	1%	3	1%
Other	0	0%	7	3%	7	3%

Part-Time Resident, Living Outside of Frisco, in the Region	0	0%	2	1%	2	1%
Total	38	100%	238	100%	276	100%



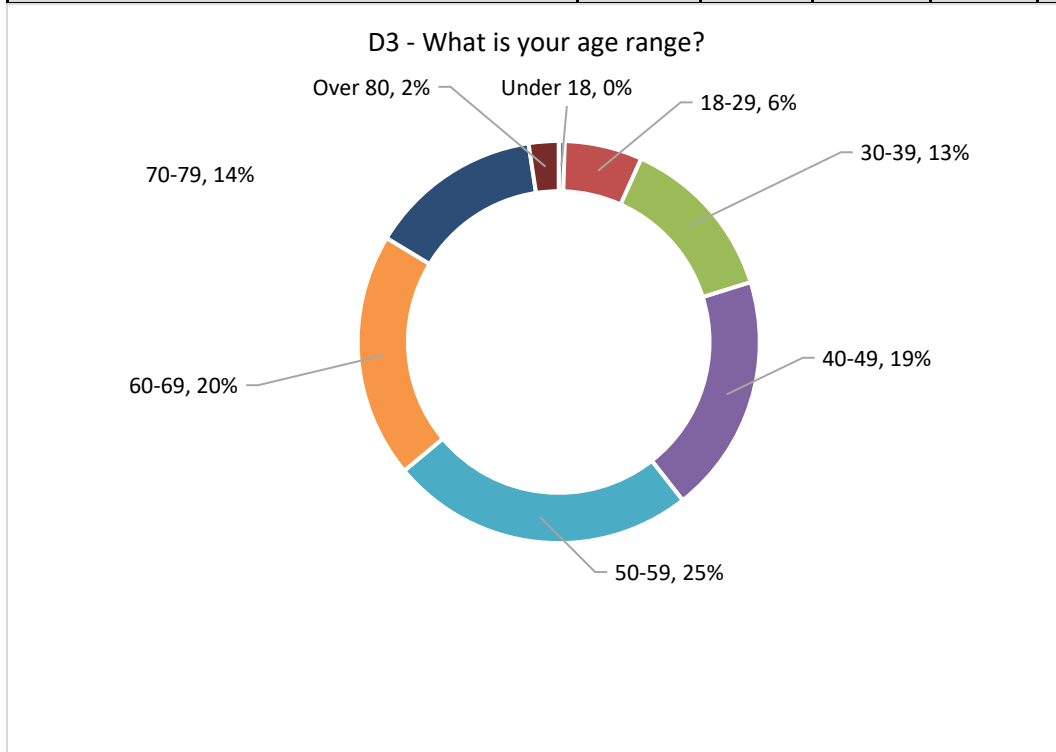
D1 Methodology. This question was asked as a multiple-choice, choose all that apply question. The online survey received 186 responses of the 190 total responses, an 97.89% response rate. Participants used dots to indicate their relationship to Frisco board at the Pop-up event, with 38 individuals responding to this question.

D1 Understanding. Nearly 64% of survey respondents are full-time or part-time residents of Frisco. There were no additional comments under 'other' for those who selected this option.

D2. What is your age range?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Under 18	1	4%	0	0%	1	0%
18-29	1	4%	12	7%	13	6%
30-39	4	15%	24	13%	28	13%
40-49	1	4%	39	21%	40	19%
50-59	7	27%	44	24%	51	25%
60-69	5	19%	36	20%	41	20%
70-79	6	23%	23	13%	29	14%
Over 80	1	4%	4	2%	5	2%

Total	26	100%	182	100%	208	100%
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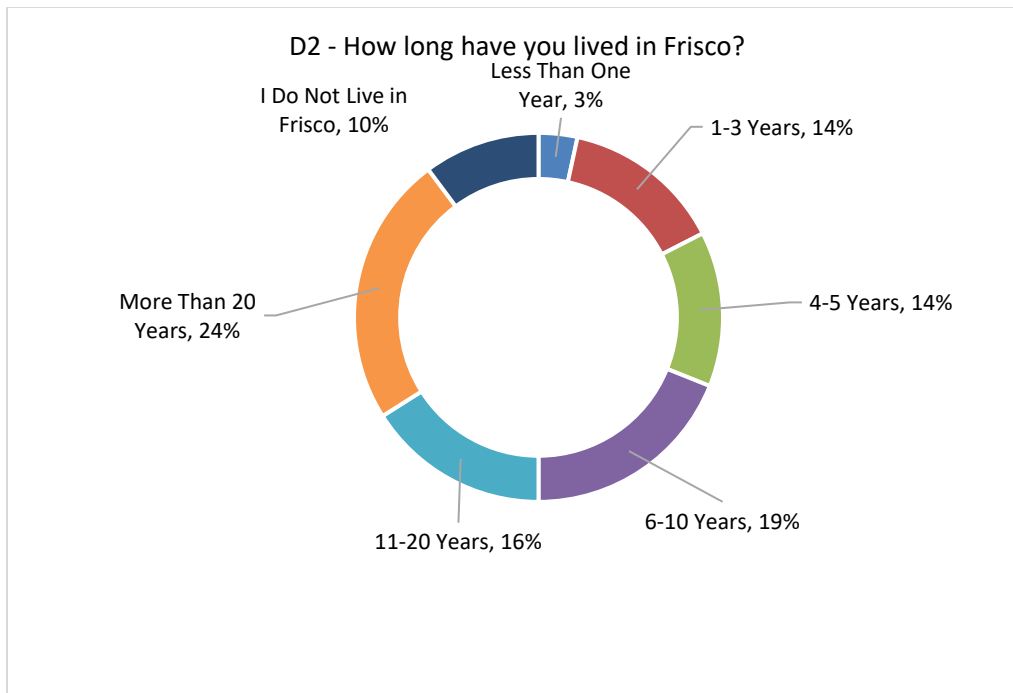


D2 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 182 responses of 190 total responses, a 95.8% response rate. Participants used dots to indicate what their age range is at the pop-up event, with 26 individuals responding to this question.

D2 Understanding. More than half (59%) of the respondents are between 50 to 79 years of age, while 13 of the respondents are between 30 to 39 years of age. Only 6% of respondents are below 29 years of age, which is an underrepresentation compared to the 2022 census report that shows approximately 30% of Frisco's population are below 29 years of age. The significant skew toward an older demographic from respondents represents a slight mismatch with Frisco's age demographic trends, since its population balances families with school-aged children and empty-nesters and retirees.

D3. How long have you lived in Frisco?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Less Than One Year	1	4%	6	3%	7	3%
1-3 Years	5	21%	24	13%	29	14%
4-5 Years	6	25%	22	12%	28	14%
6-10 Years	2	8%	37	20%	39	19%
11-20 Years	3	13%	30	16%	33	16%
More Than 20 Years	7	29%	42	23%	49	24%
I Do Not Live in Frisco	0	0%	21	12%	21	10%
Total	24	100%	182	100%	206	100%

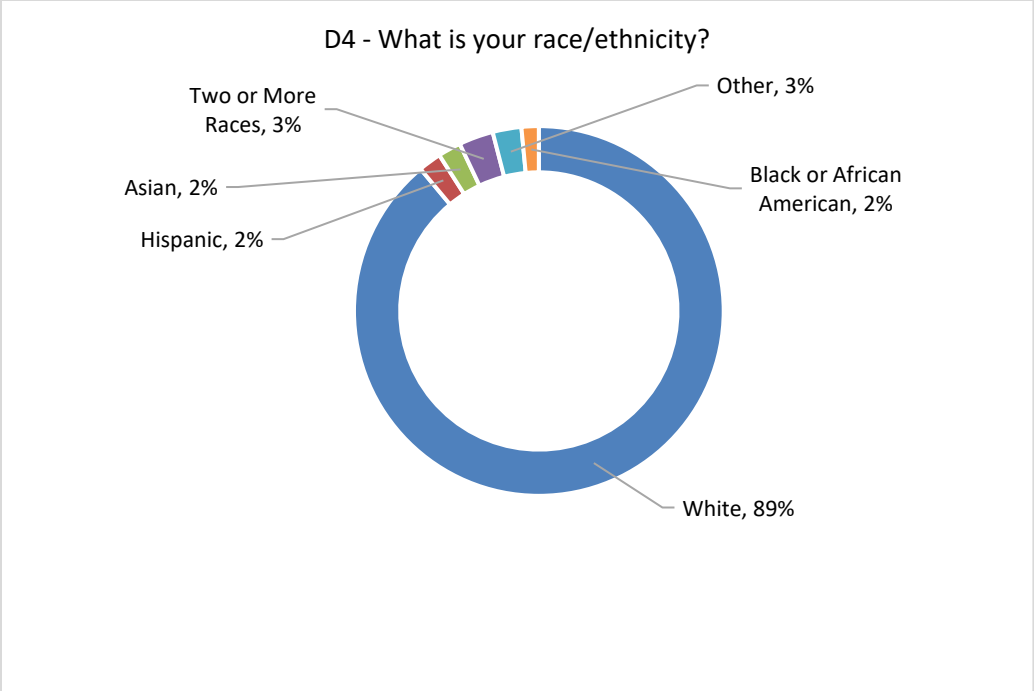


D3 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 182 responses of the 190 total responses, a 95.8% response rate. Participants used dots to indicate how long they have lived in Frisco at the pop-up event, with 24 individuals responding to this question.

D3 Understanding. Nearly one quarter (24%) of the respondents have lived in Frisco for over 20 Years, while the second highest percentage of 19% of the respondents have lived in Frisco between 6 to 10 years. 28% of respondents have lived in Frisco between 1 and 5 years. This demonstrates that the perspectives of both long-term and short-term residents are represented in the responses.

D4. What is your race/ethnicity?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
White	20	87%	157	89%	177	89%
Hispanic	1	4%	3	2%	4	2%
Asian	0	0%	4	2%	4	2%
Two or More Races	1	4%	5	3%	6	3%
Other	0	0%	5	3%	5	3%
Black or African American	1	4%	2	1%	3	2%
Total	23	100%	176	100%	199	100%

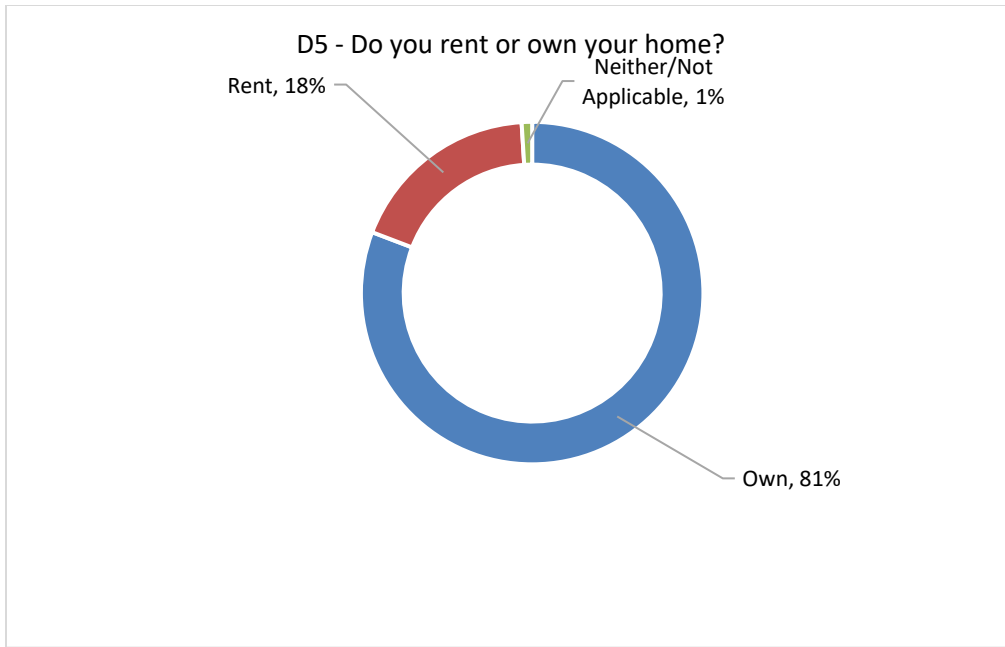


D4 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 176 responses of 190 total responses, a 92.63% response rate. Participants used dots to indicate what their age range is at the pop-up event, with 23 individuals responding to this question.

D4 Understanding. Most respondents identified themselves as White, making up about 89% of the total responses. This is higher than the 2022 census report, which states that 76% of Frisco's residents identify as White. In contrast, respondents identifying as two or more races only comprised 3% of the total responses, which is an underrepresentation compared to the 2022 census report that shows over 20% of Frisco's population identifies as two or more races. Respondents who answered "other" (3%) declined to state their identity.

D5. Do you rent or own your home?

Answer Options	Pop-up Responses		Survey Responses		Total Responses	
	Count	%	Count	%	Count	%
Own	16	76%	148	81%	164	81%
Rent	5	24%	32	18%	37	18%
Neither/Not Applicable	0	0%	2	1%	2	1%
Total	21	100%	182	100%	203	100%



D5 Methodology. This question was asked as a multiple-choice question, select one response. The online survey received 182 responses of the 190 total responses, a 95.8% response rate. Participants used dots to indicate what their age range is at the pop-up event, with 21 individuals responding to this question.

D5 Understanding. Most of engagement respondents own their home, comprising 81% of response rates. While 18% of respondents rent. This indicates that the survey may have an overrepresentation of homeowners versus renters. Whereas the pop-up events were able to capture a higher rate of impressions from renters in Frisco (24%).

7) Appendices

Appendix A- Event Boards and Event Photos

The image displays six event boards from the Town of Frisco community engagement process, arranged in a 2x3 grid. Each board is a detailed presentation slide with a map of Frisco, a narrative, and a public input section.

- Top Left: SCENARIO A** - Includes a 'VISION STATEMENT', 'SCENARIO NARRATIVE', and a 'THIS IS MY PREFERRED SCENARIO!' section with a red star on the map. A sticky note at the bottom says 'What thoughts or ideas do you have?'.
- Top Middle: SCENARIO B** - Similar layout to Scenario A, with a 'THIS IS MY PREFERRED SCENARIO!' section and a sticky note at the bottom.
- Top Right: SCENARIO C** - Similar layout to Scenario A, with a 'THIS IS MY PREFERRED SCENARIO!' section and a sticky note at the bottom.
- Middle Left: WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH MORE?** - A survey board with 10 statements in Spanish and English, each with a dot plot for responses. A sticky note at the bottom says 'What thoughts or ideas do you have?'.
- Middle Right: A LITTLE BIT MORE ABOUT YOU - UN POCO MÁS SOBRE TI** - A demographic survey board with sections for 'WHAT IS YOUR CONNECTION TO THE TOWN OF FRISCO?', 'WHAT IS YOUR AGE RANGE?', 'HOW LONG HAVE YOU LIVED IN FRISCO?', and 'DO YOU RENT OR OWN YOUR HOME?'. It includes dot plots for each section.
- Bottom Left: FUTURE LAND USE CLASSIFICATIONS / CLASIFICACIONES FUTURAS DE USO DE SUELO** - A board showing various land use categories with photos and icons, including 'SINGLE FAMILY RESIDENTIAL', 'LOW TO MEDIUM DENSITY RESIDENTIAL', 'MEDIUM DENSITY RESIDENTIAL', 'MIXED USE', 'INDUSTRIAL', 'OFFICE', 'PARKS AND OPEN SPACE', and 'COMMERCIAL CORRIDOR'. A sticky note at the bottom says 'What thoughts or ideas do you have?'.





DRAFT

Appendix B- Open Response

Scenario A

#Q2 - Based on what you understand about Scenario A, what thoughts or ideas do you have? Please share your thoughts with us.

#	Pop-up Responses (Sept. 26)
1	Please enforce the "walk your wheels" rule on Main St. Please disallow all motorized vehicles except for e-cars and E-bikes

#	Survey Responses
1	Frisco needs to think outside the box in regards to affordable or workforce housing. Relying on the pipeline is not the best approach because outside forces are creating housing that could fall through (lake hill).
2	I want a greater focus on equity and affordable housing development over protecting "small town atmosphere." The status quo may keep density low, but it also throws affordability out the window. I like that we are improving sidewalk connections and the Complete Streets project.
3	Status quo doesn't work. Working locals are getting priced out and are having to leave the community
4	It's unsustainable in <u>the long term</u> , which will ultimately cause our economy to teeter on the edge of collapse every time there's a dip in tourism
5	I prefer staying small and enjoying what we have today. I would not want to create more housing that creates a crowded town and potentially a drain on resources.
6	Need more economy, commuting
7	Leave Granite Street as it is. Frisco doesn't need a thoroughfare in the middle of the neighborhood
8	Lake Hill is going to ruin Frisco. The density of cars on the Dam road will make it unusable
9	We value the environment over development recognizing the difficulties that poses.
10	It is lacking diversity.
11	Seems too limited and somewhat of a dead end.
12	Increase workforce / lower-income, local housing options only. This will not significantly increase economic impact and general draw to the area
13	This sounds like housing crisis will persist and combined with lack of economic diversity, the idea of a cohesive small town community lack will not actually be maintained
14	I think that Dillon and Silverthorne are better-positioned to embrace affordable and workforce housing and become more diverse economic centers. Frisco is fine as it is and should remain so.
15	Keeping the small town feel with as little environmental impact as possible. Conservation is key.
16	Housing diversity is killing this community. I know many people who got low income housing or summit county employee housing that lied about their income and fudged their personal info dramatically. Also, places like Lake Hill will destroy the safety of Dillon Dam Road which is becoming too dangerous with extensive traffic and people strolling haphazardly in the street while they unload paddle

17	Elements that preserve our small town community feel resonate with me, however the scenario feels like it is not forward looking or acknowledging some core challenges and opportunities. It feels like a "do nothing" scenario.
18	This Scenario preserves what drew us to Frisco in the first place, with an emphasis on quiet-mountain-town feel, local businesses and access to open-space/recreation.
19	I don't think this scenario is sustainable for our or any community development (and thus protecting Frisco's small town character) by only providing water and other services for the originally approved density. Continue to provide free local and visitor amenities (i.e. free summer trail system on the peninsula, free bike park, free skateboard park, etc) Keep main street small and a mountain feel with businesses that are useful to all (not just tourists and realtors)
20	Seems ok to me
21	There is NO apparent plan for PARKING. BY building out all available land, no one will want to visit Frisco if they can't park easily.
22	Too many buzz words and jargon.
23	Don't necessarily think population will decline, but rather see it increasing due to increasing demand.
24	How can population decrease if we build 300 units of housing????
25	Probably not realistic. Not working at developing opportunities for affordable housing will result in the town losing its character - place for people to live and know their neighbors. This is an important feature to work to maintain in Frisco.
26	Lake Hill project is way to large. That will overwhelm the surrounding area.
27	I think you need to look at the impact of employee affordable housing, at the current rate anyone that works in the county/city can not afford rent/lease and saying that the entry level home is starting at \$500,000 is total B.S. Who working at an hourly rate can afford a place for \$500,000.00
28	Sad that most employees have to live outside of town. Less reliance on tourism would be a strong preference for me. How about zoning change so big box millionaire homes aren't so common.
29	I approve the scenario and narrative setout above. Keep Frisco small and as it is !!
30	Well balanced approach that preserves tourism as the driving force for the local economy.
31	We should stop the building of multimillion dollar multi family homes on every available lot. It is ruining the towns character and forcing people out
32	Stop forcing diversity. Diversity is not a strength. I am tired of paying for illegals. There are to many people already up here. We don't need more housing.
33	That sounds fine.
34	I like the resilient environment and connection to nature, but a small town doesn't have a Main Street lined with restaurants, bars, tourist shops and realtors' offices. An economy based on hospitality is in no way diverse, and vulnerable to a very many factors, few of them good
35	The lack of diversified affordable housing is concerning.
36	Walmart is hideous, at the very least needs a facelift. Frontier or Victorian feeling of town has basically been abandoned in favor of urban look.
37	"Minimal Intervention" is not adequate to meet goals. Maybe it's the wording but Scenario A is to passive to address needs of our community.
38	We will continue to build a with community when the people who work here can live here. Not visitors.

39	We are 45 year residents, still living and working in and around the Town of Frisco. I believe that this scenario needs maximum, not "minimum intervention and change" within the community. Urbanization of the mountain resort community is hard to resist; everyone wants a piece of the action. Limits to growth need to be aggressively pursued; I don't believe the population will continue to decline unless we are unable to limit the aggressive short term rental industry lobby. I look at places like Venice - considered to be taken off of the World Heritage list due to overtourism, crowding and STR's diminishing local housing.
40	Slow housing growth
41	The residents that live in Frisco full time as well as the tourists that come to visit are here to enjoy nature. The trails and access to nature are key to keep Frisco special. As a full time resident we need to balance how many tourists we want to attract compared to making our home town a place we can enjoy without overcrowding.
42	In this scenario, Frisco seems to be here for guests only to enjoy our beauty, but with little thought for locals (jobs and housing)
43	Altho building affordable housing is important, lets not forget that FRisco is a finite town, meaning that we are bordered on all sides by lakes and mountains, where other neighboring towns have more room to develop and physically grow. packing housing in for the sake of TRYING to make it affordable is senseless. Sometimes you have to commute to work, its often part of the deal.
44	We obviously need. to create ways for young people and families to live in, or continue to stay, in our town. Having old rich people living here part time is not the diverse community we seek. t
45	Work with Walmart to upgrade the Frisco Walmart like the Walmart in Avon to make it more inviting, safe and upscale
46	Maintain the current environment
47	A more diverse collection of housing needs to be spread around. I.e., not projects, but lots of 1-offs.
48	We need to separate bike traffic from pedestrian/dog/child walking traffic for safety reasons. At least warn bikes that pedestrians have the right of way. between Frisco and Damn Road or all the way to Dillon. There are plenty of bike trails in the area. I have witnessed too many rude and dangerous bikers - now worse with rental electric bikes/tourists not familiar with environment. Conflicts with safe and friendly community. Plowing the foot/bike path has been great.
49	How is the town going to develop a more diverse economy?
50	I don't see any significant change in our economy and sources of employment. Therefore, I agree that other categories will follow as described
51	I support attainable/affordable housing. I will personally lead a petition to stop the density of Lake Hill. That is the worst project.
52	Seems good to me
53	I like all of the statements, but this is best since it prioritizes Beauty, Environment and Nature. I do worry about how low Housing Diversity and Connectivity will hamper the Economy (and most importantly, town services related employment), so effort will still be required in these areas, but again, you've correctly/properly identified my priorities.
54	Where are the specific number? For example: what does "current rate of housing growth" mean"? Cannot determine if this is desirable w/o specific data especially as it pertains to affordable housing for community residents as opposed to second home or STR properties

55	Clean up the Marina, especially the entrance. Close Main Street during the summer months. Bring back festivals like the BBQ festival and 4th of July fireworks. The town has lost its identity because all of this is now missing.
56	Disconnect between the statement and narrative. "Affordable and welcoming for future generations" is in the vision statement but that is not in the description.
57	Be careful with housing projects. With the new housing eventually coming to Dillon Dam road our population in Frisco will swell and we will have traffic jams galore. Potentially a couple thousand people more will impact Frisco from what it is today. Don't take away public parks to build housing, the town needs all the current parks it has now and more. The ideas have been floated before but be very careful. With the new housing development going in at old workforce center the surrounding neighborhoods will be severely impacted from what they are today. Slow down the pace for growth.
58	I like the idea of maintaining the great things about Frisco. The pipeline projects will increase housing an amount such that a portion of local employees could shift to living in Frisco. I feel this plan is missing needed improvements to connect Main Street to the Marina and use property along Highway 9 and West Main for additional workforce housing mixed use projects.
59	As we saw with the pandemic, people will choose to visit / long-term visit / relocate to Colorado. We should plan for this growth responsibly. Considering a plan that does not manage growth is naive.
60	Sounds like a perfect small town feel with gradual growth with tourism and residential housing.
61	There are too many new buildings and condos being built on Main Street while older, smaller buildings are being torn down. The culture and uniqueness is being lost. Town is starting to look more generic. It would be nice to preserve Main Street and move the new development farther back into neighborhoods.
62	too late, the die is cast, build out coming, need more for sale employee housing
63	There need to be sidewalks in the reserve. I like this vision statement.
64	Frisco has always been a quaint mountain community, that is what makes us unique. We know our neighbors, love the views and open space. That sets Frisco apart from the hustle and bustle of Silverthorne, Dillon and Breckenridge. These places are high-traffic business and tourist areas. Most of us choose to live in Frisco to avoid the climate of Silverthorne, Dillon and Breckenridge. Some development and growth is good, but NOT ALL development and growth is good. For example, the Frisco RTD Transfer Station has created some significant problems by increasing the number of transient, homeless and drug using/selling persons in our community. This can be verified with Frisco Police and the Summit County Sherrif. This is develop many of us wish could be undone. Also, we should not base development decisions on increased economic activity and housing costs since COVID, it is likely not sustainable. Revenue from special tax sources such as cannabis, nicotine, the strong futures Levi, etc. will likely decline. Some already have declined rather significantly such as cannabis tax revenue. We should use this time and these funds as a bonus opportunity to catchup on repairs and maintenance. We should NOT expect this to be the new baseline. If we do so and the economy declines, we will be a town of many vacant and unmaintained buildings. Longterm, we can expect that climate change will negatively impact the ski season and resorts which will also impact Frisco. We should be mindful of what we want Frisco to look like as the ski industry declines to prevent major problems in the future.
65	Scenario A will result in wage workers living outside of Frisco and produce a lack of true diversity in Frisco's population.

66	I don't think the population of Frisco should continue to decline. I like having neighbors and I would like to have more of them in the future.
67	Preserves the 'small town' character and culture with minimal intervention and prioritizes connectivity.
68	It's already very difficult to obtain services necessary to maintaining homes: plumbing electrical etc.
69	I know this is a more minimalist approach, but does not really meet the need for housing or the extension of Frisco Main Street to the West...
70	Frisco has been and always will be a tourism based service economy with 65% of the homes here being second residences.
71	Not enough growth
72	While I like and support this scenario, I am not convinced it will result in a population decline. I believe that even if the focuses on this scenario, we will see growth and expansion like scenarios B & C
73	I see traffic (vehicle and bike) steadily increasing. Public transportation is currently adequate, but streets and trails need to be improved to accommodate this increased traffic. CDOT's Exit 203 project will help. If Lake Hill is ever developed, the Dam Road and the C1 trail need to be improved.
74	While I like scenario A, it is sad that it does not provide for families that would like to live in single family homes a housing option. Additionally, having employment being so heavily weighted in the food and beverage, service and accommodation industries means our local population is doomed into lower paying jobs that will never close the gap to home ownership.
75	I think its a well rounded approach. I curious what the future growth plan actually looks like for housing and water use. Do we really need more people up here? I think the short term rental market is crushing the housing market and forcing the cost of housing even higher. we need ways to encourage affordable long term rentals and discourage too many short term rentals.
76	A diverse economy isn't a realistic (or critical) goal. Outside of tourist-based jobs, the internet and remote work are the reality of the job market. Housing diversity/connectivity/connection to nature are attainable.
77	While the vision statement had nothing wrong with it, it seems like this is a depressing scenario for locals. It favors tourism and second home owners and leaves everyone else behind.
78	not enough housing considerations for even current residents
79	The vision statement is contradictory to what is actually happening in Frisco. We are allowing the building of very high density structures for investors, second/third/fourth homeowners with no real connection to the community. The town permitted a 60 unit mega hotel on downtown main street which will be detrimental to the area in terms of traffic, congestion and aesthetics. The destruction of single family homes being replaced with condos in residential areas is destroying the culture and charm of small town Frisco. Diversity is decreasing with the aging population and inability of younger people to afford homes. We are doing a good job increasing town connectivity and access to nature. We are doing well with our environmental initiatives and sustainability.
80	I like the community and environment aspects, but dislike the minimal housing
81	That we would stop building large inappropriate structures for this town
82	Although I love Frisco and believe TOF is doing a good job, it is extremely hard for locals to stay in Frisco. Frisco is our home yet even with us both having full-time jobs, we can not afford to continue to live here if something does not change. Tourism is

	great but there also needs to be more education to tourists about our lifestyle and policies. Walk your bikes on the sidewalk, lower grocery prices, pay attention and slow down when driving downtown, have social awareness and respect for locals, don't smoke and vape downtown and inside buildings where we work and play.
83	Scenario A - would be a tragic outcome for the town to do all of this work and not address the issues. Frisco and the surrounding area have always been and are increasing to be only places for affluent old white people. I want to live and work in a place that has a vibrant and diverse feel to it.
84	Scenario A seems <u>ok</u> , but there is little room for growth. I would like to see Frisco grow and become more of what it is now.
85	Scaling this sounds great, but cost of living is a concern
86	the connection with nature and building an environment that can withstand what's coming for it in the future
87	Frisco is a special and unique community. This town welcomed me with warmly <u>4 years</u> ago. Since then, I have welcomed many new friends, continuing the objective of our little mountain town. As a full time good and beverage pro, scenario A speaks the minds of the service industry workers.
88	Leave Frisco alone and let it grow naturally without any outside interference or influence.
89	I think it could be an unfortunate reality where it puts profit over people. We need to invest in our workforce more and the people that support them. We wouldn't be able to survive without the constant flow of bright eyed dreamers that come here to work. Very few last long.
90	There cant be a sense of local community if locals cant even afford to live here. Employees shouldnt have to "live outside of Frisco" or Summit county at all.
91	If the current trend continues as stated, all of us workers will have to move away because we cant afford it here.
92	I think a hybrid of the environmental, commercial, and transportation aspects with limited housing development until we see the affects of the current projects.
93	Maintaining housing diversity should include not scraping all the single family homes for multimillion dollar vondas that residents cannot afford. We do need a thriving economy and access to nature however maintaining a community, small town feel involves local businesses not chains or big buainess.
94	Missing any kind of statement about climate change and reducing greenhouse gas emissions in the city.
95	not great connectivity
96	I like this vision and it feels like what brought us to Frisco. However, the status quo isn't really sustainability. For example, our family is not sure we will be able to afford or find housing next year in Frisco next year. Even though I like the vision, the lack of attention to supporting families is not a healthy direction if you want to keep the community intact here. I think this scenario will mean even more second homes and less support for families who live here <u>year round</u>
97	This does not convey a; tomorrow will be better than today attitude.
98	I think it is possible to diversify housing while still staying true to the environmental goals of the Town. I would also like to see multimodal options included since those increase resilience too. My main question is, are the lower priorities in this scenario excluded because they are seen as in-conflict with the higher priority items, or just to simplify the vision?

99	The 3-star verdicts in Scenario A for community, environment, and nature fail to take into account the difference between tourists and actual citizens. I don't think continuing the status quo can be 3-star in any category based on how many locals are getting chased out.
100	Frisco will struggle as a community if we don't change the increasing ownership of second home owners and investors, but instead adopt policies to allow primary resident ownership without income restrictions and appreciation caps.
101	I support keeping the path
102	I would like to see the town maintain current growth pattern, however, I oppose all the Vision Statements because it fails to acknowledge the value of tourism in Frisco. While actual tourist dollars (lodging, restaurants, retail, activities) do not account for majority income, the big boxes exist because tourists spending, not from locals. Tourism drives our town, the vision statement must give credit to how our town is supported.
103	Frisco is awesome the way it is however, we cannot become an 'affordable only to retirees and remote work-force' - it is killing the culture
104	i think it looks great and that you're on the right track.
105	While this scenario offers improvements to the transit infrastructure, more should be done to ensure residents can get around town on a bike or by walking, with minimal traffic crossings. Additionally, deed-restricted units should be provided on land that is underutilized.
106	Knowing these areas. How is is the housing affordable???
107	I Don't like scenario A. Over the last 4-5 years there has been a large increase in multi million dollar units that are occupied by second home owners. This has changed the culture and vibe of frisco for the worse

Scenario B

#Q2 - Based on what you understand about Scenario B, what thoughts or ideas do you have? Please share your thoughts with us.

#	Pop-up Responses (September 26)
1	More renials on summit Blvd (for locals)
2	Love high density on summit blvd
3	any housing the town will subsidze for locals to live in?
4	affordable and workforece housing is critical. Developing on summit blvd is a great idea
5	limit zoning for single family homes. Require any homes over 2,500 sq ft to be carbon neutral
6	any new Frisco town designated buildings need to be carbon neutral
7	affordable and workforece housing is to be highly sustainable w/solar and EV charging (not just to be ready but actually functioning)
8	undercrossing Hwy 9 should be a priority (+1 vote)
9	Overall support but we need walkability along w/transit to reduce traffic. Conservation is critical. Connection to nature, yet minimizing environmental impacts continue to future
10	stop approving local homes from being scraped and replaced with STR and multi-million dollar condos/homes that stay vacant (+2)
11	Loosing local housing neighbors to multi-million dollar units that remain unoccupied most of the time :(
12	Have apartments
13	Do not block views anywhere, Parking underground for apartments (+2)

14	Limit building heights - don' block views
15	Concerns about parking ratios for new 53 units of affordable housing
16	Height restrictions
17	Summit Blvd should be considered as a redevelopment opportunity. Allow multiple floors above retail for mixes of <u>work force</u> and market housing
18	Priorities for growth - John (jack) Swift jackswift@gmail.com - 1. Open space/natural access 2. Downtown same height
19	3. Single Family H. Zoning same #'s force redevelopment, 4. Multi Family Growth in Designated areas
20	5. Multi Family + Single Family Affordable Integrated into Existed Zonal Areas
21	most people will work remotely but will create new service jobs.
22	Open space is critical
23	Rental licenses will help to smooth seasonal volatility
24	New and existing business must be required to subsidize environmental and transit improvements. Skin in the game and community
25	Affordability - who will pay for all this?

#	Survey Responses
1	This scenario give the best of all worlds.
2	I like this scenario better than Scenario A. I strongly support mixed-use housing to enhance commercial connectivity while also providing housing. However, density should only be encouraged if it is affordable/year-round housing.
3	More opportunities for working locals to afford to live in their community
4	Better. More housing is needed for single occupant tenants, affordable but not necessarily workforce.
5	Most feasible approach without losing the town's core and charm
6	I would only support affordable housing to the extent it covers the workforce needs to some extent. It is <u>ok</u> to live somewhere else and commute to Frisco. Some families may have jobs in other towns and some family members will always commute.
7	Leave Granite Street as is, Frisco doesn't need a thoroughfare in its neighborhood. Resurface the Loaf and Jug gas station on Main Street to blend in with the rest of main street
8	Why do you want Frisco to look like Silverthorne?
9	Good balance between economic growth and environment.
10	We need to keep small town feel and ability to travel within town without getting vehicles on the street. We also need to bring down the median age of the town and in order to do that we need more affordable housing and more diverse economy.
11	Still lacking diversity. Connection to nature is existent no matter how the town grows - we need housing and a diversified economy.
12	I don't fully understand how a busy intersection like Main & Summit would be the "heart". Do like more affordable housing, but is there any way to have less <u>multi-million</u> dollar housing?
13	As a local business owner I think we need to bring back more young people who can fill work positions in local small business, which is what this plan seems to focus on and that's why I like it.

14	Attempt at Scenario C, but cheaper and easier it seems. May regret not doing more, higher-quality changes
15	This sounds more realistic than scenario A
16	This risks overcrowding and traffic congestion that, long-term, would make Frisco less desirable.
17	Not appealing.
18	Keep any housing <u>off site</u> of the main thoroughfare routes, and limit it to tiny housing to blend with the environment. Try to keep it as simple as possible, and very pleasing to the eye.
19	Again, without proper planning, places like Lake Hill leave no exit in case of fire for residents of Lake Hill and other communities in Dam Road. It is a deadly fiasco waiting to happen and it will be on the shoulders of the Summit Cointy council.
20	The need for a strategy for affordable housing is crucial. However the Vision statement A reflects our values much better than B. The scenario seems to only focus on affordable housing - while that may be our <u>number one</u> challenge it is too narrow in its focus. The language of Vision A is better stated.
21	This scenario balances some of the need for housing, focusing it on the most-developable regions of Frisco (e.g., Gateway and areas near Giberson Bay / LakeView Terrace). But it puts too much pressure on the Summit/Main intersection; this intersection is already adversely impacted by Breckenridge traffic, which will only be made worse by <u>densifying development</u> at this important junction.
22	A good midpoint to appease those who donâ€™t want overgrowth and create a good deal of workforce housing.
23	Not a fan of this plan
24	Again, your teams writing and statements need to be more clear.
25	I understand that we can meet the curent need of units and the allow the market to provide the future housing needs. What about WATER?
26	Better balance between seeking opportunities for affordable housing and maintaining the small town character of Frisco.
27	Scenario is good as long a Lake Hill project does not move forward. Including 160 units in the whole Dam Rd area and interchange into a clogged, overwhelmed, no better than Denver mess.e road into a clogged mess
28	You should look to decrease property taxes to help with housing prices.
29	It is looking better for housing for sure but not quite there yet!
30	Still donâ€™t like high reliance on tourism.
31	Feel strongly the scenario and narrative laidout above with diminish the small town feel of Frisco and create overcrowding on all levels
32	Too much growth.
33	Will decrease revenue from tourism. Increased population growth from affordable housing will negatively impact quality of life.
34	Stop forcing diversity. Diversity is not a strength. I am tired of paying for <u>illegals</u> . There are to many people already up here. We don't need more housing.
35	I think people who work here and contribute here should be able to live here. But who lives in this "workforce housing?" Can anyone from around the world or country apply? Can you benefit from government assisted housing while not being a <u>US</u> Citizen? I would prefer this housing would go to people who live here, work here, pay taxes here, and want contribute to and build this community.

36	This is really no better. Trying to attract people to your town to support other you're trying to attract to your town is how you get Daytona Beach at <u>Spring Break</u>
37	This addresses community housing needs better.
38	Not enough focus on nature and environment. Frisco has too much auto traffic and more urban all the time. Frisco should become a dark sky™s community attractive to stargazers and tourists for views of multiway. No LED LIGHTS, residential lighting should be downlighting with motion sensors. Promote Green, save energy.
39	It appears the paved multi/use path goes directly through my private property. That™s not acceptable.
40	Better focus and concrete plans than Scenario A. I believe a stronger focus on the Safeway/ <u>WalMart</u> plaza and the Frisco Transit Center largely unused parking should be an area of density and housing.
41	If all we have are second homes and <u>short term rentals</u> . I think less about growth of housing but reward <u>home owners</u> to rent to locals.
42	Don't need to "provide more opportunities for recreation". We have more than enough. Do we have a mechanism to stop luxury home building? We need protection from foreign out of town investment. Although I am OK with empty second homes; it makes the neighborhoods less crowded and dense when no one lives there. I think ADU's are a good idea to spread out affordable housing; instead of high density units. I recommend less "new amenities, access and programs" when the town is so short staffed; I also think "Connection to Nature" decreases with crowding.
43	Slow down aggressive affordable housing density.
44	I believe we are putting too much emphasis on affordability. We are a resort community and we pay a premium to live here. Why do we have to make it affordable for everyone? There is already way too much development in our community. How dense do we want to make this town? Unfortunately resort communities are not affordable for everyone.
45	Mixing in affordable housing is certainly important. I do worry that when a developer says he'll do that, without proper boundaries and regulations, things relly won't add up to be "affordable".
46	A compromise that might work better, but we should always respect our beautiful mountain environment.
47	Work with Walmart to upgrade the Frisco Walmart like the Walmart in Avon to make it more inviting, safe and upscale. Extend Frisco water to wiborg Park and allow development of ADUs, townhomes, etc. work with federal agencies to use federal land West of main, West of I70 for local housing.
48	This will increase taxes and costs for current residents
49	I like this one better than #A.
50	Who pays, will this raise taxes? I'm <u>okay</u> with development if it keeps the community financially affordable.
51	The vision statement is very clunky, but this plan looks like a better incorporation of the full town
52	think its great, but as a family of four with two children all those homes are just too small for a family. There needs to be more PeakOne type of dwellings. Yes make Main street and the marina accessible and not a possible death trap. Put an overpass at the intersection where everyone can cross safely.
53	This scenario seems the most achievable and retains Frisco's cherished character
54	Lake Hill is still a big NO.

55	That is a lot of housing and no thought to traffic as I can see. Why is increasing population a higher priority than supporting residents already here?
56	Please see above, and note that this s much more appealing than Scenario C.
57	COMMUNITY. Community requires affordability for long term residency, raising of families, etc.
58	Need to hold firm on mixed use. No CUPs to allow residential when commercial or other uses are prescribed.
59	it has a better balance in demographics. We desperately need more young people to be able to live hear. the older demographic happens on it's own.
60	Worse that statement A. Please see comment from in previous statement. Donâ€™t grow housing too fast. Growth will come when we have thousands of new people moving in on Dillon Dam road. Infrastructure needs to handle growth so maintain and grow infrastructure before you build the housing. Donâ€™t forget we live here for nature. Donâ€™t take away easy access nature in town parks and overrun our town with too many people. Growth is <u>ok</u> but it should be be handled very carefully.
61	This scenario resonates the most with me. It includes critical connectivity needs at Main Street to the marina, and utilizes underdeveloped areas well to increase jobs and provide more housing without compromising the natural beauty and community atmosphere that is Frisco. I would hope that this scenario could include a potential Frisco Recreation Center as well.
62	This is a good plan for minimal growth, but it could also drive prices up if we see large growth interest.
63	Sounds like a good balance between population and housing. Be careful to monitor the pace of the growth, too fast Is definitely not good. Long range, look at the growth of Silverton, Colorado, it is a completely unrecognizable town from 40 years ago.too much, too fast, in my opinion.stimulate growth only when needed and keep it under control.
64	Some growth is good, but should be limited to keep a "mountain town" feel. Most of us did not move here to be in a high-density environment, yet that is the direction development is going.
65	too late, the die is cast
66	I am more concerned with preserving nature. Seems like all new developments cut down tree stands.
67	Please don't allow Frisco to turn into another Dillon or Silverthorne. We can all see what mixed density, high density, commercial, and industrial looks like by observing the other communities. Frisco is quaint and unique, we should focus on preserving that because once it is lost it can never be brought back.
68	I don't love the family-friendly overflow but the balanced approach across community guideposts is promising. Obvious flaws include paying for these things, developer condos, and the mcmansions that sit empty 90% of the year.
69	I like an increase in residence will provide increase opportunity.
70	I would love to see a more diverse housing market in Frisco. I find the large single family homes that dominated building in the past to be boring and non productive. Condos and mixed housing neighborhoods are more affordable and more interesting to see throughout Frisco.
71	Dislike the higher density. Loses the small town feel.
72	And if your home needs paint, new roof its also almost impossible to find local contractors. My new roof & extetior stain was done by crews from Denver. This is not sustainable!

73	So I like B but there is no discussion in Plan B of Rental property for housing. Not clear what you mean by mixed use housing. We definitely need more affordable rental property
74	This is meeting everyone in the middle sounds workable, while not losing the community we call Frisco today...
75	Will change atmosphere of small town. High density housing does not lend itself to providing a sense of community
76	Good balance of growth
77	it seems similar enough
78	Really make affordable housing to buy too under \$600,000
79	I like that this scenario gives more housing options to locals who work here. However, the economy is still tourism based and locked into those lower paying jobs. Not sure if there's a solution.
80	I like the focus on more affordable housing options with some higher density and tiny home options.
81	Focus on the housing
82	This seems like the best scenario. It allows for growth but not excessive growth and it considers more the people that are in a middle of the housing range, meaning they make too much for a workforce housing or deed restricted unit, but not nearly enough to jump into the free market home
83	best middle ground possible, focuses on housing which helps current employees and residents while maintaining outdoor balance
84	This is the best option for Frisco. We need to find a way to grow AFFORDABLE housing and prevent investors and second homeowners from continuing to take over Frisco. Increasing town connectivity is essential including sidewalks, rec paths and trailhead access. There should be pedestrian/cycling access to meadow creek trailhead. There should be two pedestrian bridges across summit boulevard; one at main street and one near <u>safeway</u> .
85	i like it, very well balanced
86	It would be nice to have more housing options. My dream would be to be able to afford a decent sized single family home that is not deed restricted. We can still increase the value of the home but locals get first dibs on all single family homes before <u>2nd home owners</u> .
87	I do think this is good but a little bit status quo. To deal with the housing issues the town would need to make big changes and have big visions.
88	I really like the emphasizing on local housing and increasing TOF's population with younger families.
89	Where does the financing come from?
90	affordable housing
91	We desperately need diverse housing. Frisco had the potential for accommodating a wide range of residents.
92	Small towns should not strive to be cities! EVER
93	Much better than A!! Supporting our workforce is key, but you need to give them the opportunity / ability to be able to buy their own place . Don't expect someone to live in housing that you wouldn't.
94	A better scenario where we prioritize the people that actually live here. Also, can we stop tearing down the old, cute homes so developers with zero sense of community can build luxury, unoccupied condos? We don't need anymore of those.

95	I like the transportation improvements with this scenario. I don't think that we should be identifying specific parcels throughout for workforce housing until we see how the 2 current projects go.
96	I like this scenario more than scenario A, provides more for our local residents and business owners. While our economy needs tourism, it ruins the community if all we have are empty condos and <u>short term rentals</u> with minimal opportunity for workforce
97	Again, no goal to reduce GHG emissions. The vision statement is here is particularly wishy-washy.
98	better focus on local workforce, good middle ground in terms of development
99	I think this scenario strengthens Frisco's ability to create the community feel that people like about it, and support housing and transit access. This will help our family stay in Frisco. Additional housing for people who work and go to school here, continuing to create infrastructure that supports mobility while balancing sustainability are key.
100	I like this idea and feels more aligned with the Town's current goals. I would like to see a higher emphasis placed on Resilient Environment for this scenario.
101	I don't feel like we should have to sacrifice connection to nature and being resilient to have more diverse housing. Why can't we have both?
102	Great balance of emphasis on community, nature and housing.
103	Density is not the answer, the answer is to restrict short-term rentals and second homes. It is the only way to preserve what we love about Frisco.
104	I like the balanced, limited role of government in local housing development. Prefer incentives and restrictions to require private development to include housing for primary residents, without income qualification or appreciate restrictions. ADUs are welcome more than 2-3m townhomes for second homeowners or worse, investors who want to STR.
105	This plan balances growth while not completely catering to business interests who will most likely not support community interests
106	Although affordable housing should continue as part of the government agenda, it <u>can not</u> be the government's long term objective to pay for or provide housing. Zoning and established mechanisms need to be applied. It appears tourism is ignored. As the primary source of income and support for all businesses it seems misguided and naive to exclude.
107	Town shouldn't be burdened to provide housing as a <u>long term</u> goal, temporary assistance makes sense with current programs in place. Municipalities should incentivize private constructions through zoning and tax credits.
108	We need the housing opportunities to encourage local families as the meat of our community - <u>i.e.</u> Peak One has become the local core while Bill's Ranch (I know - not ToF) for example has migrated to <u>2nd</u> home wealth
109	Housing should be combined with local businesses to increase the community aspect of the area. Residents should be able to walk/bike to the nearest coffee shop or store, for example, without needing to drive. When developing this housing, consider allocating the lower level for business use only.
110	We want higher wages and cheaper housing. The rich do not need more money.

Scenario C

#Q2 - Based on what you understand about Scenario C, what thoughts or ideas do you have? Please share your thoughts with us.

#	Pop-up Responses (September 26)
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1	Scenarios C components I like are transit development, summit BLVD Commercial corridor, and community crossroads vision but scenario B is most like my vision
2	Lake Hill - County Housing Project shows no progress for 20 years - actually start doing something!
3	I like this "Embrace the creek" idea, but need to accommodate for flooding risk
4	Summit Boulevard is the commercial and industrial density for redevelopment opportunity. Multiple floors of affordable \$ market rate housing above commercial
5	sustainability is key. This would not be possible with this scenario
6	Agree we should emphasize creek-facing development
7	We need mixed use fields w/lights at the PRA + Basketball
8	Build Apartments
9	Rent is capped. Do no disallow short-term rentals. This backfires on rent
10	Town shouldn't rely on community workforce. We need to be able to live here in our community
11	Homeless shelter/work program
12	Community Art Space

#	Survey Responses
1	The term "beautiful community" relies on a narrow definition of what one defines as beautiful- it's misleading to put "beautiful" community and a diverse economy where people of many economic backgrounds can thrive against one another.
2	The community focus is on the small town culture and this causes the most disruption
3	I like Scenario C as well as Scenario B. I like the mixed-use housing options, like the idea of embracing the creek more (although wonder how feasible that is). I like focusing on Frisco's position as a transit hub and improving connectivity and housing opportunities with the transit center. Currently taking the bus in and out of Frisco isn't super convenient because you still have to figure out how to get from the transit center to wherever you're going. I like the idea of activating West Main and Summit Blvd more as mixed-use commercial corridors, although I don't want to lose the big stores on Summit Blvd (Walmart, Safeway) that are super useful.
4	If we're going to be stuck in a deed restricted unit for the rest of our lives wed prefer a townhome or duplex over a condo or apartment
5	Better still
6	Potentially too much strain on our natural resources and displacement of <u>indigenous</u> wildlife
7	Same answer as B.
8	Opportunity for property owners in tax incentives for agreements with hudex in rentals for program use to provide equal opportunities for community
9	Leave granite street as is. Resurface the loaf and jug gas station on Main Street to blend in with the rest of the town
10	I wouldn't recognize this community and would probably sell my home and leave
11	Too much development, building at expense of the natural environment we value
12	I disagree that the option would make for a less beautiful community. There is no community without people living there. Frisco has lot their community. We cannot lose the FS surrounding land, we can lose our families, teachers and workers.
13	Looks like too much going on. As a side note, why stretch Main St west when shops half a block off Main are practically invisible?

14	I support this as well but like B better.
15	Appears to have greater economic impact, bringing more diverse people to the area
16	I'm skeptical that local business will be able to survive and not get shut out by corporate run non-local businesses. I think the unique community feel of Frisco could easily be destroyed. Local business people always lose in these kinds of situations.
17	Way too disruptive to the small-town feel and charm of Frisco. Significant risk of overcrowding and traffic congestion.
18	Not appealing.
19	Seems like this scenario takes away from Frisco what boasts its individuality. Nature, efficiency and simple beauty. Don't look to grow Frisco and get taken away by development, that trend cannot be reversed. Preserve what nature has given us.
20	Several years ago, The Wall Street Journal wrote an article about the best mountain town in the west - Frisco. Colorado. All this growth is destroying this town.
21	Some modest economic diversity would be healthy and might help solve some critical housing issues, but I don't see Frisco needing to be the economic center of Summit county. Reading between the lines I sense the scenarios are a low, medium, high growth vision. In that regard, I prefer the low or medium growth scenario. Housing issues must be solved but the family friendly, we know our neighbors vision in Scenario A should describe our culture.
22	Too much emphasis at Summit/Main. This intersection is already adversely impacted by Breckenridge traffic, which will only be made worse by densifying development at this important junction.
23	I like the idea of increased community amenities. Workforce housing has been placed somewhat away from single family homes, hopefully keeping noise and traffic near main roads and off of small side streets, etc.
24	I really think the Town needs to get out of the housing business
25	Business and jobs will should lead our community.
26	I am still hanning on the the small town feel I do not think the comercial will redeleop to include housing units.
27	Takes away from the peaceful feeling of Frisco - too much focus on development.
28	NO!!! NO!!! NO!!! NO!!! NO!!! NO!!! NO!!! NO!!!
29	Reduce property taxes, that will help with housing costs.
30	Getting closer.
31	horrible change to what Frisco is and has been. You can't make a small community become accessible to everything and everyone.
32	Way too much development.
33	It's not realistic to think that Frisco will be an economic hub with a diverse economy. Focus should be on continuing to grow the tourism sector.
34	There is toto much traffic already in frisco's neighborhoods off of Main Street. This plan would increase that further with a focus on the creek.
35	Stop forcing diversity. Diversity is not a strength. I am tired of paying for illegals. There are to many people already up here. We don't need more housing.
36	"Diverse Workforce" sounds a lot like kind of soft language used to describe the army of illegal immigrants this county is quickly becoming addicted to for cheap labor. We can pack 'em in and pay 'em peanuts all while patting ourselves on the back in name of diversity. Please stop supporting and encouraging illegal immigration, it's not helping anyone but the Blackrock boys.

37	I like the statement about attracting new industry (how about home-growing new industry? Allow young people growing up in Summit County to have some hope of finding meaningful careers here and thereby staying?), although notably missing are any details, specifically, what kind of new industry. I am far less excited about "housing diversity." Housing in Frisco is already pretty dense for a "small town." Barracks, dorms and apartments chock-full of seasonal employees in low-skill jobs will eventually (sooner rather than later) put a burden on the economy
38	It depends what we mean by development. In general I'd like to see small businesses. But I worry this is just a vision for more real estate development.
39	Scrap this plan entirely. Explosive growth has given us the worst possible outcomes in the past. Each one of these projects has its own problems and should have a rigorous and extensive community approval process. Simultaneously implementing these projects will irreparably damage the character of this town.
40	I like this actively managed outcomes of Scenario C. I agree with all aspects except the West Gateway light industry/warehouse aspect. No thank you to those types of use in the location.
41	Yay creating a more diverse economy is. What can be done to encourage more risky creative business adventures. Once again we are surrounded by empty second homes. Affordable housing doesn't need to be built, but could be encouraged. That would be more environmentally sound anyway.
42	I suggest that any new business applications include a requirement to provide 100% of their own employee housing. Also suggest protection from over tourism, traffic gridlock and resource depletion. Urban planning scenarios I'm afraid do not fit into narrow valley corridors with their limited entrance and exit points. Wildfire evacuation could become impossible and repeat Paradise and Lahaina catastrophes. Where are your traffic studies? I would like to see the town be more aggressive about limits to growth along with traffic noise and pollution taken into account as serious decreases in quality of life. Don't city dwellers come here to escape those things? Thanks for the opportunity to participate and keep up the good work!
43	Frisco is a small town limited by highway lake and mountains. We do not need to supply all the housing for the entire workforce. Surrounding towns with larger geographic area can do this
44	This scenario has too much development and will KILL the charm and small town feel of Frisco. Please do NOT move forward with this scenario.....too aggressive.
45	This option seems to be most focused on locals. I also disagree that increased jobs (especially white collar) will have negative impact on the environment.
46	Slow down, this will all come together, but its a step b step process and this Plan is a little too aggressive to pull off at the moment.
47	Not my favorite, but does focus on housing needs. Probably sacrifices too much we like about Frisco and our irreplaceable environment for housing and growth.
48	Work with Walmart to upgrade the Frisco Walmart like the Walmart in Avon to make it more inviting, safe and upscale. Extend Frisco water to wiborg Park and allow development of ADUs, townhomes, etc. work with federal agencies to use federal land West of main, West of I70 for local housing. .
49	This will significantly increase taxes and costs for current residents
50	Im in favor of balance, not <u>never ending</u> growth.
51	Seems that this will change the community. There is plenty of room in Silverthorne area for diverse business development. Preserve Frisco
52	This is a master plan that looks to be more inclusive of all classes and welcomes all to the town with opportunities

53	Too much into business, small feel will be gone. NO MORE FAST FOOD. Only attracts beggars at intersections (lets get that under control too while at it). Thank you.
54	The emphasis on expanding the economic opportunities would create more commercial traffic on an already challenged road system that does not have an easy path to growth
55	Insane traffic and turning the marina intersection into something more seems tough
56	Filling out Main Street with lively and interesting commerce/restaurants would be great! I'm struggling a bit with the zero-sum aspect of these scenarios, but you're likely right: something's got to give!
57	There's enough "grow at all costs" in Summit County. Wouldn't it be nice for Frisco to be the affordable living option in Summit County bc as it stands, no Summit County city/town can boast that it allows for people working in Summit County to have an affordable place to live, raise a family and build a community? .
58	If we move in this direction, we will need firm zoning regulations that do not allow conversions of light industrial or commercial or other non-residential use to residential. I am not scared of this one if the right zoning comes out of it. With this high-growth scenario, it is ESSENTIAL that we modify our STR regulations to set a hard limit on STRs, not allow the amount of STRs to increase as we build more housing. Let's not be counter-productive!
59	This is good as well and I feel that there's not too much impact that ToF can do to help enviromental issues.
60	Even worse than B and A. Please see my A comments. Don't grow the town too much. The Dillon Dam road housing project will take care all of the growth our town needs. Our population and congestion will swell with that project. Don't carry the weight of the county if the towns shoulders. Frisco can't do and be everything.
61	I'm wary of Frisco trying to become an economic hub, I feel this would put too much pressure on our natural resources and result in overcrowded streets and local events, resulting in a loss of town identity and damage to our environment. That said, I think development along the Highway 9 corridor and at the west end of Main Street is a great idea, and extension of Main Street across 9 as well.
62	This seems like the most responsible plan for moderate to considerable growth AND to accommodate the range of people already living in the area.
63	Be careful what you wish for. Money is not everything, preserving nature, a beautiful place to live and visit mean the most for growth on a need basis, only after precise examination and concerns.
64	I am not interested in living in an economic hub. This path is moving toward a small city-like area, e.g. the Cherry Creek neighborhood in Denver.
65	employee housing for sale not for rent
66	No more growth. The new developments are big and ugly. And we don't know how that new mall on Main street is going to go. And what's up with Kelly Foote's place?
67	This is a terrible plan. Quaint, unique and community values do NOT mix with economic hub. The economic anchors are already in place in Dillon and Silverthorne, primarily because they have the space to accomodate such things. Frisco does not have such space and we can never be expected to catchup to, or be competitive with Silverthorne and Dillon. Frisco cannot accommodate or handle such an increase in population density or traffic. This should be obvious by observing peak periods such as winter or summer holidays. During these times, parking is non-existent, traffic (foot, bikes, vehicles) is congested, and it is difficult-to-impossible to get a seat in a restaurant. The supporting infrastructure required to facilitate such density would be very undesirable. It would lead to a future Frisco with parking garages, a 4 lane Main Street, increased noise, increased stress, and an overall decline in quality of live for

	Frisco residents. Let's focus on and protect the quaint mountain community we have. Let the high density, commercial, and industrial development continue in Silverthorne where it is distanced from the beauty of the lake and our trail networks.
68	The only scenario that included consideration for history and culture. Feels like there is an opportunity to include history and historic resources in all of these scenarios.
69	I don't want our town to be another Breckenridge
70	I would love to see a vibrant growing Frisco. I have lived in Frisco and worked in Frisco and the ability to stay within city limits to accomplish what I need is truly remarkable. It absolutely provides the best quality of life and is such a privilege.
71	Loses the small town feel with the higher density. Too crowded!!
72	I think we're too little too late. we should continue w <u>work force</u> housing & related initiatives but Ive seen a lot of 30 yr olds give up & move away because they don't see a way to marry & raise a family in Frisco It's just too expensive! And why the effort & expense of elec buses when we don't have frequent enough service to use the bus to get around. We used to have great service 15 years ago. expense
73	way too much increase in business and people. where is the land and water going to come from?
74	Scenario C seems to make us more like Breckenridge, which we do not want to see, too much!
75	Too much growth, loses the small town feel
76	I like the focus on being the economic hub.
77	We do not want to be overrun by tourists and new businesses.
78	In terms of the economy I like this scenario the best, if I could mix it with the housing thoughts in scenario B, it would be perfect.
79	I dont think higher level of growth is what is right for Frisco, if its too big or packed in too tight we will start to lose the small town feel. It seems like economic growth tends to beat down the environment around it.
80	I'm not convinced you'll necessarily get amazing economic diversity with affordable housing, but you'll certainly get more that without affordable housing. Get the housing piece right and you get "community" - which is what I think every visitor and resident really wants in Frisco.
81	This plan does not seem sustainable. Also most new workforce housing rentals are too much for most of the workforce in Town so at that point there should also be a larger talk about wages.
82	makes frisco too big and too like breck
83	There are some good plans such as a main street/boulevard pedestrian crossing, development of retail/housing on west main, and more housing on the north end of town.
84	while i like th housing needs being addressed, I do not like the community and environmental aspects.
85	These visions are extremely long and wordy. Increase salaries and compensation. Even if there are more jobs, if they don't pay enough to live here, that doesn't make sense. People are already struggling to find workers due to low pay for the high cost of living. Decrease cost of living, increase more quality <u>childcare</u> and increase income cap to receive <u>childcare</u> tuition assistance.
86	I don't like that in this scenario it gives people the impression that to have a diverse/thriving economy and housing diversity that you would sacrifice a

	beautiful/family-oriented community and a resilient environment. This is frustrating and I don't believe it!
87	I like this idea as much as scenario B. It seems to me that scenario c offers Frisco the best chance to be the best Frisco.
88	The scaling of this for 20 years
89	I don't love the neglect for environment
90	Frisco could use more diverse businesses, such as stores and restaurants. One of our communities best qualities is its focus on sustaining its natural beauty and environment.
91	Small towns should not strive to grow into cities
92	I don't think this scenario is achievable. We simply aren't big enough to do it. We rely on tourism too much.
93	Seems to be the most built out option, will it clutter things up?
94	Again I like the transportation focus. I don't like the idea of adding development around our key recreation and environmental areas. I still don't like housing sprinkled in the commercial areas as it changes the vibe for everyone. I like the gateways and the business innovations.
95	I think we can develop housing and keep the small town feel of community because residents will live and work here. Development can be sustainable and mindfully created. Encouraging water and energy saving technologies and native plants, minimizing watering lawns.
96	Development and stewardship do not need to be balanced, it is not a zero-sum game. You can develop with renewables and efficiency and everyone wins.
97	Too much development, and not enough focus on environmental protection
98	If you go this direction, you definitely need a sustainability coordinator/director to be careful with the environmental impacts of so much growth
99	A higher emphasis on money and less on environment is not what I want
100	I like this scenario the best, though I believe there are ways to grow while maintaining or even increasing resilience. Development needs to be creative and respond to the shocks and stressors of living in our high altitude environment, with an eye toward the future to ensure that all the new residents we welcome are able to thrive on a daily basis and during any disaster events. I am also concerned about the development facing the creek. I wholly support embracing Tenmile, but we need to remain cautious of the floodplain if we are to be resilient. There are ways to do both!
101	Too much development
102	This looks like a suburban strip mall just about anywhere in Denver. This plan is not the mountains.
103	Too much government intervention in housing
104	This plan seems to focus too much on business growth without providing for the needs of the community
105	I think our current rate of growth is wanted. I support letting economics decide what businesses go where under the current zoning limits
106	Frisco is on I70 and commercial growth is inevitable, let free market self-regulate. If there's a demand, a business will find a way to establish itself. I strongly discourage our Town to seek out businesses they think we need, that would be a waste of our tax dollars.
107	We have more than enough people in Summit County and no shortage of visitors.
108	Let's not become over-density economic focused <u>far west</u> Denver suburb <u>i.e.</u> Silverthorne

109	The small town cultural feel is already suffering when you have workers commuting in from outside the county, sometimes <u>travelling</u> long distances to do so. By having residents live in Frisco, the connections from the community will be more diverse and authentic, rather than having a touristy feel. Transit oriented development of the Frisco station is the priority of this idea. Folks should be able to live within a safe walking distance to the busses, and less parking should be provided. Bus routes may also benefit from being routed through neighborhoods instead of through busy intersections where it is dangerous to be out and about.
110	Again see my previous comments

DRAFT

Appendix C- Kids Activities

Scans of Kids Activities is attached as a separate PDF with this document.

Appendix D- Survey

Qualtrics Survey is attached as a separate PDF with this document.

DRAFT



KIDS ACTIVITY WORKSHEET

DRAW A PICTURE:

What do you love about Frisco?





KIDS ACTIVITY WORKSHEET

DRAW A PICTURE:

What do you love about Frisco?

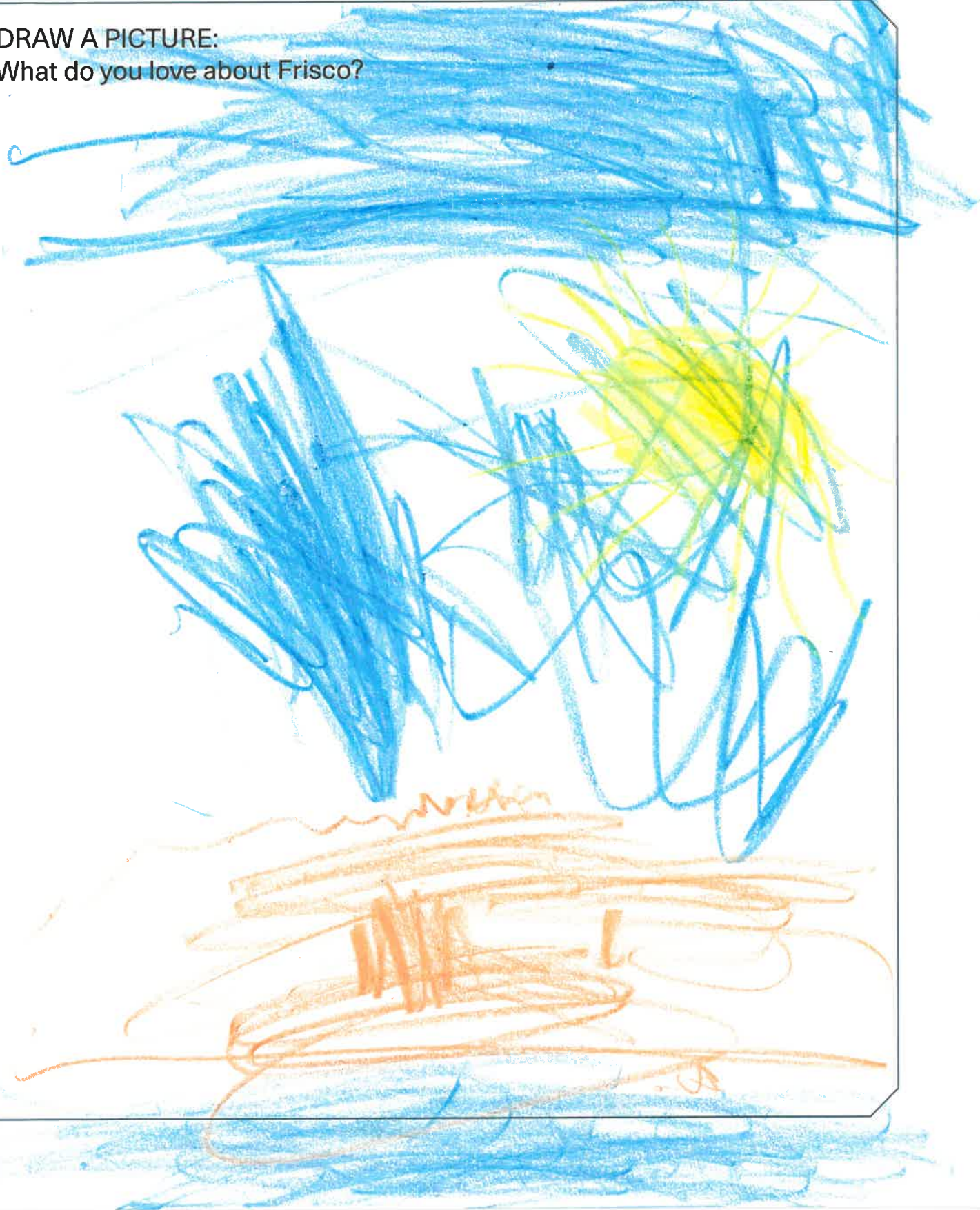




KIDS ACTIVITY WORKSHEET

Marina

DRAW A PICTURE:
What do you love about Frisco?





KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is: in the forest

My friends and I like to go to: skate park

My family likes to go to: concerts in the park

My favorite restaurant in Frisco is: Hacienda Real

I like to ride my bike at: peninsula

When I am not in school I am at: fun club

Something I want in Frisco: a Wood Ward



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is: Gelato

My friends and I like to go to: Thursday concerts

My family likes to go to: Gelato

My favorite restaurant in Frisco is: Co Bar

I like to ride my bike at: I dont bike

When I am not in school I am at: Fun club

Something I want in Frisco: chick fil A sauce



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is:

my naber thd

My friends and I like to go to:

~~BITCHING~~
the pool.

My family likes to go to:

the pool.

My favorite restaurant in Frisco is:

I like to ride my bike at:

When I am not in school I am at:

Something I want in Frisco:



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is: The green in
my neighborhood.

My friends and I like to go to: The korts

My family likes to go to: To the marina

My favorite restaurant in Frisco is: Highside

I like to ride my bike at: around Frisco

When I am not in school I am at: all around

Something I want in Frisco: a park / dog
park



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is:

The lake & bike paths

My friends and I like to go to:

the lake

My family likes to go to:

hiking spots & the lake

My favorite restaurant in Frisco is:

Tocko

I like to ride my bike at:

paths around town

When I am not in school I am at:

camp

Something I want in Frisco:

more sushi restaurants



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

My favorite spot is: the marina

My friends and I like to go to: down town to Coffie rosters

My family likes to go to: Vinney's

My favorite restaurant in Frisco is: Greco's

I like to ride my bike at: the paninisala

When I am not in school I am at: Coffie rosters

Something I want in Frisco: is more Boba! 



KIDS ACTIVITY WORKSHEET

TELL US WHAT YOU LOVE:

Describe what you love about Frisco!

what I like about Frisco is
the people. The reason I like
the people is 'cause they
are all so kind.



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

gelato

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

gelato

My family likes to go to (*A mi familia le gusta ir a*):

gelato

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

gelato

I like to ride my bike at (*Me gusta andar en bicicleta en*):

Marina

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Fun Club

Something I want in Frisco is (*Algo que quiero en Frisco es*):

ice rink



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

Malmao

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

My family likes to go to (*A mi familia le gusta ir a*):

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

I like to ride my bike at (*Me gusta andar en bicicleta en*):

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Something I want in Frisco is (*Algo que quiero en Frisco es*):



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

Marina

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

Tubing

My family likes to go to (*A mi familia le gusta ir a*):

~~The~~ Any park

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

Sushi on Main Street

I like to ride my bike at (*Me gusta andar en bicicleta en*):

I ride my scooter around my neighborhood

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Home or friends house

Something I want in Frisco is (*Algo que quiero en Frisco es*):

More places for kids - like playgrounds



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (*Mi lugar favorito es*):

Main St on Halloween

My friends and I like to go to (*A mis amigos y yo nos gusta ir a*):

to play (playground)

My family likes to go to (*A mi familia le gusta ir a*):

SMS Middle School Football game

My favorite restaurant in Frisco is (*Mi restaurante favorito en Frisco es*):

Buttermilk

I like to ride my bike at (*Me gusta andar en bicicleta en*):

Bike path

When I am not in school I am at (*Cuando no estoy en la escuela estoy en*):

Football

Something I want in Frisco is (*Algo que quiero en Frisco es*):

Halloween



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

TELL US WHAT YOU LOVE: Describe what you love about Frisco!

CUÉNTANOS LO QUE TE ENCANTA: ¡Describe lo que te encanta de Frisco!

My favorite spot is (Mi lugar favorito es):

Soccer

My friends and I like to go to (A mis amigos y yo nos gusta ir a):

Camila ~~SebiX~~
↑ (friend's house) →

My family likes to go to (A mi familia le gusta ir a):

Denver

My favorite restaurant in Frisco is (Mi restaurante favorito en Frisco es):

Wendy's

I like to ride my bike at (Me gusta andar en bicicleta en):

Don't ride a bike, I ride my scooter at home

When I am not in school I am at (Cuando no estoy en la escuela estoy en):

home

Something I want in Frisco is (Algo que quiero en Frisco es):

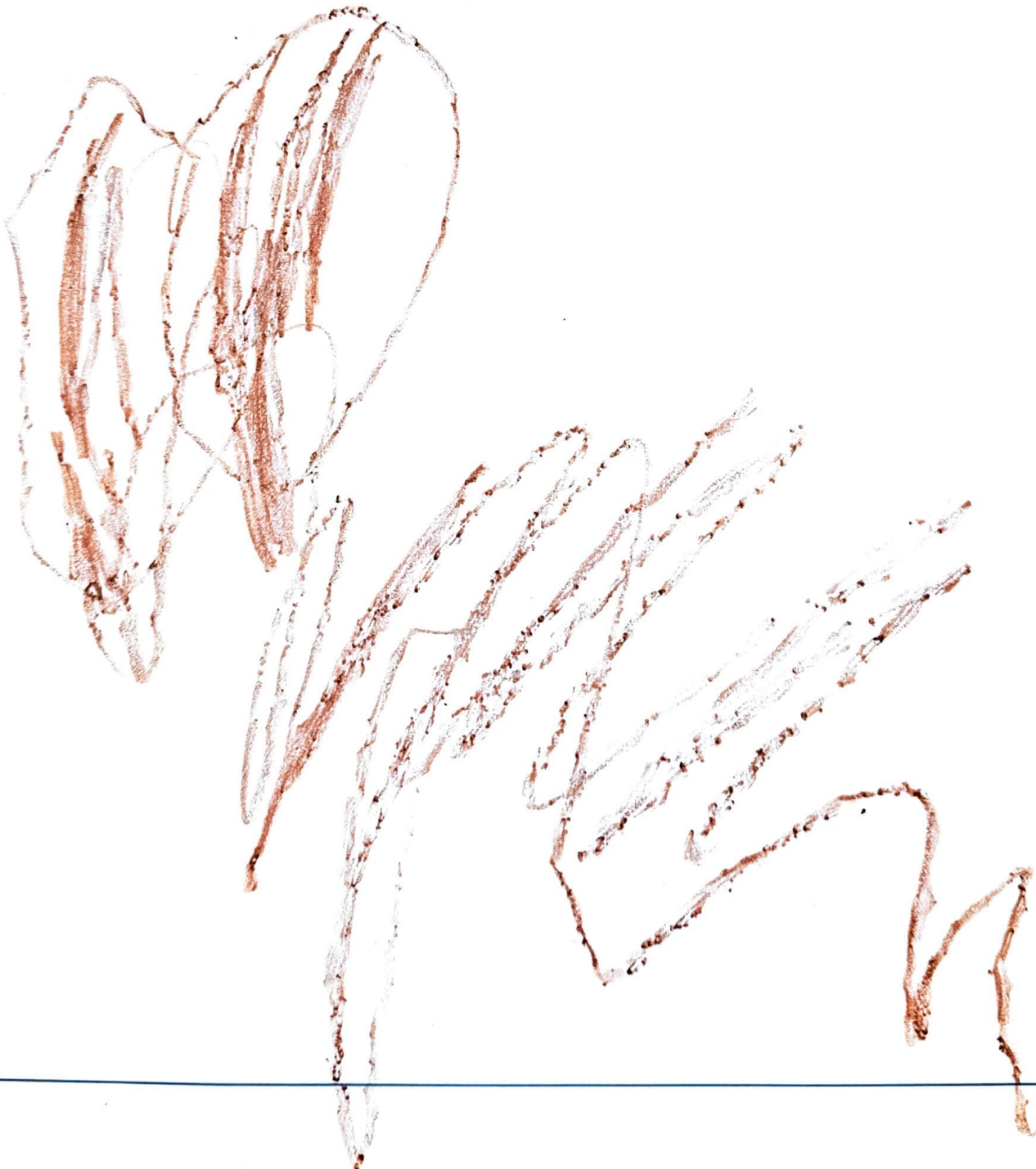
Love



KIDS ACTIVITY WORKSHEET | HOJA DE ACTIVIDADES PARA NIÑOS

DRAW A PICTURE: What does a perfect day in Frisco look like?

DIBUJA UNA IMAGEN: ¿Cómo se ve un día perfecto en Frisco?



English



Frisco – Community Engagement Window 2 Survey

Thank you for participating in our Community Survey to help inform the update to Frisco’s Comprehensive Plan!

INTRODUCTION

The Town of Frisco has conducted community-wide engagement to understand the community’s core values as a part of the process of creating a new Comprehensive Plan. The objective of Community Engagement Window 1 was to establish a framework of understanding and learning about today’s stories and hopes for the future of the Town of Frisco.

Read the full summary at: www.Friscoplan.com

ABOUT THE PROJECT

What is a Comprehensive Plan?

A Comprehensive Plan is required by the State of Colorado to guide growth and development. It reflects the community’s vision and goals for the future and should address various elements including land use, transportation, economy, and the natural environment. The Comprehensive Plan guides town-wide policy and decision-making.

What is it not?

The Comprehensive Plan does not establish or modify zoning regulations. While it serves as a framework for future decision-making and helps align policies and planning efforts with community goals, the Comprehensive Plan is not regulatory and does not create or modify laws.

How do we get there?

(Translations in English and Spanish)

HOW DO WE GET THERE?

¿CÓMO LLEGAMOS ALLÍ?



SCENARIO PLANNING

What is Scenario Planning?

Scenario planning explores and evaluates potential future developments and outcomes by creating multiple plausible scenarios based on key factors like population growth, economic trends, and community vision.

Scenario planning helps us understand the tradeoffs for different futures and helps us make informed decisions for our community's future. Scenario planning ensures that development is sustainable, resilient, and aligned with long-term community goals.



DRIVERS & TRENDS

DRIVERS & TRENDS / FACTORES CLAVE Y TENDENCIAS



Decrease in Total Population
2017-2022

Between 2017 and 2022, the Town of Frisco experienced a population decrease.

Entre 2017 y 2022, la ciudad de Frisco experimentó una disminución de su población.

Population is stable, with limited growth projected over the next five years.

La población esta estable, con un crecimiento mínimo proyectado en los próximos cinco años.

Source: American Community Survey, 2017, 2022 based on 2022 population of 2,900.

By 2034, the workforce housing market in Frisco is projected to have a gap of approximately 329 units that will not be met by market forces alone.

Para 2034, se proyecta que el mercado inmobiliario para trabajadores en Frisco tendrá una brecha de aproximadamente 329 unidades. Esto no se podrá hacer frente únicamente con las fuerzas del mercado.

151
sale units
unidades de venta



178
rental units
unidades de alquiler



Source: Town of Frisco Draft Strategic Housing Plan, DRAFT August 2024, Tables 3-5 and 3-6 Workforce Development Gap

Frisco's housing stock is varied but faces challenges in meeting the demand for affordable and workforce housing. The Town has seen an increase in short-term rentals, which has impacted the availability of long-term housing options.

La oferta de viviendas disponibles en Frisco es variado, pero enfrenta desafíos para satisfacer la demanda de viviendas asequibles y para la fuerza laboral. La ciudad ha experimentado un aumento en los alquileres a corto plazo, lo que ha afectado la disponibilidad de opciones de vivienda a largo plazo.



Increase in Daytime Population
2017-2022

The Town of Frisco's Daytime Population Increases by

30%, +876 people

Aumento de la población diurna de **30%, +876 personas**

A large portion of Frisco's workforce relies on housing in surrounding areas commuting into Frisco for employment.

Una gran parte de la fuerza laboral de Frisco depende de viviendas en áreas circundantes y viaja a Frisco en busca de empleo.

Source: Esri Business Analyst

Frisco's current businesses and workforce are weighted towards tourism.

Las empresas actuales de Frisco y su fuerza laboral están inclinadas hacia el turismo.



Five industries make up 62% of the Town of Frisco's 447 businesses.

Estos cinco sectores representan el 62% de las 447 empresas de Frisco.

946 Acre Feet of water consumed in 2022 equating to approximately **196,000 gallons** per person per year.

Water is comprised of about **60% surface water** and **40% ground water**.

946 acres pies de agua consumidos en 2022, lo que equivale aproximadamente a **196 000 galones** por persona al año.

El agua se compone aproximadamente de un **60% de agua superficial** y un **40% de agua subterránea**.

The current water supply is sufficient.

Conservation will preserve existing supply. Protection of existing surface water resources is limited by current infrastructure.

El suministro de agua es suficiente.

La conservación preservará el suministro existente. La protección de los recursos hídricos superficiales existentes está limitada por la infraestructura actual.

Source: IMPLAN 2022, 946 AF (308,255 kGAL) of water consumed in 2022 according to IMPLAN Model of roughly 1,400 Acre Feet available (67%)

THE CHALLENGE

The population of the Town of Frisco decreased by 87 residents between 2017–2022, with an increase in the aging population, and a decrease in average home size. Housing costs are out-pricing families and the workforce, with relatively low new housing permits in the past several years. The daytime population increased by 30%, indicating more people commute from surrounding areas into the Town of Frisco for work than those who commute out. Community feedback shows a desire to maintain the small-town, family-friendly charm. To support this vision, increasing the supply of affordable housing and diversifying the tourism economy are needed, so people can live, work, and play in Frisco.

THE OPPORTUNITY

Based on community feedback, residents value the community culture, a sense of knowing one another, and having a close-knit community. There is a need to fill the gap in affordable housing while balancing infrastructure demands. The community also values a culture that is connected to nature and the opportunity to ensure future growth is environmentally considerate and sustainable. These scenarios explore growth strategies with the Town's character and balance the interests of full-time residents, part-time residents, and visitors and will use community values to assess the trade-offs between restricting future development and directing it in ways that balance job creation and housing needs.

Scenario A

4. Which of the following statements do you agree with more?

Option A: The Frisco Community can preserve its strong connection to nature, and scenic beauty, and ease access to the outdoors through conservation and limiting use.

- Option B: As more people use the outdoors, the heightened use of recreational facilities will bring new opportunities for amenities and programs to increase access to the outdoors for all and support projects for environmental restoration.

Option A

Option B

SCENARIO A

Vision Statement

The Town of Frisco is nestled in the heart of the White River National Forest and Lake Dillon, where knowing one another and family-friendly values create a sense of belonging. We cherish access to nature and outdoor activities and strive to maintain our local culture while preserving the environment. The Town of Frisco is a place where local businesses thrive and residents of all ages can live, work, and play together. We are committed to balancing thoughtful growth with the protection of our natural beauty, ensuring that our community remains affordable and welcoming for future generations.

When thinking about the future of Frisco, do you like this vision statement?

- Yes
- No

Scenario Narrative

Scenario A is a baseline scenario that looks at a potential future where current trends continue with minimal intervention or change within the community. Based on these existing trends, the population will continue to decline, and jobs will have modest growth—primarily within tourism-supported areas.

The icons below indicate on a scale of 1-3 how this scenario aligns with community guideposts.

The narrative below describes how this scenario aligns with community guideposts.

A BEAUTIFUL COMMUNITY



The Frisco Community identifies with a small-town culture, a sense of knowing one another, and a family friendly atmosphere. Scenario A is well-aligned with preserving this culture by maintaining current development trends with minimal intervention.

HOUSING DIVERSITY



This scenario will maintain the current rate of housing growth and will focus on current pipeline projects at varied densities as reflected in the chart to the left.

A DIVERSE AND THRIVING ECONOMY



Current trends show that a significant portion of businesses and employment opportunities are based in food, beverage, service, and accommodation-related industries, indicating a high-reliance on tourism- and entertainment-based revenue. In this scenario, employees will continue to live primarily outside of the Town of Frisco.

A RESILIENT ENVIRONMENT



This scenario maintains current growth trends and will maintain existing connections, scenic beauty, and access. There is a need to use more surface water to preserve groundwater.

MULTIMODAL CONNECTIVITY

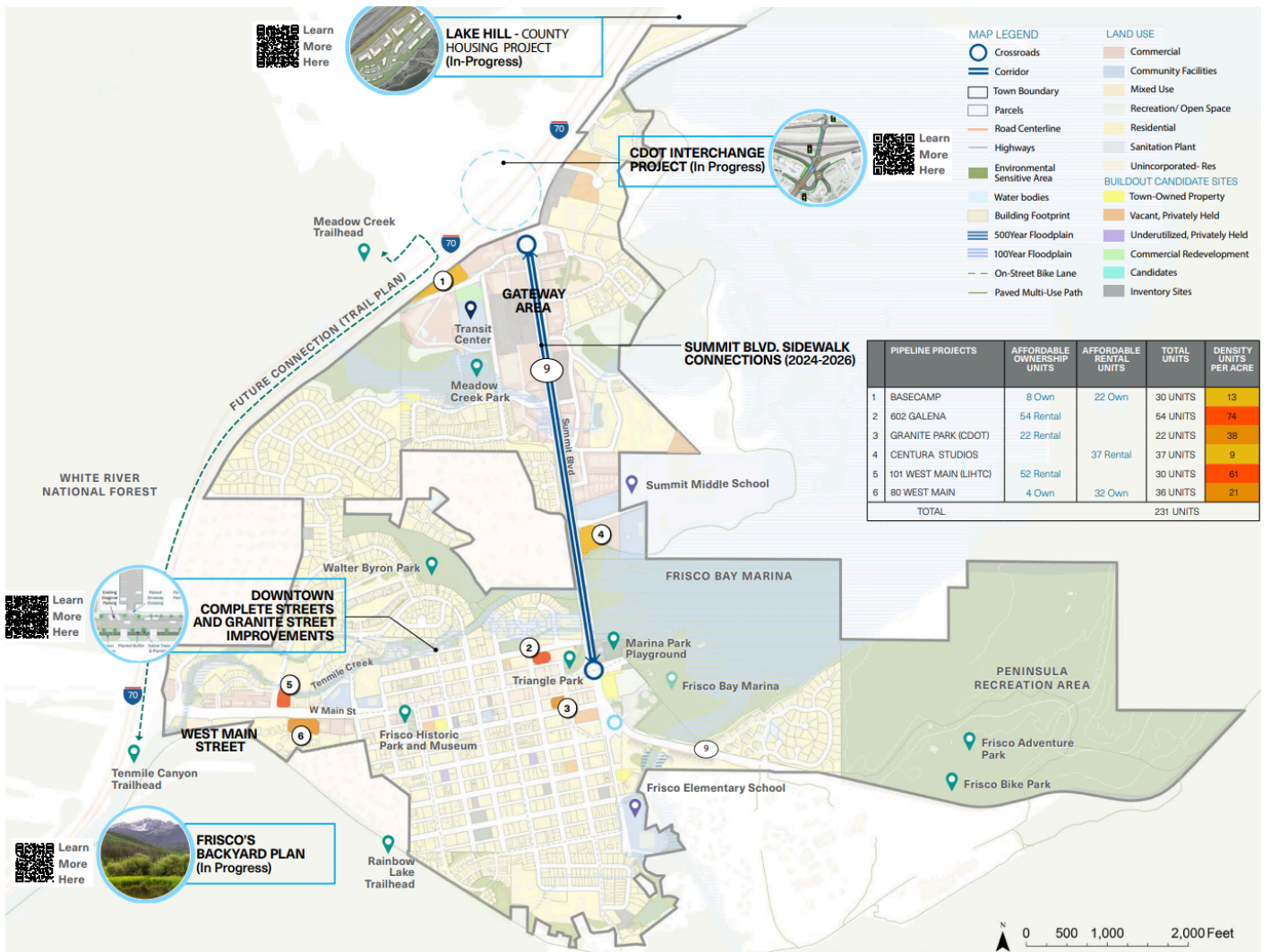


This scenario will focus on maintaining the Town of Frisco's existing infrastructure while prioritizing connectivity improvements that preserve the small-town culture. Efforts will be concentrated on enhancing access to recreational areas such as parks, trails, and pathways. Connectivity improvements will also target major network links across and along roads like Summit Blvd.

CONNECTION TO NATURE



This scenario will focus on conserving the natural environment in and around the Town of Frisco, with a focus on key areas and fire mitigation. Maintain conservation of all PCA's, wetlands, and high-quality habitats.



Based on what you understand about Scenario A, what thoughts or ideas do you have? Please share your thoughts with us.

SCENARIO B

Vision Statement

The Frisco Community values the beautiful mountain-to-lake setting and historic Main Street which is home to a family-friendly vibe. We strive to create a community where people of all ages and stages of life can find affordable housing, quality services, and opportunities to thrive. We are dedicated to fostering a family-friendly atmosphere where local businesses flourish and residents feel a strong sense of community. By carefully managing growth and development, we aim to maintain our local charm while ensuring that everyone can enjoy the natural beauty and outdoor activities that make the Town of Frisco special.

When thinking about the future of Frisco, do you like this vision statement?

- Yes
- No



















Scenario Narrative

Scenario B explores a low to mid-growth alternative with a focus on increasing affordable housing supply. This may include different types of housing and density along Summit Boulevard, in the Gateway District, and along West Main Street. There is an opportunity to increase ADUs, and missing middle housing types such as duplexes and townhomes, and to consider opportunities for tiny homes and other housing types. The focus on increasing

housing supply will improve affordability and create opportunities for the existing workforce and future generations of residents.

The icons below indicate on a scale of 1-3 how this scenario aligns with the community guideposts.

The narrative below describes how this scenario aligns with community guideposts.

A BEAUTIFUL COMMUNITY			
HOUSING DIVERSITY			
A DIVERSE AND THRIVING ECONOMY			
CONNECTION TO NATURE			
MULTIMODAL CONNECTIVITY			
A RESILIENT ENVIRONMENT			

Scenario B is well-aligned with supporting a family-friendly atmosphere and close-knit community.

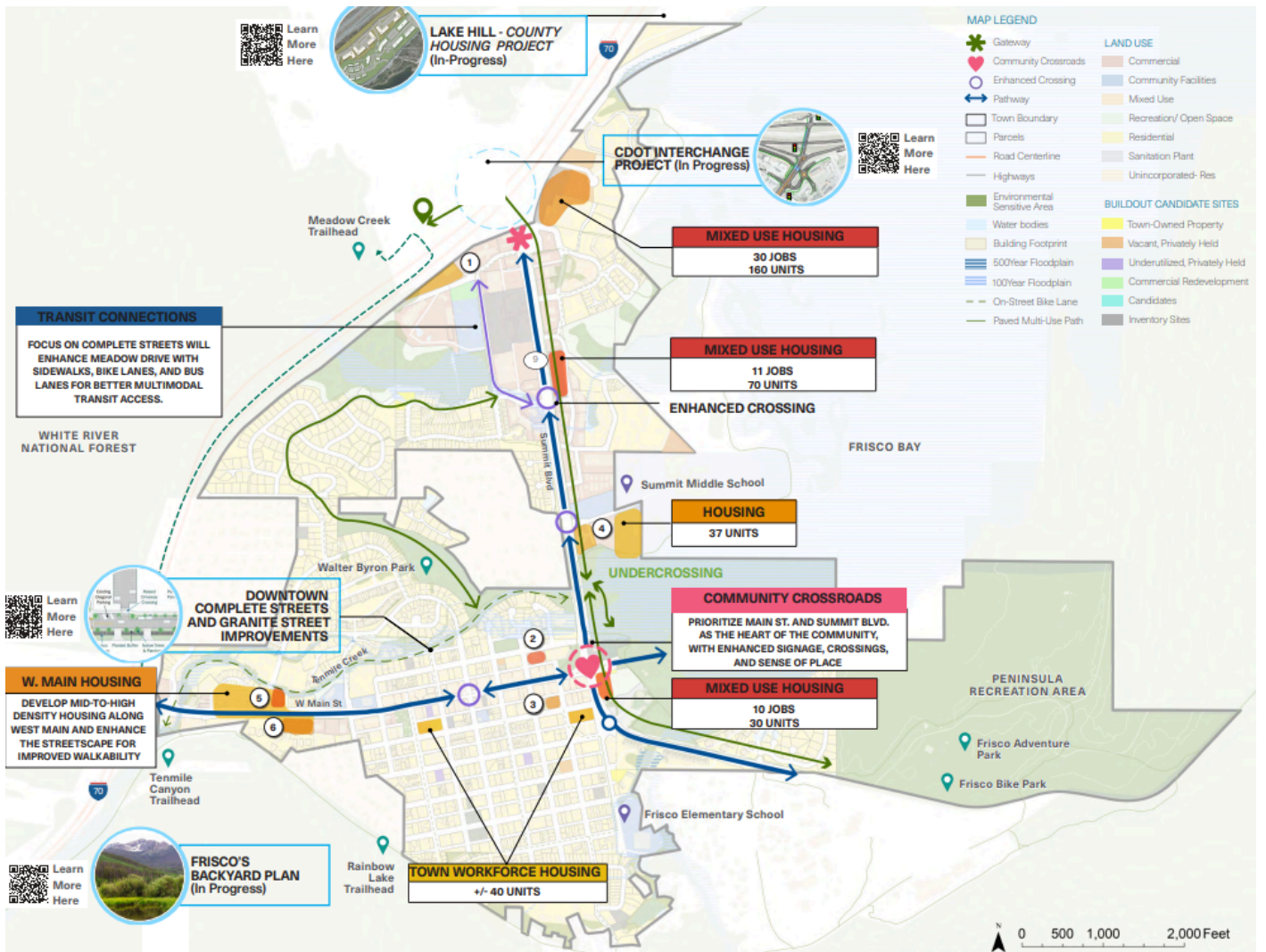
This scenario prioritizes increasing affordable housing diversity to close the existing gap in affordable housing units through higher density and smaller housing types.

This scenario focuses economic development on providing services to the local workforce, currently based in food, beverage, service, and accommodation-related industries, indicating a high-reliance on tourism- and entertainment-based revenue.

This scenario supports connection to nature as an increase in housing and residents will create opportunities for new amenities, access, and programs.

This scenario may support a decrease in commuters and increased localized public transit based on the greater diversity of affordable housing available locally, improving local and neighborhood-level active mode and transit connections to manage in-town trips.

With increased development in this scenario, the Town of Frisco would likely need to provide more opportunities for recreation while also focusing in on a smaller set of high priority areas for conservation, while continuing to mitigate fire risk and other natural hazards.



Based on what you understand about Scenario B, what thoughts or ideas do you have? Please share your thoughts with us.

SCENARIO C

Vision Statement

The Town of Frisco is a vibrant, beautiful community in the heart of Summit County, renowned for its beautiful setting and access to outdoor adventures. We leverage our central location in America's Playground to become a hub for economic growth while preserving our historic heritage and sense of community. We aim to support a diverse economy that includes local businesses and provides opportunities for residents of all incomes, ages and lifestyles to live, work, and play. By balancing development with environmental stewardship, we seek to maintain the affordability and quality of life that our residents value, ensuring a sustainable future for our community.

When thinking about the future of Frisco, do you like this vision statement?

- Yes
- No

Scenario Narrative

Scenario C focuses on economic diversity and housing, offering the highest growth potential. This supports a decrease in the need for commuting employees as the job market increases and an increase in housing supply to provide accessible housing options for existing employees and future workforce. A focus on increasing economic diversity by attracting new businesses and industries to include West Main Street as an

expansion of the downtown core for local businesses, retail, and cultural attractions. Mixed-use commercial centers along Summit Blvd. and in the Gateway District, create new spaces for offices, light industrial spaces, warehouses, maker spaces, and essential retailers.

The icons below indicate on a scale of 1-3 how this scenario aligns with the community guideposts.

The narrative below describes how this scenario aligns with community guideposts.

A BEAUTIFUL COMMUNITY



Scenario C has the highest chance of interrupting the small-town cultural feeling, as new development has the potential to lead to increased population and job creation.

HOUSING DIVERSITY



This scenario will include increasing affordable housing diversity to accommodate a growing and diverse workforce. Higher densities along Summit Blvd. and in the Gateway District are an opportunity to capture existing workforce and potential new employees.

A DIVERSE AND THRIVING ECONOMY



This scenario is most aligned with the Frisco community's goals to diversify their economy and expand opportunities outside of tourism-related industries. This expands opportunities to grow existing industries and attract new ones, securing the Town of Frisco as a hub for economic growth and investment and ensuring economic stability for future generations.

CONNECTION TO NATURE



With the highest levels of development, the Town of Frisco would continue to see additional pressure on the natural environment as well as needing new infrastructure to be built, yet the increased revenues will offer more funding for maintenance and expansion of programs.

MULTIMODAL CONNECTIVITY

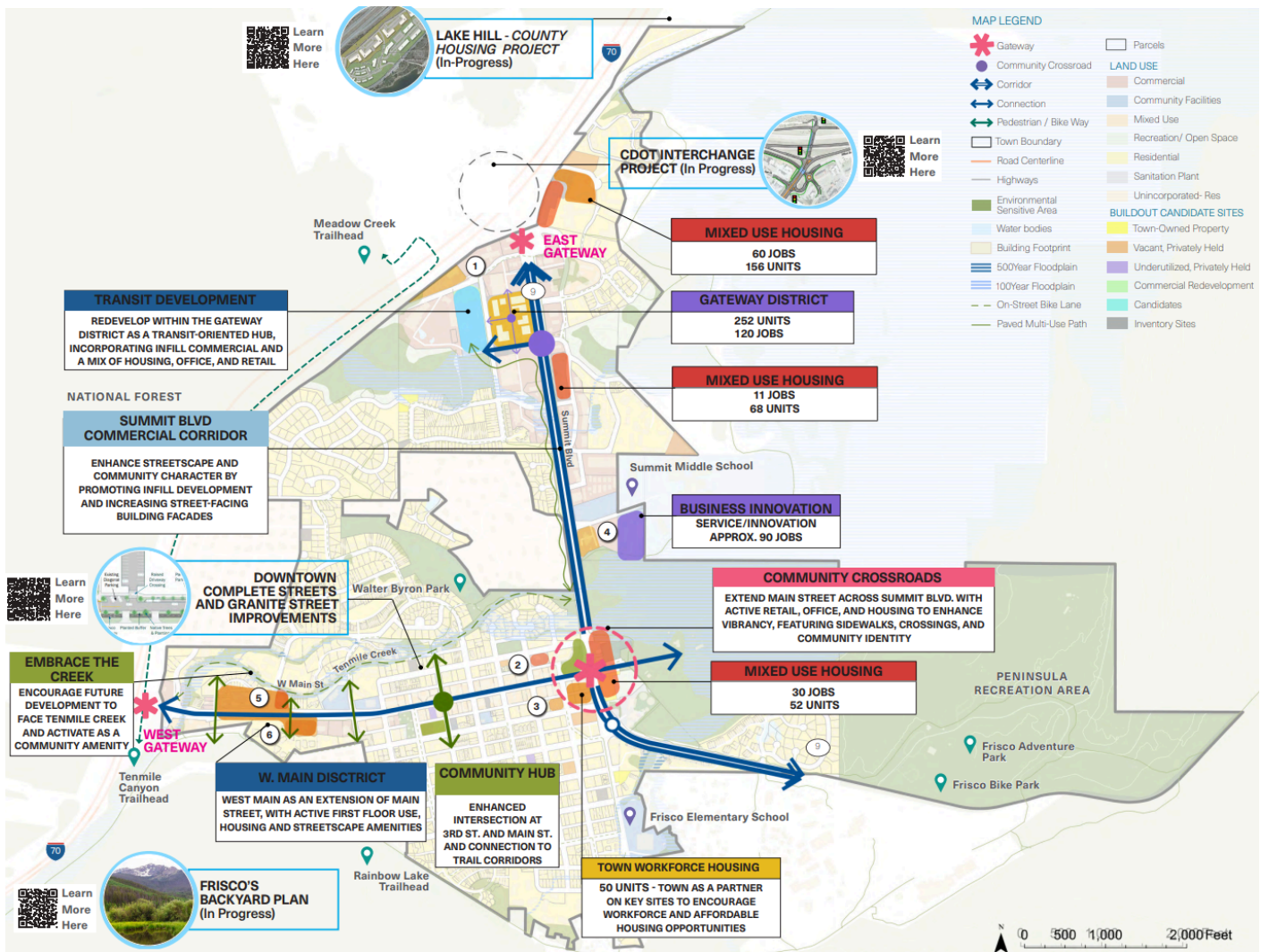


This scenario will likely result in fewer residents commuting into and out for work, creating significant opportunities for localized public transit and connectivity improvements. The growing economic activity will drive the development of regional transit programs that connect job opportunities with surrounding towns, fostering a more efficient multimodal transportation system to meet the evolving needs of residents, workers, and visitors.

A RESILIENT ENVIRONMENT



Increased jobs and housing will increase, which will place greater demands on infrastructure and resources. Water management will be a critical consideration for this scenario.



Based on what you understand about Scenario C, what thoughts or ideas do you have? Please share your thoughts with us.

Out of these three scenarios, which scenario is your favorite?

- Scenario A
- Scenario B
- Scenario C

TRADEOFFS

Future land uses are often a balance of supply and demand, where some decisions can lead to supporting other aspects of the community, or vice versa. As we move forward with priorities for the Comprehensive Plan, it is important to weigh tradeoffs for future scenarios.

There are seven (7) questions in this section and each one asks about a different tradeoff. For each one, select the statement that you agree with more.

1. Which of the following statements do you agree with more?

- Option A: Maintaining the Town of Frisco's current development trends with minimal intervention is crucial to preserving its small-town charm and close-knit community.

- Option B: Expanding affordable housing is essential to keeping the Town of Frisco accessible to young families and preserving its vibrant, family-oriented atmosphere.

Option A

Option B

2. Which of the following statements do you agree with more?

- Option A: Focusing on limited housing growth and single-family homes in existing neighborhoods preserves the Town of Frisco's established character and supports a stable small-town character.
- Option B: Low to mid-density, multifamily housing along commercial corridors will provide affordable options for the local workforce and young families, who are essential to maintaining the family-friendly community.

Option A

Option B

3. Which of the following statements do you agree with more?

- Option A: The Town of Frisco's economy thrives on its tourism, dining, and accommodation industries, and maintaining these trends will continue attracting a robust workforce, even if many employees commute from outside the area.
- Option B: While increasing housing diversity and density may slightly shift the Town of Frisco's neighborhood character, it is essential for fostering a more inclusive, family-friendly community that accommodates a variety of needs.

Option A

Option B

5. Which of the following statements do you agree with more?

- Option A: Increased business use and population growth may strain infrastructure and resources, and compromise the Frisco Community's environmental priorities and access to nature.
- Option B: New businesses offer potential revenue to support the preservation of recreational assets and natural resources, and could promote improved management of water resources and infrastructure demands.

Option A

Option B

6. Which of the following statements do you agree with more?

- Option A: As economic opportunities grow regional public transit will provide flexible, on-demand transportation solutions for workforce commuting into the Town of Frisco.
- Option B: Increasing local economic opportunities will lead to fewer residents commuting into and out of the Town of Frisco for work and can focus on the development of improved biking and walking in-town.

Option A

Option B

7. Which of the following statements do you agree with more?

- Option A: Changes to our climate are outside of our control, and risks such as fire, flood and extreme weather events should be planned for and dealt with as they come.

- Option B: As the climate continues to change, risks such as fire, flood and extreme weather events could all become more common and increases in development support funding for mitigation, environmental protections and projects so we can proactively reduce our overall risk.

Option A

Option B

LAND USE CLASSIFICATIONS

This section shows a variety of land uses that could be prioritized in Frisco and asks for feedback to understand what types of land uses you would most like to see on the Future Land Use Map. This exercise will help to inform future land uses that the community would like to see, which can support Frisco in decision-making around future development.

Participant Directions:

For each of the ten land use examples shown, select one of the options below it to indicate whether:

a) You like this land use and would like to see it prioritized in the Comprehensive Plan

OR

b) You do not like this land use and would like to see less of it in the Town of Frisco.

SINGLE-FAMILY RESIDENTIAL (2-4 DU PER ACRE)



- I like this!
- I do not like this

LOW TO MID-DENSITY (5 - 20 DU PER ACRE)



I like this!

I do not like this

MID TO HIGH DENSITY (20 - 40 DU PER ACRE)



I like this!

I do not like this

MAIN STREET RETAIL



I like this!

I do not like this

COMMERCIAL CORRIDOR



I like this!

I do not like this

MIXED-USE



I like this!

I do not like this

INDUSTRIAL



- I like this!
- I do not like this

OFFICE



I like this!

I do not like this

PARKS AND OPEN SPACE



I like this!

I do not like this

CIVIC SPACE



- I like this!
- I do not like this

DEMOGRAPHICS

A little bit more about you

This section will tell us about who you and our other participants are. It helps us ensure that we are reaching all diverse community members.

- These questions are optional but help us to ensure we hear from a broad spectrum of the community

What is your connection to the town of Frisco?

- Full-Time Resident in the Town of Frisco
- Part-Time Resident or Second Homeowner in the Town of Frisco
- Part-Time Resident, Living Outside of the Town of Frisco, in the Region
- Year-Round Resident, Living Outside of the Town of Frisco, in the Region
- I Work in the Town of Frisco
- I Own a Business in the Town of Frisco
- I am a Visitor to the Town of Frisco
- Other

What is your age range?

- 0 - 17
- 18 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70 - 79
- 80+

How long have you lived in Frisco?

- Less Than One Year
- 1-3 Years
- 4-5 Years
- 6-10 Years
- 11-20 Years
- More Than 20 Years
- I Do Not Live in Frisco

What is your race/ethnicity?

- White
- Asian
- Hispanic
- Black or African
- Two or More Races
- Other

Do you rent or own your home?

- Rent
- Own

Neither

Powered by Qualtrics