

Categories (CP) Culture & People (DD) Development & Design (HC) Housing & Community (JF) Jobs & Finances (RI) Regionalism & Influence

S.W.O.T. Feedback

Strengths		Weaknesses		Opportunities		Threats	
CP	Schools and higher education	CP	Arts & culture lacking behind other investments	CP	Regional leadership, leverage local professionals/leaders; regional city ("mini-Dallas")	CP	Polarized/radical politics
CP	Safety	CP	Better leverage IT professionals, cultural integration	CP	Youth/student/young adult involvement – involvement in general	CP	Aging national population – not many options for older folks to stay here as they age
CP	Educated workforce	CP	Boards don't necessarily reflect the community	CP	Role in the mental health/special needs community	CP	Prepared for next pandemic/disaster/emergency
CP	Diverse community	CP	Cultural issues within departments, spending time on negativity	CP	Better utilize local artists	CP	Plano PD pay competition
CP	Culture of winning	CP	Extreme politics	DD	Lack of traffic signals, need traffic study to respond to population growth (east and west sides)	CP	"Brain drain" after college – nothing for them here, hard to meet other young professionals/social interactions
CP	Parks & rec	CP	Getting new residents engaged	DD	Creative open space (not just larger)	CP	Schools maintaining current quality
CP	Growing arts & culture community	CP	Hard to communicate the message when there are free events	DD	Growing north of the boundary, opportunity to be a regional hub for office and higher use development	CP	Legislative issues
CP	Progressive leadership, transparency/cooperation	CP	Lack of public understanding of how planning and development works	DD	Community theater (private)	CP	Perception that the city controls all aspects of development
CP	Family-oriented	CP	Lack of resources and activities for teens	DD	Better bike/ped connectivity	CP	Loss of local control, state constraints
CP	Professionalism/skills/engagement of city staff	CP	Lack of social services	DD	Continuing to keep up with growth as well as the city has	CP	Ensure that Council doesn't over-analyze
CP	Volunteer culture	CP	Lacking free concerts and arts	DD	Large walkable areas around mixed-use development	CP	Complacency
CP	Innovation culture	CP	More services for older adults needed	DD	Waterways	CP	FISD mixed into partisan issues, losing sight of students first
CP	Continuity in city staff	CP	Not keeping up with recreational needs (e.g., indoor tennis)	DD	Vibrant downtown, rail district	CP	Analysis paralysis
CP	Current leadership's ability to encourage the future leaders through volunteerism	CP	Recruiting teachers and public safety	DD	Self-contained city	CP	Being afraid to take (calculated, well-thought out) risks
CP	Can-do spirit, anything is possible	CP	Striking a balance	DD	Preserve large tracts of land before it's gone	DD	Ability to respond to high-rise buildings by Fire Department/keep up with infrastructure and growth
DD	Emerging technology	CP	Voter participation is low	DD	Grand Park opportunity	DD	Aging infrastructure cost
DD	Highest and best use of land, positive impacts on tax rates	DD	Architecture could use improvements, timelessness of styles	DD	Wade Park	DD	Island-hopping between disconnected mixed-use development
DD	Developers interested in investing, attractive to development	DD	Car-dependent	DD	Oasis from concrete	DD	Unmanaged development in ETJ
DD	Open space requirements for development	DD	City services focus on short-term rather than long due to growth	DD	More attractions for pet owners	DD	Bottleneck at 380
DD	Planning well, keeping the plans updated, accommodating changing environments over time	DD	Divided by toll road, connectivity challenges	DD	Connectivity (cellular/wifi, dropped calls; also a weakness)	DD	Stonebriar Mall – malls are suffering across the country, how to transition in the future?
DD	Quality building standards/code enforcement	DD	Lack of greenery/large trees	DD	Fields property near PGA – how much land is there and what that means for expanding east-west; decide how to use remaining land (Exide also)	DD	Supply and cost of water with demand increasing
HC	Sustainable neighborhoods (desirability, value)	DD	Lack of parking	DD	Performing arts center – more than a building, do something unique/innovative to generate revenue, excites people	DD	Power outage during winter storm
JF	Big and small businesses	DD	Low supply of land/greenfields	DD	Next big great idea to come from here	DD	Growth to the north; Frisco gets blamed for the traffic but it's a lot of people outside of the city
JF	PPPs in the community (PH Park)	DD	Must pay tolls to get around DFW	DD	Strategically look at aging areas and proactively address	DD	Lack of places for an event (library has helped but still a gap)
JF	Financial sustainability	DD	Not many bike trails that are long, without running into a street to cross	HC	Re-think affordable housing, young professionals who want to live here, national innovation	DD	Make sure we're flexible to new developments and new ideas, lose innovation
JF	Cutting-edge medical care	DD	Proliferation of strip centers	HC	Intentional about reducing property tax burden	DD	Frisco was once considered "a food desert" during crisis-times, but never experienced a true shortage – gasoline shutoff at one point
JF	Recession-proof, good investment, best ROI and value	DD	Too much focus on what we don't want in terms of mobility, focus on what we do want	HC	Full-life cycle opportunities	HC	Balancing big ideas with ability to financially offset – can't afford to live here anymore
JF	Government partnerships	DD	Train connection	JF	Jobs on the north side, less traffic	HC	People getting priced out – e.g., people excited about PGA, but can't afford to go very often
JF	Financially stable	DD	Utilities and traffic, growing pains from being a fast-growing city	JF	More growth in higher education, trade schools	HC	Not planning for how the next generation wants to live – they don't want a car, walk to a grocery store/retail uses more popular, younger people can't afford the same lifestyle
RI	World-class city, competitive with global cities	DD	West side is hard to get around	JF	Entrepreneur sector and start-ups	JF	Sustainability for small business owners
RI	Momentum, community leadership/support	HC	Affordable housing	JF	Deepen partnerships – universities, major corporations	JF	Ability to attract educated talent, CEOs always mention attracting/retaining local talent

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Strengths		Weaknesses		Opportunities		Threats	
RI	Geographic center of NTX growth	HC	Community engagement, same people re-used, would like to broaden	JF	City of choice for Fortune 100 corporations	JF	Supply vs. demand – bringing new people/companies, but at a low point of new things being built
RI	Tourism and attractions	HC	Existing MF entitlements – communication on this, too	RI	Nice weather, sun, solar opportunities	RI	Next 5-10 years is the last chance to hit the home run
RI	Airport access in the region	HC	Lack of affordable/workforce housing, people can't afford to live in/near Frisco	RI	Leverage brand while they have the prime opportunity	RI	Competing messaging, too many priorities that aren't unified
RI	CC leadership over the years, consistent vision overall (tourism, sports, arts & culture)	HC	Mixed-use neighborhoods are disconnected from adjacent neighborhoods	RI	Different districts/experiences – doing this but could be better	RI	Thinking small – not planning for the future
RI	City's brand	JF	Cost of O&M on infrastructure, debt service, maintain competitive tax rate	RI	World Cup 2024 will be in Dallas but maybe some benefits		
		JF	Partnerships, state reps	RI	World Cup 2026 – world will be here, cultural experiences to make them want to move here		
		JF	Residents leaving the city to work elsewhere (lack of professional jobs)	RI	Golf championships		
		JF	Resiliency – Sports, hospitals; lots of skills that could draw more people into the area, less optimistic about the economy; retail is not as resilient, would like to improve diversity of industries	DD	Redevelopment i.e. Hall Park		
		JF	Service-sector workforce – finding them				
		RI	Downtown is not appealing				
		RI	Tough to repeat past success because high bar				
Totals: Strengths		Totals: Weaknesses		Totals: Opportunities		Totals: Threats	
CP	15	CP	16	CP	4	CP	14
DD	6	DD	14	DD	21	DD	12
HC	1	HC	5	HC	3	HC	3
JF	7	JF	5	JF	5	JF	3
RI	7	RI	2	RI	6	RI	3

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Aspirations Analysis

In 2040, I hope Frisco will be...

CP	Built upon what they've done well in the past – don't start over, build on it; find what we need to do better and improve; account for how times change; Fields development is a good example of opportunities
CP	Unity is a beacon – partisan differences, but truly brotherly love
CP	Welcoming community, something for everyone
CP	Approaching buildout, people wanting to close the door behind them, won't be a continually growing community but instead supporting fellow residents
DD	Still a city of unrivaled performance
HC	Where I still live, where I can afford to live, enjoying retirement, family, and things to do
JF	City of choice for high-performing Fortune 100 companies; also for residents of all backgrounds, specifically demographics that feed talent into organizations
RI	Be a shining star 20 years from now, too
Totals	
CP	4
DD	1
HC	1
JF	1
RI	1

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"Plan Success" Analysis

In 2040, I hope Frisco will be...

CP	Don't be afraid to think big, what's missing?
CP	Action points
CP	Be mindful of different points of view, think outside of your lane
DD	KPIs or milestones to know when they've arrived; also guardrails, when they attempt to make a decision that doesn't align with the plan
DD	Already redeveloping – it's not in 20 years; just because it's there now, it doesn't have to be there in the future
HC	Paris' population density vs. Frisco's; build a city that doesn't feel like it has too many people (and Paris doesn't feel like it has too many)

Totals

CP	3
DD	2
HC	1
JF	0
RI	0