Plan your Play

Connecting Community Through Play

2025

FRISCO

Play FRISCO

LETTER FROM DIRECTOR

Dear Frisco Residents,

It is with great enthusiasm and pride that I announce the launch of our new **Parks and Recreation Master Plan—Plan Your Play**—a visionary blueprint designed to shape the future of our parks, facilities, and community programs for years to come.

Developed with extensive research and, most importantly, your input, this plan reflects our shared commitment to creating spaces where everyone can play, explore, discover, and connect. Some of the plan's key highlights include:

- The creation of **new parks** to expand recreational opportunities
- **State-of-the-art facility upgrades** to enhance the community experience
- Expanded offerings for **recreation and wellness** to promote healthy lifestyles
- Recommendations focused on **sustainability and accessibility**, ensuring our spaces serve all residents

Our parks and programs are the heart of our community, and this Master Plan underscores our dedication to keeping them vibrant, inclusive, and forward-thinking. By investing in these improvements, we aim to enhance quality of life, foster a sense of belonging, and lay the foundation for health and well-being across all generations.

To learn more about the Master Plan and upcoming projects, please visit www.playfrisco.org. Your continued support and valuable feedback will be crucial as we bring this vision to life.

Together, we can create a lasting legacy of exceptional parks and recreation opportunities for generations to come.

With gratitude,

Shannon Coates, Ph.D., MBA, CPRE

Director of Play Frisco

FRISCO

PREPARED BY: Design Workshop, Inc.
PREPARED FOR: Play Frisco

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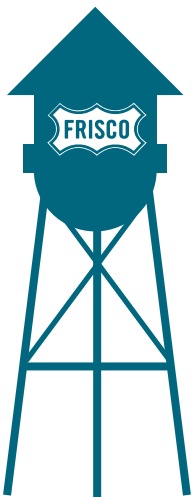


1

INTRODUCTION

PURPOSE, PROCESS, AND CONTEXT

PLAN YOUR PLAY...

1. Is a response to Frisco's growth and changing demographics.
2. Emphasizes community involvement in shaping the recreational future.
3. Aims to create a plan that is reflective of the community's values.
4. Will guide the development and improvement of parks and facilities.
5. Focuses on promoting health, well-being, and a strong community.

Splash Pad in Frisco Commons Park
Source : Play Frisco

Frisco Skate Park in Northeast Community Park
Source : Play Frisco

PURPOSE

The central aim of the Plan Your Play initiative is to develop a comprehensive and future-focused Parks and Recreation Plan that will shape how Frisco's recreational landscape evolves over the decade. This plan seeks to address the needs of a growing community by ensuring that parks, trails, and facilities match residents' desires as Frisco expands. Moreover, it aims to foster active living, well-being, and a sense of togetherness by providing access to quality recreational options. Ultimately, the plan will function as a guide for decisions about parkland, development, and improvements, guaranteeing that future investments are in line with what the community values.

PROCESS

Frisco is using a community-centered approach to create Plan Your Play. The process is based on community engagement and collaboration, ensuring the final plan represents the diverse needs and interests of Frisco residents. Key parts of this process include an interactive platform on the dedicated website, Plan Your Play Frisco, where locals can give feedback and share ideas. The City organized community events and workshops to facilitate in-person discussions and gather valuable input. Comprehensive data on existing parks, demographics, and trends were collected and analyzed, effectively informing the planning process.

Based on community input and data, a draft plan was developed that outlines recommendations and strategies. The draft was presented to the City Council, where it received approval and adoption.

Through this active community involvement, the City of Frisco has created a plan that truly reflects the vision of its residents. The Plan Your Play initiative underscores a dedication to building a dynamic network of parks and recreation areas that will serve the community for years to come.

CONTEXT

Plan Your Play is a response to the dynamic growth and evolving needs of the Frisco community. The City recognizes that parks, recreation, and natural areas play a crucial role in enhancing the quality of life, promoting health and well-being, and fostering a strong sense of community. As Frisco approaches build-out[1], it is imperative to ensure that its recreational infrastructure keeps pace with the changing demographics and aspirations of its residents.

Plan Your Play is rooted in this context. It seeks to create a forward-thinking plan that anticipates future needs, addresses existing gaps, and maximizes the potential of Frisco's natural and built environment. By engaging the community in a meaningful dialogue, the City aims to develop a plan that is truly reflective of the community's values and priorities.

The plan will not only guide the development and improvement of parks, trails, and recreational facilities but will also promote active lifestyles, encourage environmental stewardship, and create opportunities for social interaction and connection. It will serve as a roadmap for the City to invest in its recreational assets strategically, ensuring that they remain accessible, inclusive, and sustainable for generations to come.

In essence, Plan Your Play is about more than just parks and recreation. It is about shaping the future of Frisco to create a vibrant and livable community where residents can thrive, connect, and enjoy the outdoors.

1-1 The maximum theoretical development of land that could occur under current zoning regulations and land constraints.

RELEVANT STUDIES, POLICIES, AND PLANS

Sound planning decisions are built on a foundation of knowledge and understanding. Reviewing relevant studies, policies, and plans is an indispensable step in any planning project, providing crucial insights and context that can significantly enhance the quality and effectiveness of the final plan.

PREVIOUS RELEVANT PLANS

2015 FRISCO COMPREHENSIVE PLAN

The 2015 Comprehensive Plan serves as the official guide for shaping Frisco's future. It's designed to be flexible and adaptable, offering strategic policies for long-term fiscal and built environment decisions. The plan envisions Frisco as a vibrant, desirable, and resilient community, achieved through high-quality design, celebrating its unique identity, sustainable resource use, and providing necessary amenities for residents and businesses to thrive.

2016 FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN

The 2016 Parks & Recreation Open Space Master Plan aims to guide the development of Frisco's parks and recreational areas by understanding community needs. Residents envision a system that preserves natural spaces, features connected trails, maintains high standards for facilities, and utilizes corporate contributions for support.

FRISCO PUBLIC ART MASTER PLAN (2017)

The 2017 update to the Frisco Public Art Master Plan aimed to build on the successes of the 2004 plan and provide a framework for the next decade. The vision for the Frisco Public Art Program includes a well-planned and accessible collection that integrates with the City's environment, contributes to Frisco's identity, and features statement pieces. The plan also emphasizes the need for continued growth and funding beyond Capital Improvement Projects.

FRISCO NEIGHBORHOOD DESIGN STRATEGY (2017)

The purpose of the Neighborhood Design Strategy is to provide support for the City of Frisco to revise policies for future residential development in a way that reflects the 2015 Comprehensive Plan Update and embraces tenets of sustainability and livability in a rapidly growing environment.

2018 FRISCO DOWNTOWN MASTER PLAN UPDATE

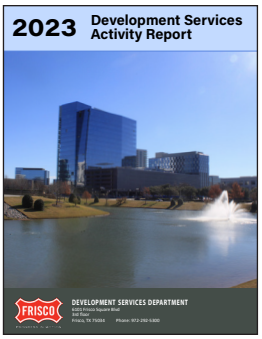
The Downtown Master Plan provides the vision for the historic downtown of Frisco. It updates the 1998 plan, establishing a new community vision and companion business plan for implementation. The Master Plan is comprised of three key elements: The Connectivity Plan, The Development Character Areas, and The Illustrative Building-Scale Plan.

FRISCO HIKE AND BIKE MASTER PLAN (2019)

The Frisco Hike and Bike Master Plan is a 20-year plan to improve walking and biking in Frisco. It aims to make these activities safe, comfortable, and efficient for everyone, regardless of age or ability. The plan was created based on public input and analysis of existing conditions. It focuses on creating an interconnected network of sidewalks, bike lanes, and shared-use paths to support walking and bicycling for both transportation and recreation.

FRISCO CULTURAL AFFAIRS ROADMAP (2022)

The Cultural Affairs Roadmap for Frisco, Texas (Spring 2022) outlines strategic priorities to enhance the City's cultural landscape. These priorities focus on developing brand awareness, creating and improving cultural experiences, preserving cultural resources, and fostering collaboration with community organizations and stakeholders.



2023 FRISCO DEVELOPMENT SERVICES ACTIVITY REPORT

The 2023 Frisco Development Services Activity Report provides an in-depth look into Frisco's development activity, outlook, projections, and demographic profile. The Department has five divisions: Planning & Zoning, Development Review, Building Inspections, Health & Food Safety, and Code Enforcement.

NOTE

City of Frisco is actively updating the following documents:

UPCOMING RELEVANT PLANS

1. 2040 Comprehensive Plan (Adopted in March 2025)
2. Shape Your Play: Hike & Bike Trail Wayfinding Plan (projected adoption 2025)
3. Cultural Affairs Master Plan (Adopted in March 2025)

PLAN VISION AND GOALS

Frisco Water Tower
Source : City of Frisco

PROJECT MISSION AND VISION

- Mission: Creating well-being through play.
- Vision: Play is essential regardless of age or ability.

PLAY FRISCO

This project aligns with and advances the mission, vision, and strategic plan (Big Plays) of Play Frisco. For a detailed look at the mission and vision, please visit their website:

Play Frisco Mission and Vision.

Play Frisco Big Plays

- Implement a "now and next" training philosophy
- LEAN[1] into improvement

Preservation and Conservation

- Transition from maintenance to management
- Amend ordinances, agreements, and bylaws

Imagination

- Create unique experiences
- Encourage stewardship of natural resources

Encouraging Play

- Build Parks, Trails, and Facilities
- Prioritize City Council Top 10

Building Awareness

- Elevate the Play Frisco brand
- Integrate CAPRA[2] accreditation into our culture

1-1 LEAN Sigma certification emphasizes teamwork and systematic methods to enhance efficiency by eliminating waste and optimizing processes.

1-2 Commission for Accreditation of Park and Recreation Agencies as per NRPA.

PROJECT GOALS

The project goals offer a framework for decision-making and evaluation of input, ensuring alignment with shared community values. The corresponding goals are action-oriented, specific, measurable, attainable, and time-bound.

HEALTH

1 Health & Well-being

Design parks and trails that promote physical activity so all residents can enjoy the physical and mental benefits of a healthy lifestyle.

2 Balanced Lifestyle

Provide a mix of facilities and activities that are appropriate for Frisco and that cater to residents' diverse needs.

3 Education

Expand education and outreach to encourage residents to be active.

COMMUNITY

1 Accessibility for All

Ensure every resident has access to parks and recreation opportunities, regardless of age, ability, or socioeconomic background.

2 Intergenerational Appeal

Diverse offerings cater to the needs and interests of people of all ages, fostering social interaction and community building.

3 Public Art

Incorporate public art to showcase Frisco's cultural heritage, express diverse perspectives, and empower residents to participate in creating and experiencing art within parks.

ECONOMICS

1 Enhance Property Values

Ensure parks and trails are well-maintained to contribute to increased property values and attract residents and businesses.

2 Foster Sustainable Funding

Adopt diverse and innovative funding models to ensure long-term financial stability for the parks system.

3 Be a Leading City

Provide an exceptional park system for the residents of Frisco to maintain a competitive edge with neighboring cities.

ENVIRONMENT

1 Harmony with Nature

Enhance ecological health, preserve biodiversity, and inspire human connection to nature by incorporating artistic elements.

2 Sustainable Design

Management practices that minimize environmental impact, including water conservation, renewable energy, and native plant usage.

3 Environmental Resiliency

Design parks that can adapt to and mitigate the effects of changes in climate to ensure long-term usability and sustainability.

2

A SNAPSHOT OF TODAY

COMMUNITY PROFILE

POPULATION TRENDS

Located in North Texas, in Collin County and Denton County, and approximately 25 miles north of Dallas, Frisco is the tenth most populous city within the Dallas-Fort Worth metroplex. The city's population of more than 200,000 makes up roughly 8.8% of Collin County's total population. Though it is not the most populous part of the state, both Collin County and Frisco have grown rapidly over the last ten years. Between April 2010 and 2020, the county has grown by 51.89%, or about 331,000 people, while Frisco has more than tripled in size (382.9% or 156,000 people) during the same period. This growth rate is significantly greater than both the state and national averages, which are 15.91% and 7.35%, respectively.

Frisco's growth is attributed to several factors, including its strong job market, excellent schools, and desirable quality of life. The city is home to several Fortune 500 companies, as well as a variety of restaurants, shops, and entertainment venues. Frisco Independent School District has award-winning schools, which attract families from all over the country.

POPULATION PROJECTIONS

The Texas Demographic Center forecasted the population for each county within the State between the years 2020 and 2060. According to these estimates, the Collin County's population is expected to reach about 1,341,877 by 2030, an increase of 277,412 residents from 2020.

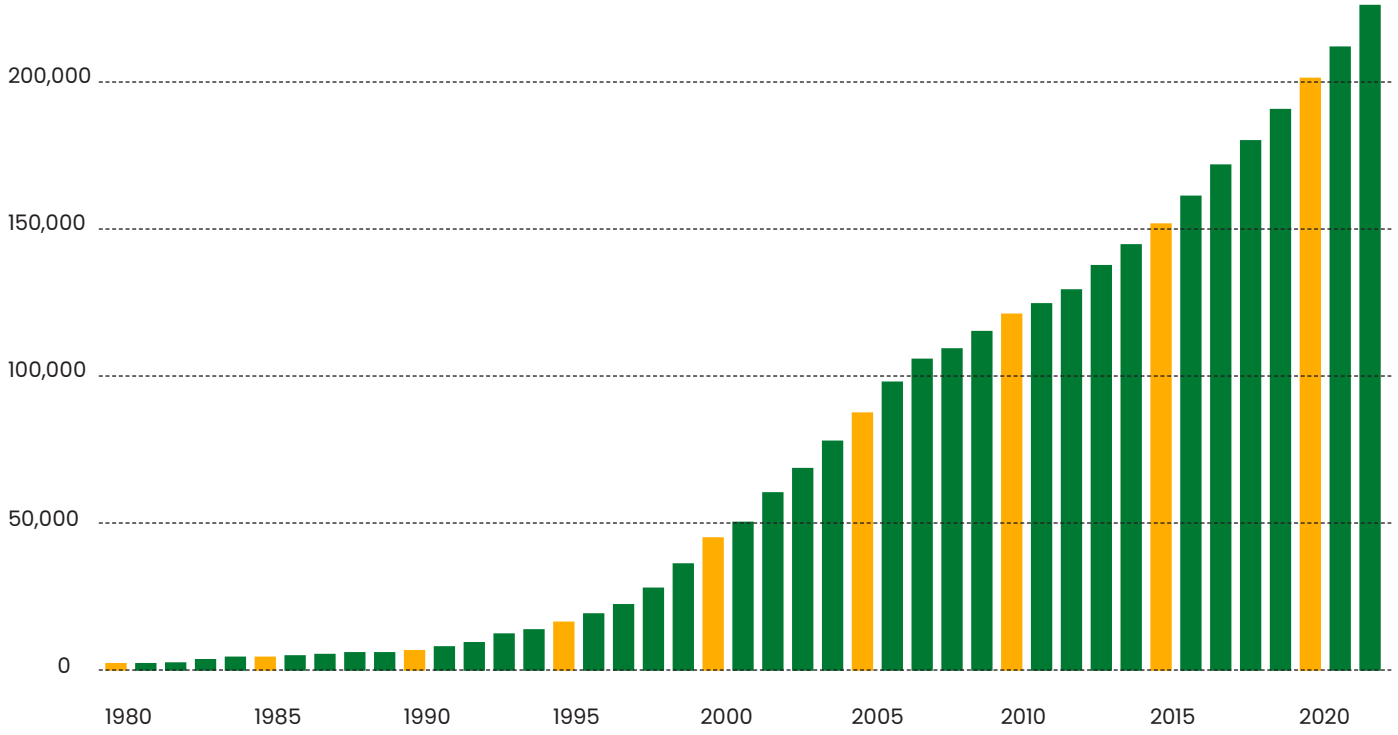
Currently, the City's development and zoning regulations project a build-out population[1] of 330,000 residents reaching that population between 2037-2040.[2]

Historically, Frisco has averaged 3,200 new dwelling units annually since 2012, leading to expectations of continued robust population growth. However, current economic conditions, including rising interest rates and inflation, are impacting the market. As reflected in the housing unit graph, permit activity is slowing, indicating a potential decrease in the population growth rate compared to the previous decade. This suggests that the previously observed high growth trajectory may be moderating.

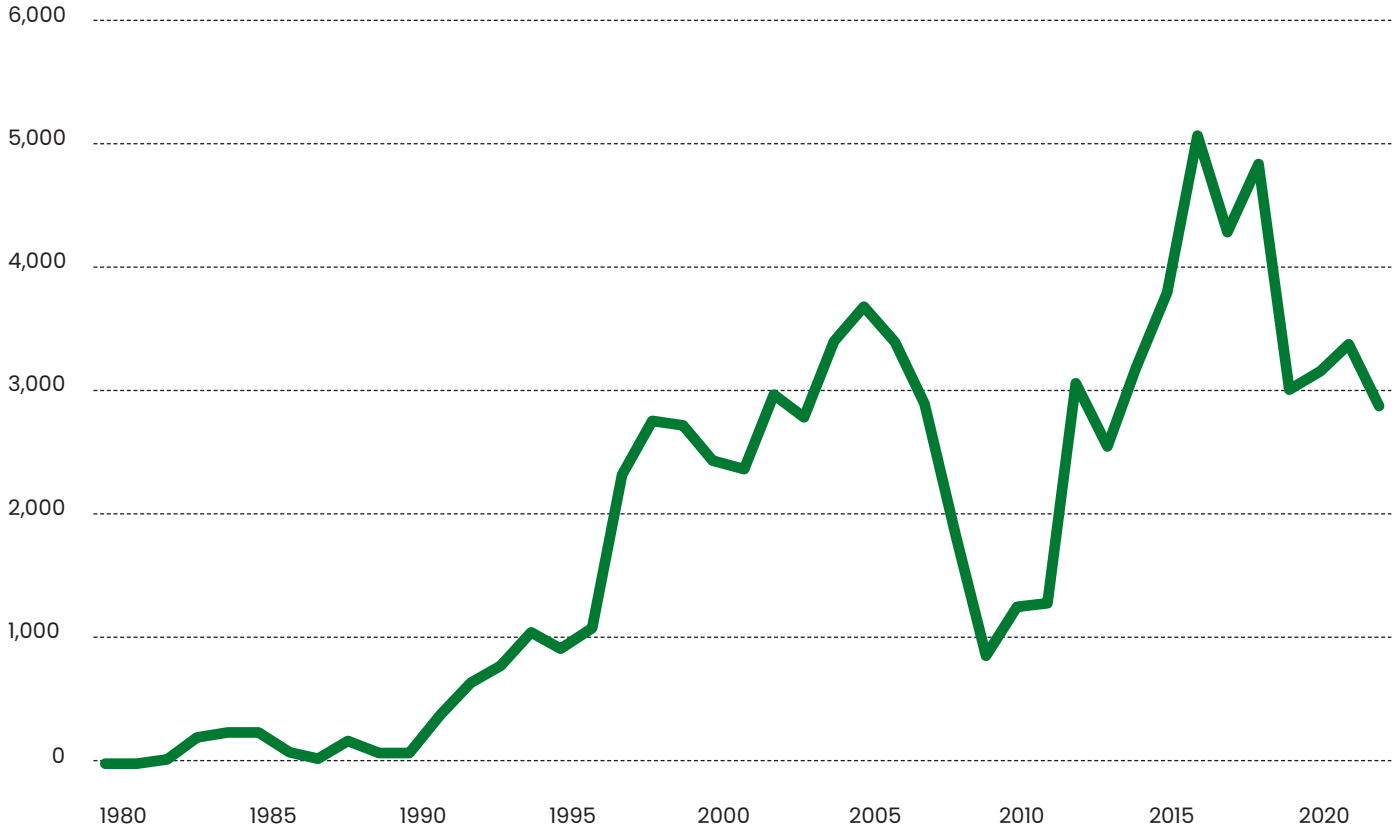
Data from the 2022 American Community Survey (ACS) on residential mobility, which shows whether someone moved in the past year, suggests that, while the overall mobility[3] rate is low, both existing residents and people relocating from outside Collin County are contributing to the demand for new housing. Compared to the 1-year estimate (14.8%), the 5-year estimate (15.5%) shows a slight increase in overall residential mobility. This suggests a growing demand for new housing over a longer period.

1-1 Build-out population estimates illustrate the population that could result if all 1-the buildable land in a community is developed. (From Frisco 2040 Comprehensive Plan)
1-2 2040 Comprehensive Plan Land Use Chapter, Figure 6.
2-1 2040 Comprehensive Plan Land Use Chapter, Figure 6.2-2 Mobility Rate defined by American Community Survey as the number of years which an individual can expect to make one or move than the actual number of moves or migration.

TOTAL POPULATION PER YEAR



TOTAL HOUSING UNITS DELIVERED PER YEAR



COMMUNITY PROFILE

KEY FINDINGS

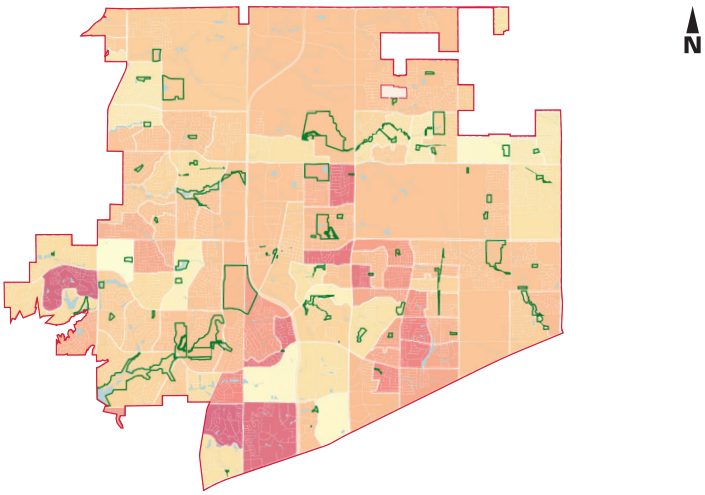
1. The median age in Frisco as of 2023 is 38.3, which is up from 32.0 in 2010. During this time period, the population has aged in most areas of the city.

2. Younger populations are concentrated in the western, northeastern and southeastern areas of the city.

3. Older populations are mostly concentrated in specific neighborhoods on the western side of the city.

4. Compared to Collin County and the state of Texas, Frisco has a larger percentage of residents under 14 and between 35 and 49. This suggests a higher proportion of families with young children, and a lower percentage of seniors aged 65 or older.

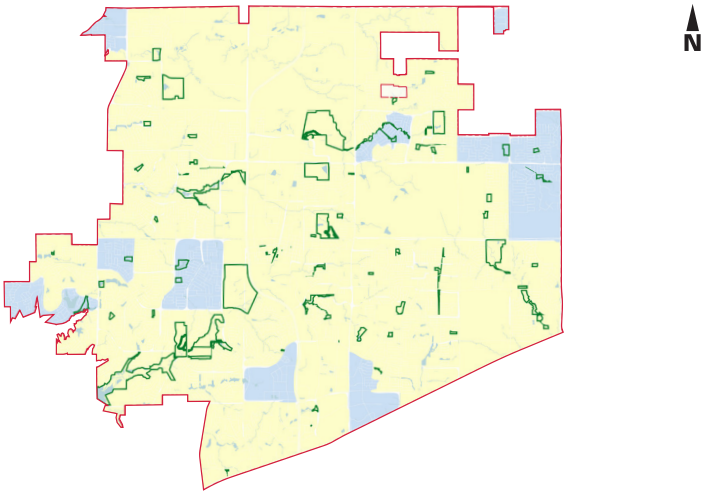
MEDIAN AGE



LEGEND

- Above 55 years
- 50-55 years
- 40-45 years
- 35-40 years
- 30-35 years
- Below 30 years
- City of Frisco Parks
- City Boundary

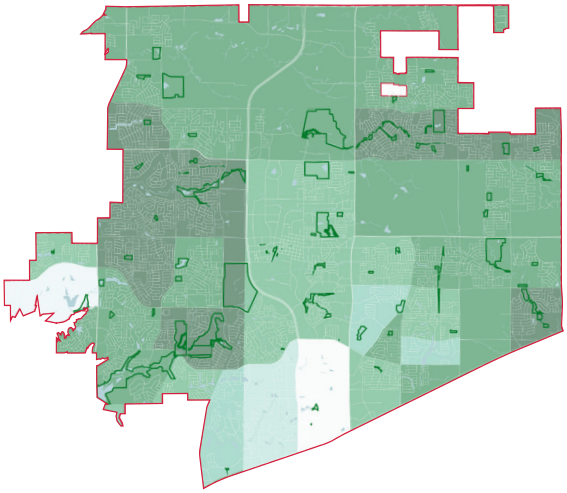
CHANGE IN MEDIAN AGE



LEGEND

- Increase in age
- Decrease in age
- City of Frisco Parks
- City Boundary

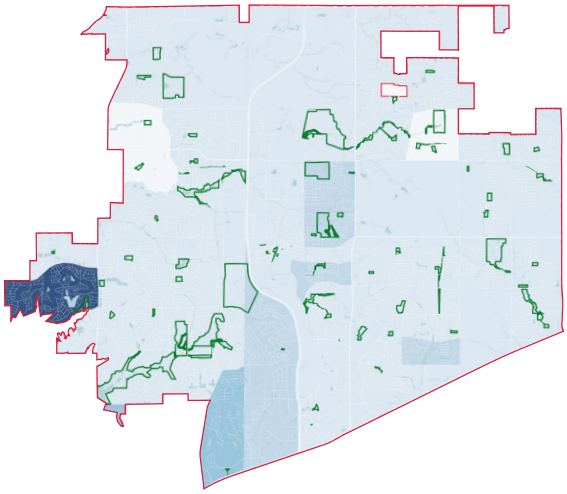
POPULATION 19 YEARS AND YOUNGER



LEGEND

- ≤ 10%
- ≤ 15%
- ≤ 20%
- City of Frisco Parks
- ≤ 25%
- ≤ 30%
- ≤ 35%
- ≤ 40%
- City Boundary

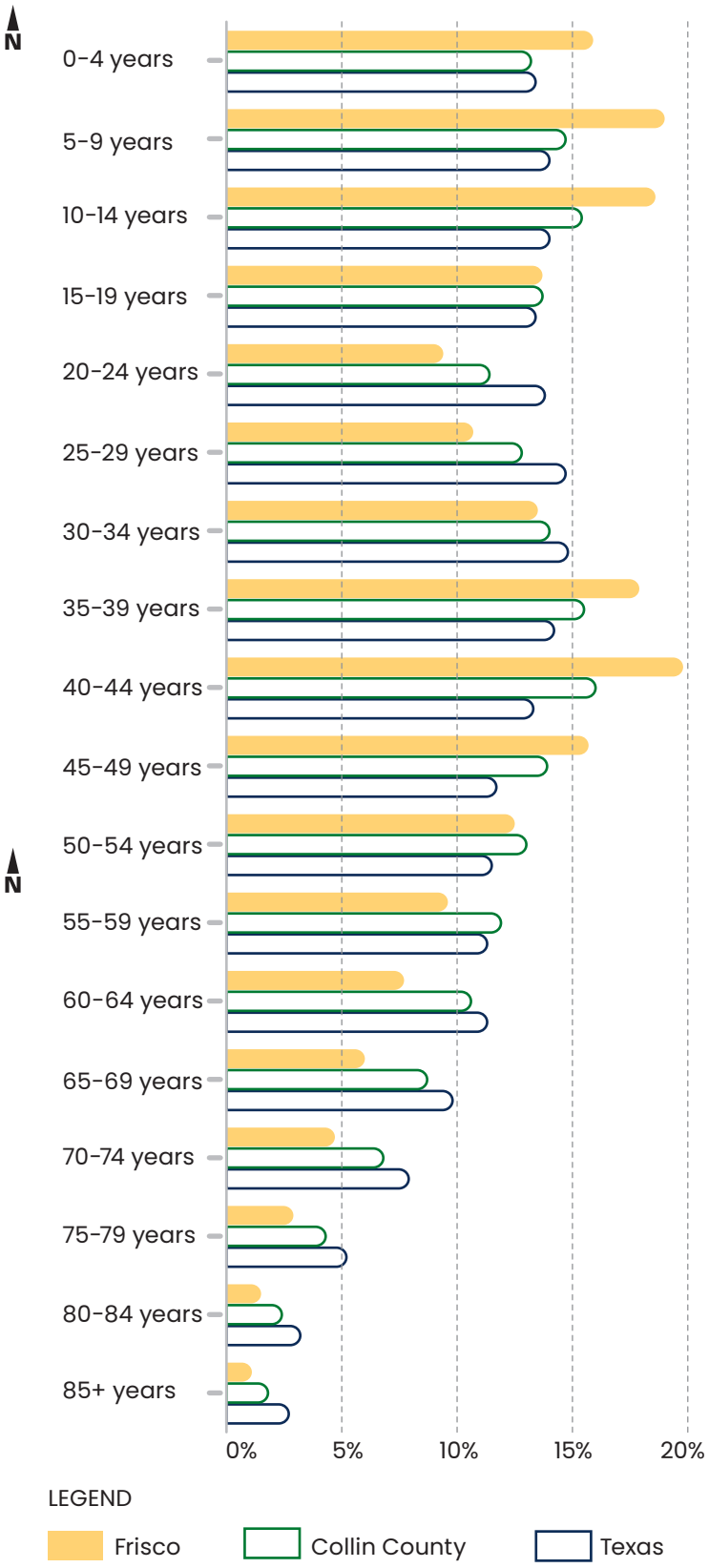
POPULATION 65 YEARS OR OLDER



LEGEND

- ≤ 5%
- ≤ 10%
- ≤ 15%
- City of Frisco Parks
- ≤ 25%
- ≤ 40%
- City Boundary

POPULATION BY AGE: 5- YEAR INCREMENTS



Source for all graphics: ESRI 2023, Design Workshop

COMMUNITY PROFILE

KEY FINDINGS

1 The Diversity Index[3] is relatively lower (<50) in the east side of the City, while the north and central parts of the city are more diverse.

2 Frisco has a growing Asian population, which is concentrated on the east side of the city.

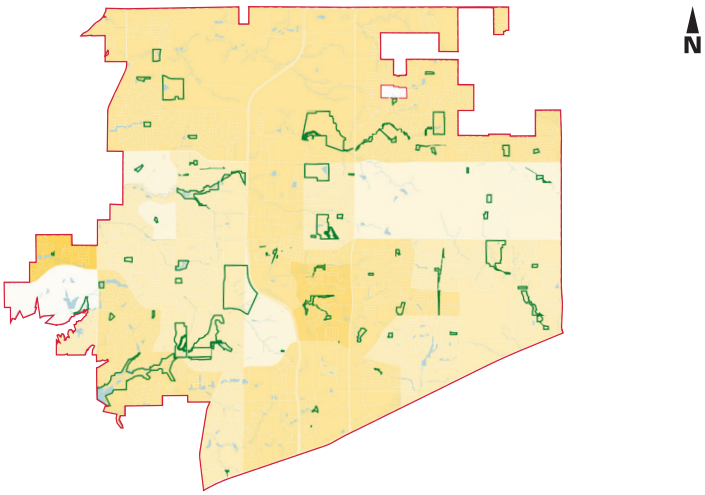
3 Frisco has a higher median household income ($134,935) than Collin County ($105,520) or the entire country ($72,603).

4 Frisco has a diverse workforce, where more than 30% work in professional (tech) or finance (insurance) industry.

5 Frisco has high educational attainment compared to the county, state, and national levels, with 70% of residents having a bachelor's degree.

2-3 Diversity Index is used to understand the racial and ethnic makeup of each Census Blocks. The higher the Diversity Index, the more diverse the racial and ethnic makeup of the group.

DIVERSITY INDEX

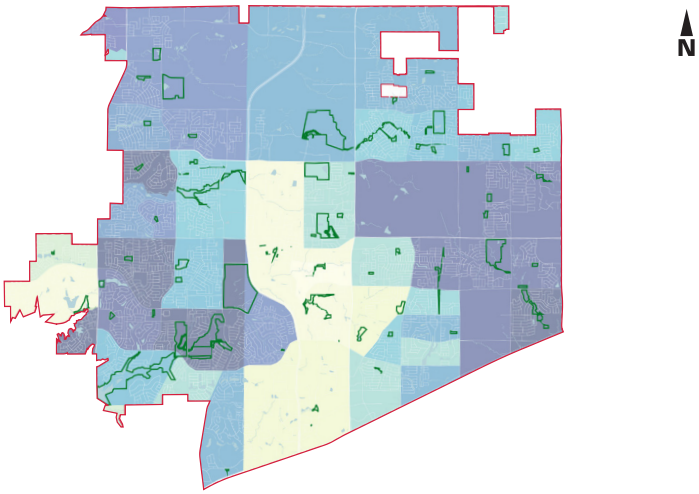


LEGEND

- ≤ 20
- ≤ 50
- ≤ 60
- ≤ 70
- ≤ 80
- ≤ 90
- City of Frisco Parks
- City Boundary

Source: CDC ATSDR 2022, Design Workshop

MEDIAN HOUSEHOLD INCOME

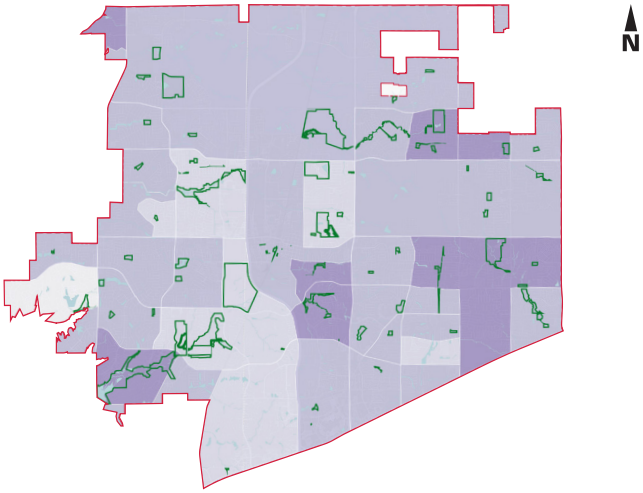


LEGEND

- ≤ $70,000
- ≤ $90,000
- ≤ $110,000
- ≤ $130,000
- ≤ $150,000
- ≤ $170,000
- ≤ $190,000
- ≤ $210,000
- City of Frisco Parks
- City Boundary

Source: ESRI 2023, Design Workshop

RACIAL AND ETHNIC MINORITY STATUS

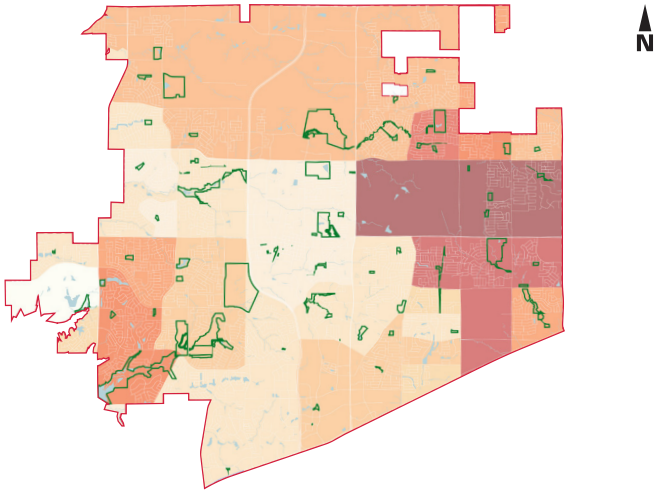


LEGEND

- Low
- Low to Medium
- Medium to High
- High
- City of Frisco Parks
- City Boundary

Source: CDC ATSDR 2022, Design Workshop

ASIAN POPULATION

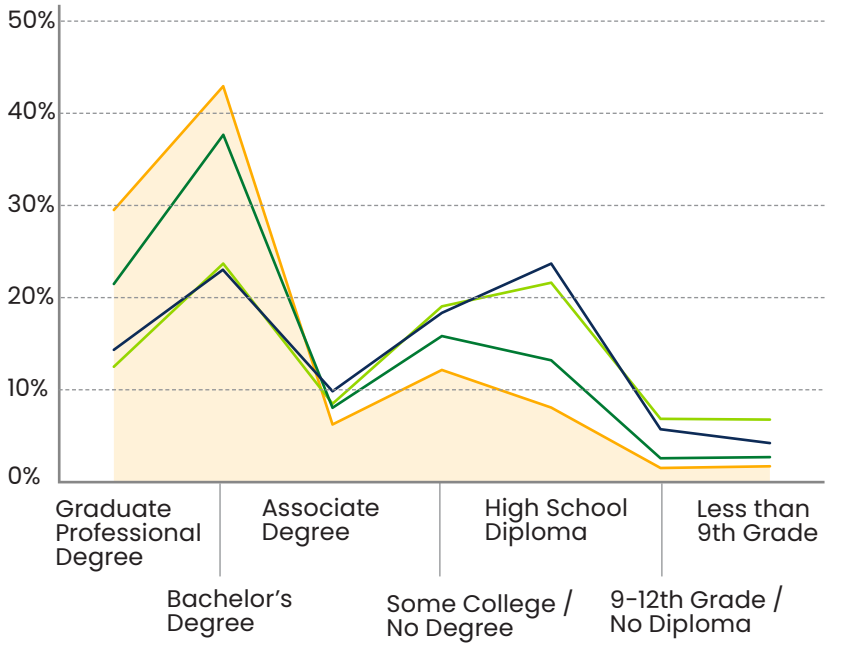


LEGEND

- ≤ 10%
- ≤ 20%
- ≤ 30%
- ≤ 40%
- ≤ 50%
- ≤ 60%
- ≤ 70%
- City of Frisco Parks
- City Boundary

Source: ESRI 2023, Design Workshop

EDUCATION ATTAINMENT

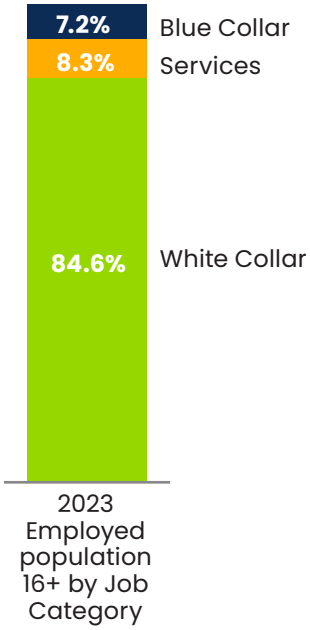


LEGEND

- Frisco
- Collin County
- Texas
- National

Source: ESRI 2023, Design Workshop

EMPLOYED POPULATION



Source: ESRI 2023, Design Workshop

The Grove Pickleball Court at Frisco Commons
Source : Play Frisco

WHAT ARE THE CURRENT RECREATION TRENDS?

FRISCO TRENDS

Sports play a huge role in Frisco's identity: it is well known as "Sports City USA." The most popular recreation activity in Frisco is walking. Other outdoor activities that have high participation include swimming, running, biking, fishing, and golf. The most popular indoor activities are aerobics, weightlifting, yoga, basketball, and billiards. However, a fifth of Frisco residents don't engage in any recreational activities.

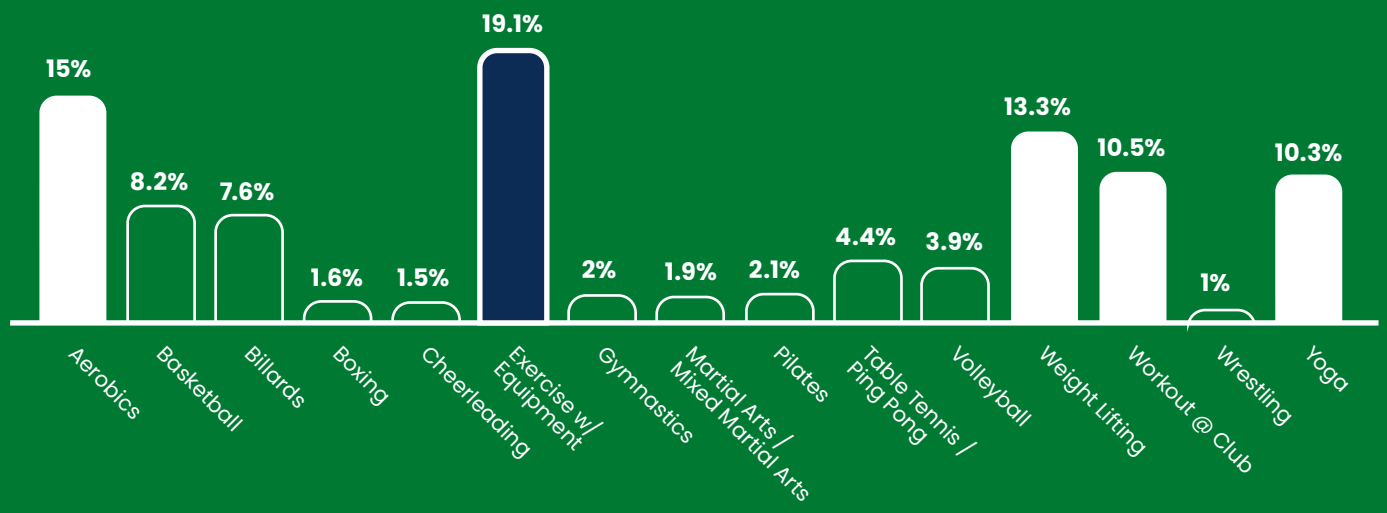
Looking at the participation percentages in Frisco can offer valuable insights into the market potential for indoor and outdoor recreation.

NATIONAL TRENDS

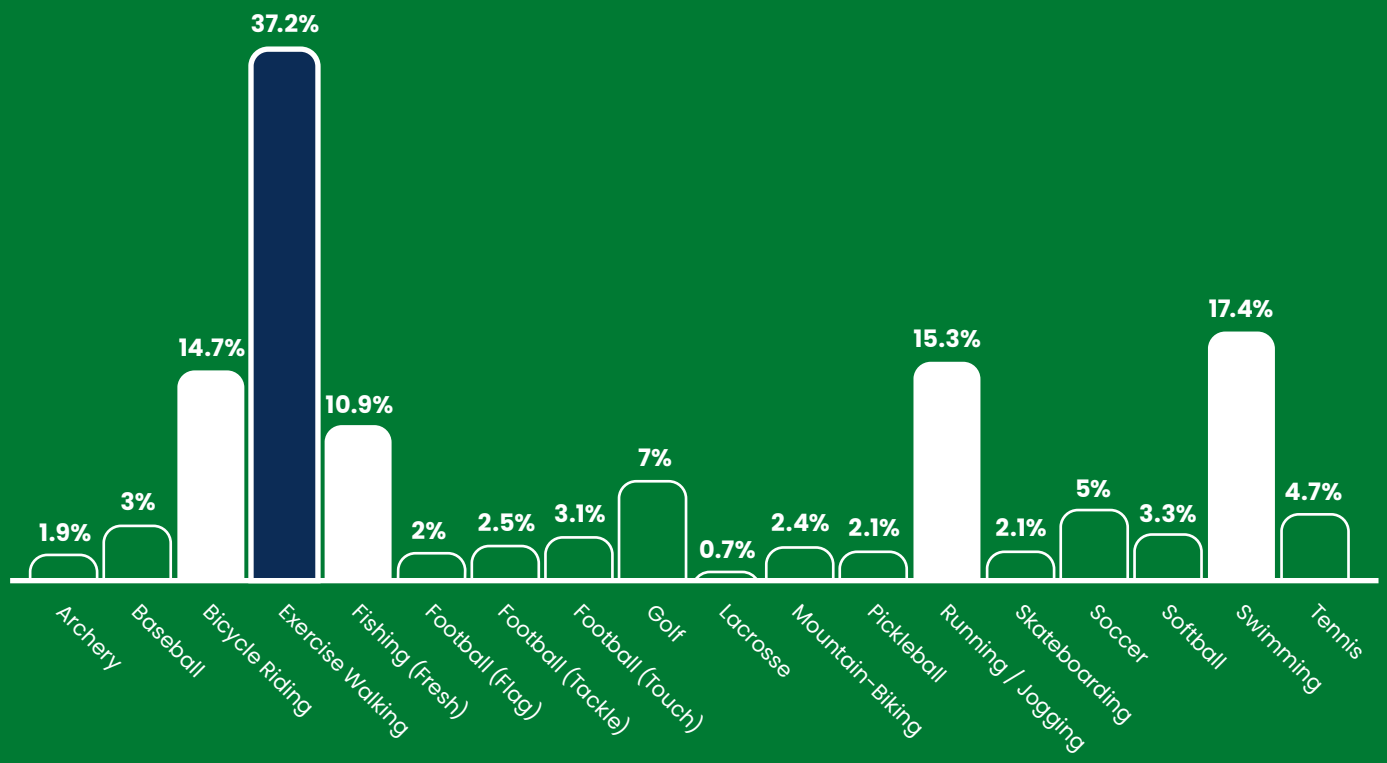
Based on the national recreation trend report, fitness-related sports remain popular, with racket sports seeing the biggest increase in participation over the past six years. Team, water, outdoor, and winter sports have also seen growth.The most popular activities among all age groups are fitness and outdoor recreation activity.

Post-pandemic programming trends include virtual options, expanded summer camps, increased youth and senior programming, culturally specific offerings, and family-focused activities.

AVERAGE PARTICIPATION RATES INDOOR ACTIVITIES



AVERAGE PARTICIPATION RATES OUTDOOR ACTIVITIES



LEGEND

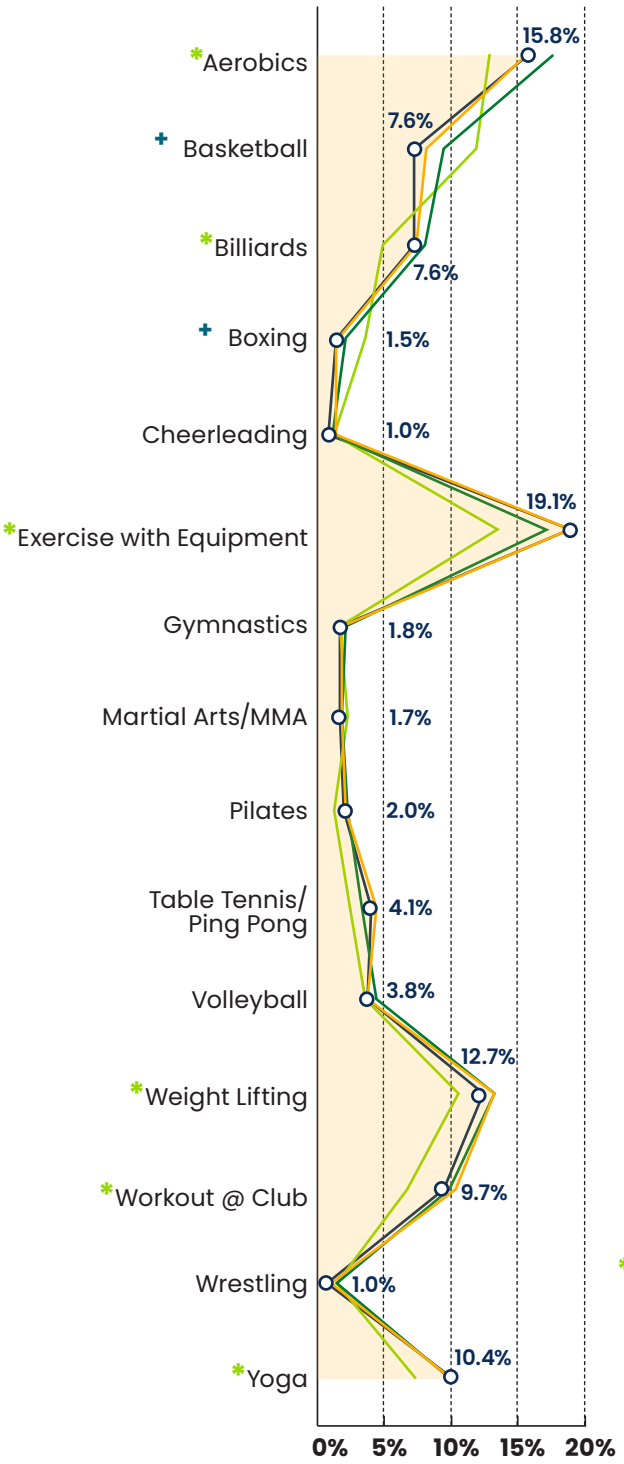
Most Popular Recreation Activity

Other Popular Recreation Activity

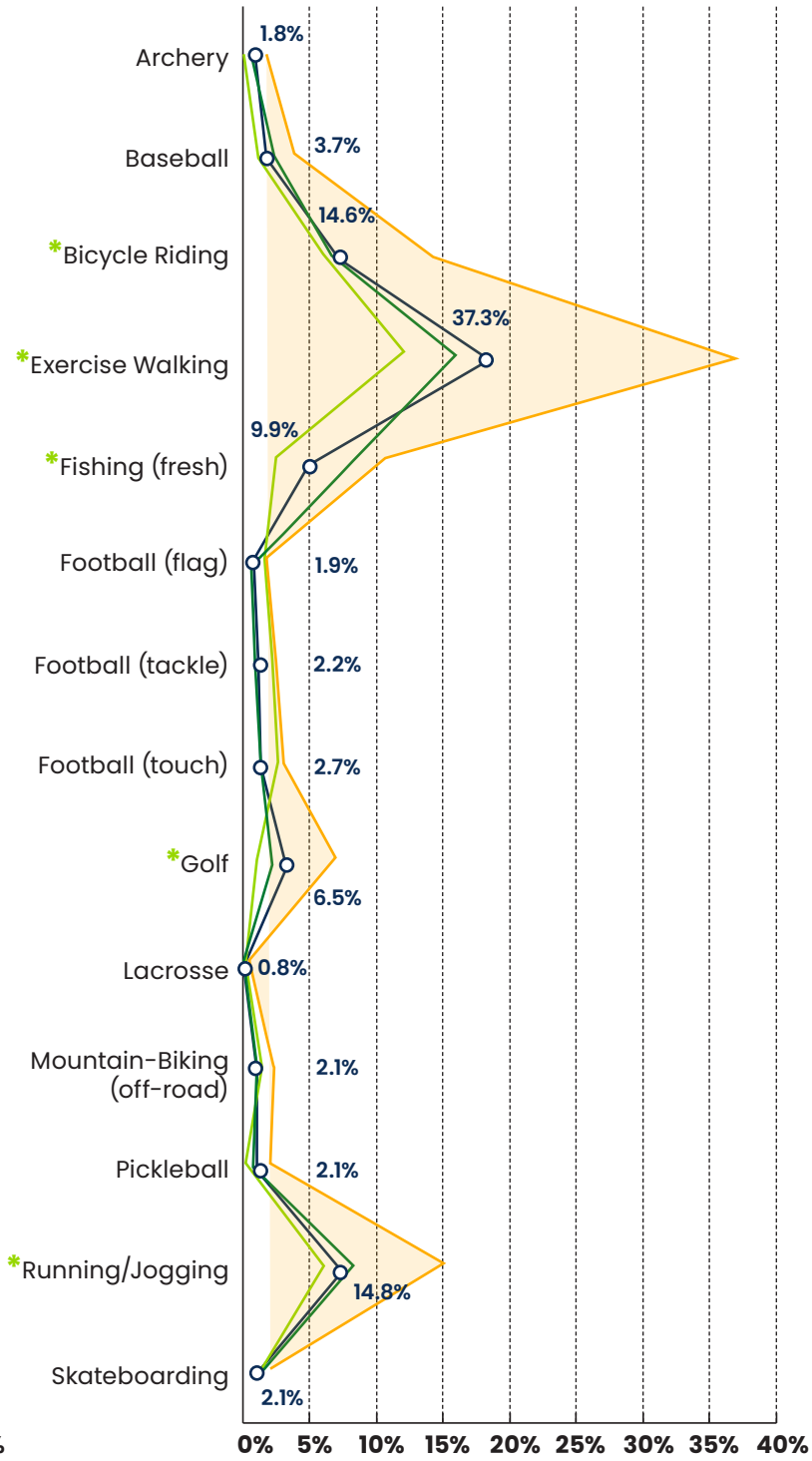
Source for all graphics: 2023 National Sporting Goods Association, Ballard King & Design Workshop

PARTICIPATION TRENDS BY ETHNICITY & RACE

PARTICIPATION BY ETHNICITY AND RACE - INDOOR ACTIVTIES



PARTICIPATION BY ETHNICITY AND RACE - OUTDOOR ACTIVTIES

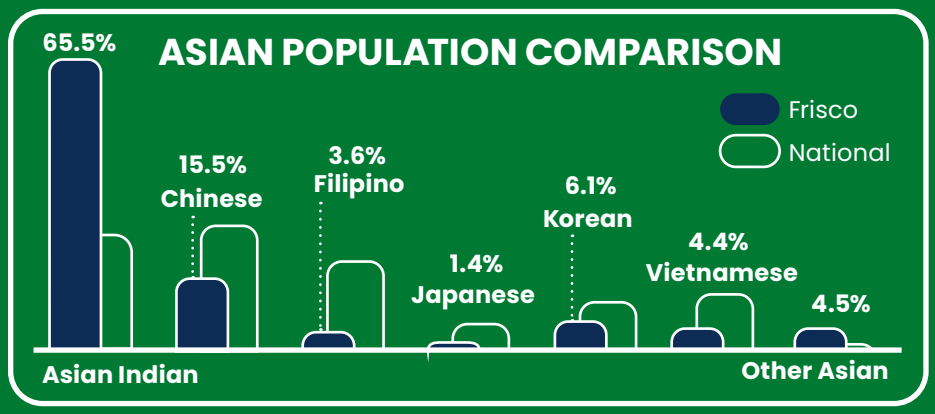


LEGEND

- National
- Frisco
- African American
- Hispanic
- * Below Frisco's Average Participation
- + Above Frisco's Average Participation

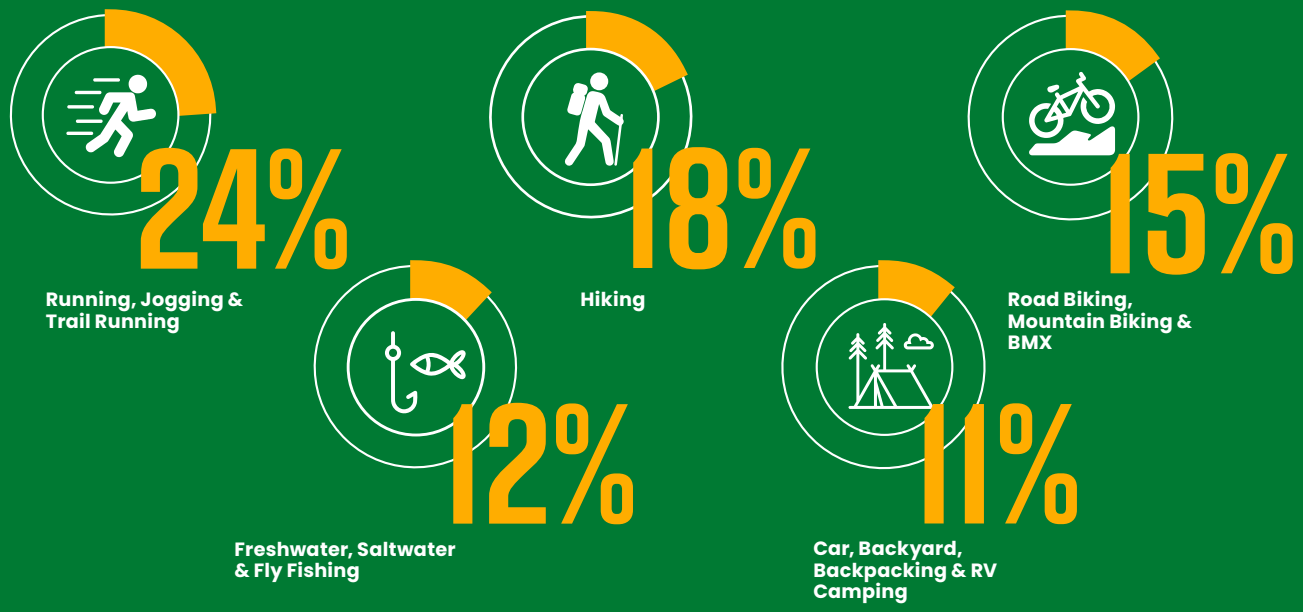
Source for all graphics: National Sporting Goods Association, Ballard King and Design Workshop

ASIAN POPULATION PARTICIPATION



TOP RECREATION ACTIVITIES

POPULAR OUTDOOR ACTIVITY PARTICIPATION OF ASIAN ETHNICITY IN THE NATION:



Source for all graphics: 2022 Census, Ballard King & Design Workshop

2-4 The data is collected from 2017 Ipsos & Synovate Survey

PARTICIPATION TRENDS BY AGE GROUP

KEY FINDINGS

1. The majority of Frisco residents who engage in sports are in the age groups of 12 - 17 and 25 - 34 years old.

2. The majority of young children and teens participate in ball and net sports the most.

3. Skateboarding is most popular for 12 - 24 year olds.

4. Ages 25 - 34 years old make up the bulk of Frisco residents who participate in indoor and body conditioning sports.

5. People between the ages of 55 - 74 years old tend to participate in more casual outdoor sports.

6. Biking and walking activities are most popular among 25 - 44 years olds and 55 - 64 years olds.

Source for all: 2022 Census with estimates for 2023& 2028, Ballard King & Design Workshop

7 - 11

BASEBALL

FOOTBALL (FLAG)

GYMNASTICS

- Cheerleading

12 - 17

BASKETBALL

CHEERLEADING

FOOTBALL (TACKLE)

FOOTBALL (TOUCH)

SKATEBOARDING

VOLLEYBALL

WRESTLING

- Baseball
- Football (Tag)
- Gymnastics
- Swimming

18 - 24

SKATEBOARDING

TABLE TENNIS

- Basketball
- Bowling
- Cheerleading
- Pickleball
- Volleyball

Largest Sports Participation

Second Largest Sports Participation

25 – 34

BOWLING

HIKING

MOUNTAIN-BIKING (OFF-ROAD)

PILATES

RUNNING/JOGGING

TABLE TENNIS

WEIGHTLIFTING

WORKOUT AT CLUBS

YOGA

- Aerobics
- Basketball
- Football (Touch)
- Volleyball
- Wrestling

35 – 44

AEROBICS

- Bowling
- Mountain-Biking (off-road)
- Pilates
- Running/Jogging
- Tennis

45 – 54

BICYCLING

WEIGHTLIFTING

- Baseball
- Football (Tag)
- Gymnastics
- Swimming

55 – 64

BICYCLING

WALKING

GOLF

- Bowling
- Mountain Biking (off-road)
- Pilates
- Running/Jogging
- Tennis

65 – 74

WALKING

GOLF

PICKLEBALL

- Baseball
- Football (Tag)
- Gymnastics
- Swimming

RECREATION TRENDS

WHAT DOES NRPA DATA TELL US?

The NRPA median provides a valuable benchmark by highlighting how Frisco's current number of facilities compares to the average for similarly sized cities. NRPA figures are guidelines based on national averages and do not necessarily reflect the specific needs and characteristics of Frisco.

Factors such as Frisco's specific demographics, participation rates in various sports, and community feedback should be carefully considered alongside the NRPA median. For example, the high demand for cricket and lacrosse among Frisco residents demonstrates the importance of tailoring facility planning to local preferences and needs, potentially requiring a different approach than simply aiming to meet the NRPA median. For detailed breakdown of this data, refer to Appendix pages (i - ii).

MEETS AVERAGE TODAY AND IN THE FUTURE:	DOES NOT MEET AVERAGE TODAY:	NOT ON TRACK TO MEET AVERAGE IN THE FUTURE:
OUTDOOR SPORTS FACILITIES		
• Basketball Courts • Rectangular Fields (Soccer and Football) • Tennis Courts[5] • Multi-Use Courts for Tennis and Pickleball • Walking Loops • Cricket[6] • Lacrosse[6]	• Community Gardens • Dog Parks • Pickleball Courts • Outdoor Swimming Pools • Synthetic Rectangular Fields	• Volleyball Courts • Multi-Use Courts for Volleyball and Basketball • Diamond Fields (Baseball and Softball Fields) • Pickleball Courts • Outdoor Swimming Pools
INDOOR SPORTS FACILITIES		
• Indoor Pools Designated Exclusively for Leisure • Indoor Therapeutic Pools	• Basketball Courts	• Multi-Use Courts • Basketball Courts • Racquetball/Handball/ Squash Courts
PARK AMENITIES AND CIVIC FACILITIES		
• Playgrounds • Tot Lots • Skateboard Parks • Disc Golf Courses • Splash Pads • Water Parks • Aquatic Parks • Senior Centers • Performance Amphitheaters • Nature Centers	• Community Gardens • Dog Parks • Recreation Centers • Community Centers • Teen Centers • Permanent and Semi-Permanent Restrooms • Fitness Zones/Exercise Stations	• Community Gardens • Dog Parks • Recreation Centers • Community Centers • Teen Centers • Permanent and Semi-Permanent Restrooms • Fitness Zones/Exercise Stations

Source: 2024 National Recreation and Park Association

2-5 The City of Frisco includes 8 tennis courts managed by Play Frisco, while the remaining 96 courts are operated in partnership with FISD.

2-6 The National average sourced from 2023 National Recreation and Park Association.

PROGRAM DEMAND

Facility constraints, including limited space at facilities, scheduling conflicts, and a limited number of facilities, contribute to programs at maximum capacity and programs with waitlists. A high percentage of programs are at capacity, such as the aquatics program, which is at 97% capacity. Youth sports and summer camps also tend to experience waitlists.

PROGRAM AREAS

Program Areas are defined by the number of programs offered and program demand. Program Areas can be used to assist staff, policy members, and the public to identify which programs are most important to the community. Facilities and programs are used by residents and non-residents, while communities outside Frisco also offer programs used by Frisco residents.

Program areas are considered "high program" if they meet a majority of the following criteria:

- The program area has been provided for a long period of time (over 4-5 years) and/or is expected by the community.
- The program area consumes a relatively large portion (5 percent or more) of the agency's overall budget.
- The program area is offered 3-4 seasons per year.
- The program area has wide demographic appeal.
- There is full-time staff responsible for the program area.
- There are facilities designed specifically to support the program area.
- The agency controls a significant percentage (20 percent or more) of the local market.

Based on the criteria listed above, the following are general classifications of programs by degree of emphasis:

Cricket Field at Northeast Community Park
Source: Play Frisco

HIGH PROGRAM AREA

- Aquatics
- Fitness/ Wellness
- Seniors/ Older Adults
- Sports

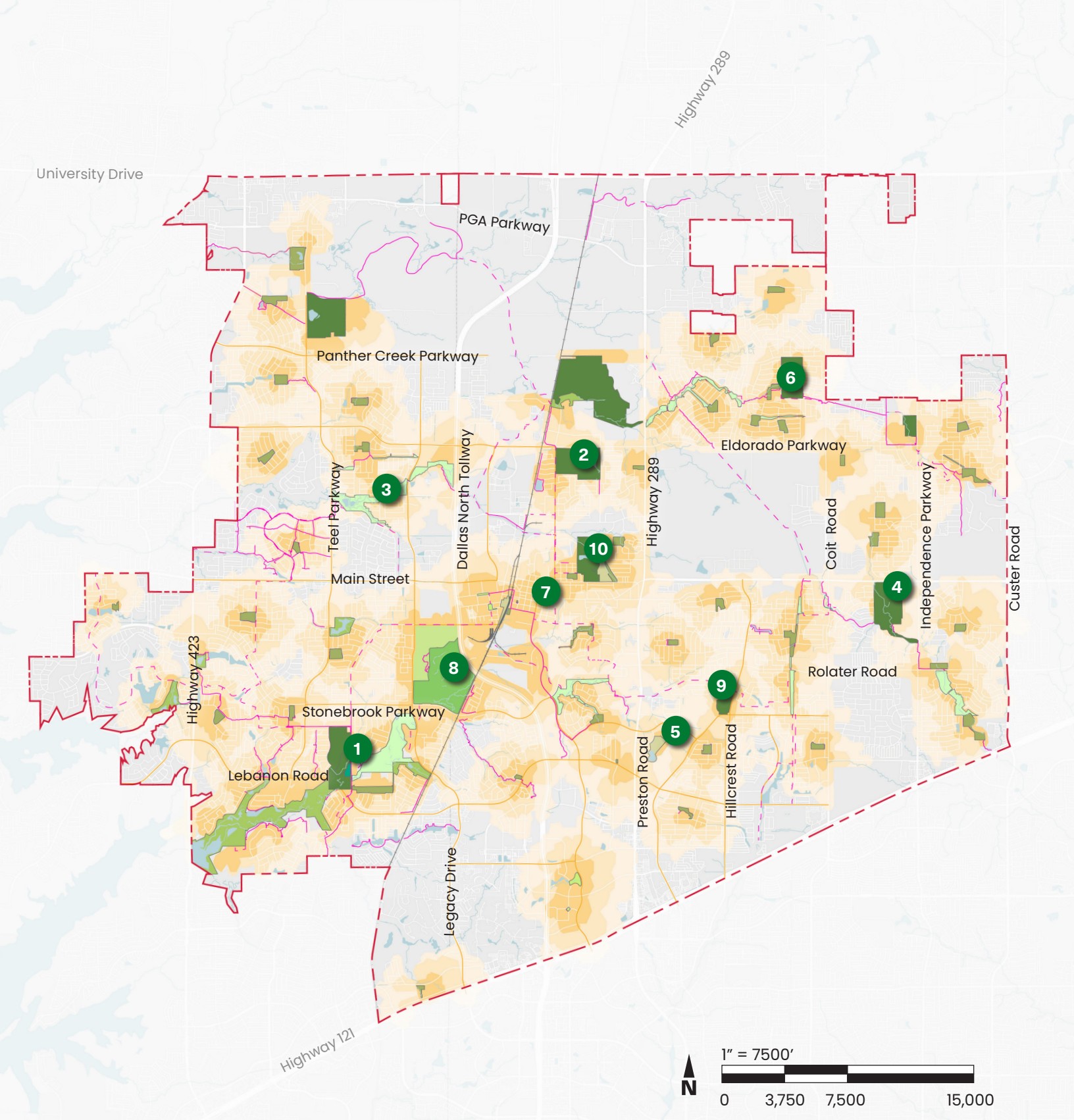
MEDIUM PROGRAM AREA

- Cultural Arts
- Education
- General Interest
- Self- Directed
- Special Events
- Youth

LIMITED PROGRAM AREA

- Outdoor Recreation
- Teens
- Special Needs

FRISCO'S PARK SYSTEM



Map indicating park typologies existing in City of Frisco with walkshed from 5 to 15 minutes.

Source: Design Workshop

Frisco has an extensive park system, catering to diverse interests and ages and offering opportunities for both active and passive recreation. The city maintains and operates 70 parks and 16 proposed parks. Parks range from small neighborhood parks to community parks, natural areas, and green belts. The total land area of city-owned parks is approximately 2,353 acres. The park system is connected through a trail network of 244 miles, providing opportunities for hiking, biking, and walking trails. About 5.2% of the land in Frisco is utilized for public parks and recreation according to the Trust for Public Land, while the national median is 15%. This analysis is focused on Play Frisco parks and does not include HOA Open Spaces[7] or public school facilities.

PARKS RANKED BY VISITATION

1. B.F. Phillips Community Park
2. Warren Sports Complex
3. Cottonwood Creek Park
4. Harold Bacchus Community Park
5. Frisco Athletic Center
6. Northeast Community Park
7. Frisco Heritage Center
8. Grand Park
9. Shawnee Trail Sports Complex
10. Frisco Commons Park

LEGEND

- City Boundary
- Roads
- Railroad
- Water Body
- On-street Bike Routes
- Existing Trails
- Future Trails
- 5 minute walk
- 10 minute walk
- 15 minute walk / 5 minute bike ride

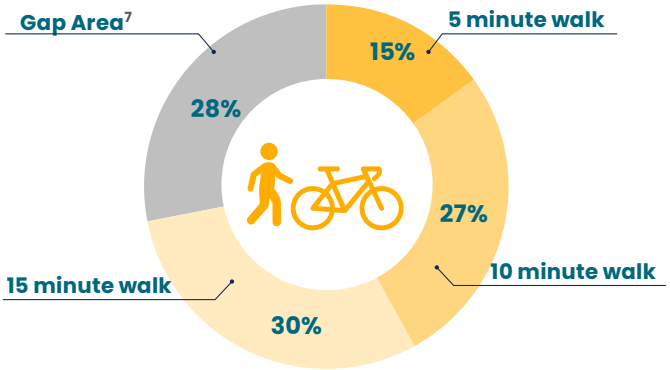
City of Frisco Parks

- Community Park
- Dog Park
- Green Belt
- Natural Area
- Neighborhood Park
- Park Facility
- Regional Park
- Urban Park

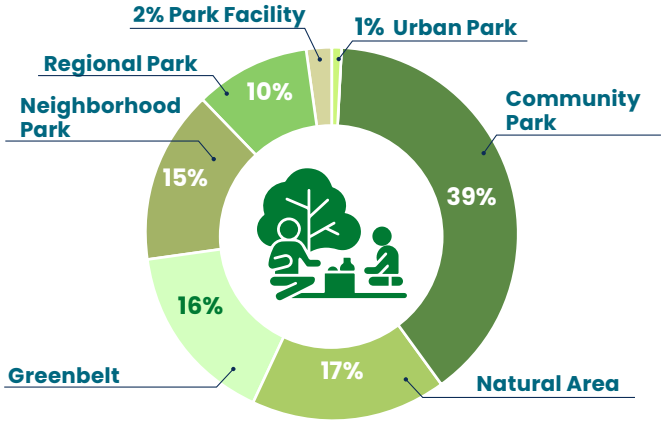
2-7 Homeowners Association Open Space

Cottonwood Creek Park
Source: Play Frisco

POPULATION WITHIN WALKING DISTANCES :



EXISTING PARKS TYPOLOGY ACREAGE :



Source: Design Workshop
2-7 Gap Area refers to neighborhoods that fall outside the designated walking distance from any City-owned park or recreation facility.

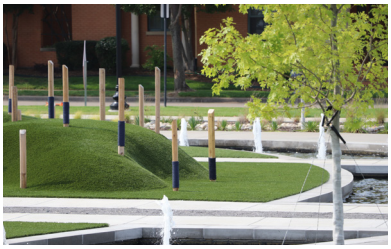
PARK TYPOLOGIES OF FRISCO

86 Parks
2,353 Acres

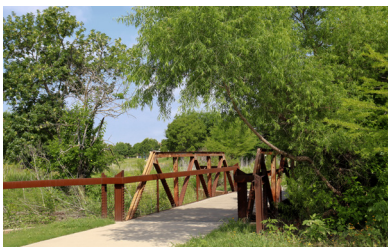
The City of Frisco is recognized for its parks and recreation facilities, as the city continues to foster a thriving and healthy community. The city develops and supports the following typologies of parks for residents of all ages as per the existing park inventory.

TYPOLOGY	DESCRIPTION	INVENTORY
REGIONAL PARK Grand Park *Source: Play Frisco*	Regional parks are significant in size of more than 500+ acres. Amenities include attributes of special interest, signature features and facilities capable of hosting events for the entire city and able to regularly draw visitors from the Dallas/Fort Worth Metroplex and from across the state.	1 Property 1000 Acres Examples Include: Grand Park

TYPOLOGY	DESCRIPTION	INVENTORY
COMMUNITY PARK Frisco Commons Park *Source: Design Workshop* B.F. Phillips Park *Source: Play Frisco*	Community parks are typically 70 – 100+ acres in size and are strategically located throughout the city. Community parks will likely have amenities such as lighted athletic game fields and/or sport courts, amphitheaters and large lawns for free play, community gardens, splash pads, natural features such as ponds, substantial parking, restroom facilities, and connections to the overall hike & bike trail network. Because of these amenities, community parks can host large athletic tournaments or special events.	11 Properties 871.87 Acres Examples include: B.F Phillips Community Park, Frisco Commons Park and Harold Bacchus Park

TYPOLOGY	DESCRIPTION	INVENTORY
URBAN PARK  Jimmy and Clara Jones Park *Source: Play Frisco*	Urban parks are typically 1 – 5 acres in size and are primarily located within or adjacent to high-density, mixed-use developments. Amenities foster civic engagement and social connections throughout the morning, day and evening hours via intimate programmed activities and large-scale special events.	7 Properties 18.92 Acres Examples include: Ballpark Plaza, Jimmy and Clara Jones Park and Kathy Seei Park

TYPOLOGY	DESCRIPTION	INVENTORY
NATURE PARK Beavers Bend Park *Source: Play Frisco*	Nature Park serve to protect and provide access to natural areas such as along creeks, wetlands, which allows for a more natural appearance.	6 Properties 392.03 Acres Examples include: 1135 Project West, Beavers Bend Park and Boyd Park

TYPOLOGY	DESCRIPTION	INVENTORY
GREENBELT  Cottonwood Creek Greenbelt *Source: Play Frisco*	Greenbelts typically follow natural features such as creeks and floodplains including significant tree canopy and related vegetation. Greenbelts along creeks have the added benefit of providing habitat and migration corridors for urban wildlife. They also provide opportunities for improving watershed management in an aesthetically pleasing and sustainable manner.	11 Properties 352.78 Acres Examples include: Caddo Trail, Cottonwood Creek Park and Taychas Trail

PARK TYPOLOGIES OF FRISCO

TYPOLOGY	DESCRIPTION	INVENTORY
PLAY FRISCO CAMPUS Frisco Water Park *Source: Play Frisco*	The Play Frisco Campus is primarily occupied by indoor recreation and cultural facilities. Such facilities include indoor athletic and aquatic centers, outdoor water parks, adult activity centers, museums and other cultural facilities.	4 Properties 50.65 Acres Examples include: The Grove at Frisco Commons, Frisco Athletic Center and Frisco Water Park

TYPOLOGY	DESCRIPTION	INVENTORY
SPECIAL PURPOSE PARK Ruff Range Dog Park *Source: Play Frisco*	Special purpose areas are designed to meet special needs, capitalize upon opportunities, and are typically specialized to provide for single-purpose recreation activities. Examples of special use areas include dog parks, skateparks, bike parks, disc golf courses, splash pads, wildflower meadows and prairies, etc. These areas are typically incorporated within one or more of the listed park classifications and have varying maintenance and operational standards.	1 Property 5 Acres Examples include: Ruff Range Dog Park

TYPOLOGY	DESCRIPTION	ACRE
NEIGHBORHOOD PARK Pearson Acres Park *Source: Play Frisco*	Neighborhood parks are typically 4 – 12 acres in size and are primarily located within or adjacent to Single-Family neighborhoods. Neighborhood parks have amenities that are smaller and more intimate such as pavilions, playgrounds, sport courts, smaller lawns for free play or team practices, and walking loops interior to the park.	45 Properties 361.5 Acres Examples include: Duncan Park, Pearson Acres Park and Preston Ridge Park

Frisco Festival of Colors at Independence Parkway
Source: Play Frisco

Warren Sports Complex
Source: Play Frisco

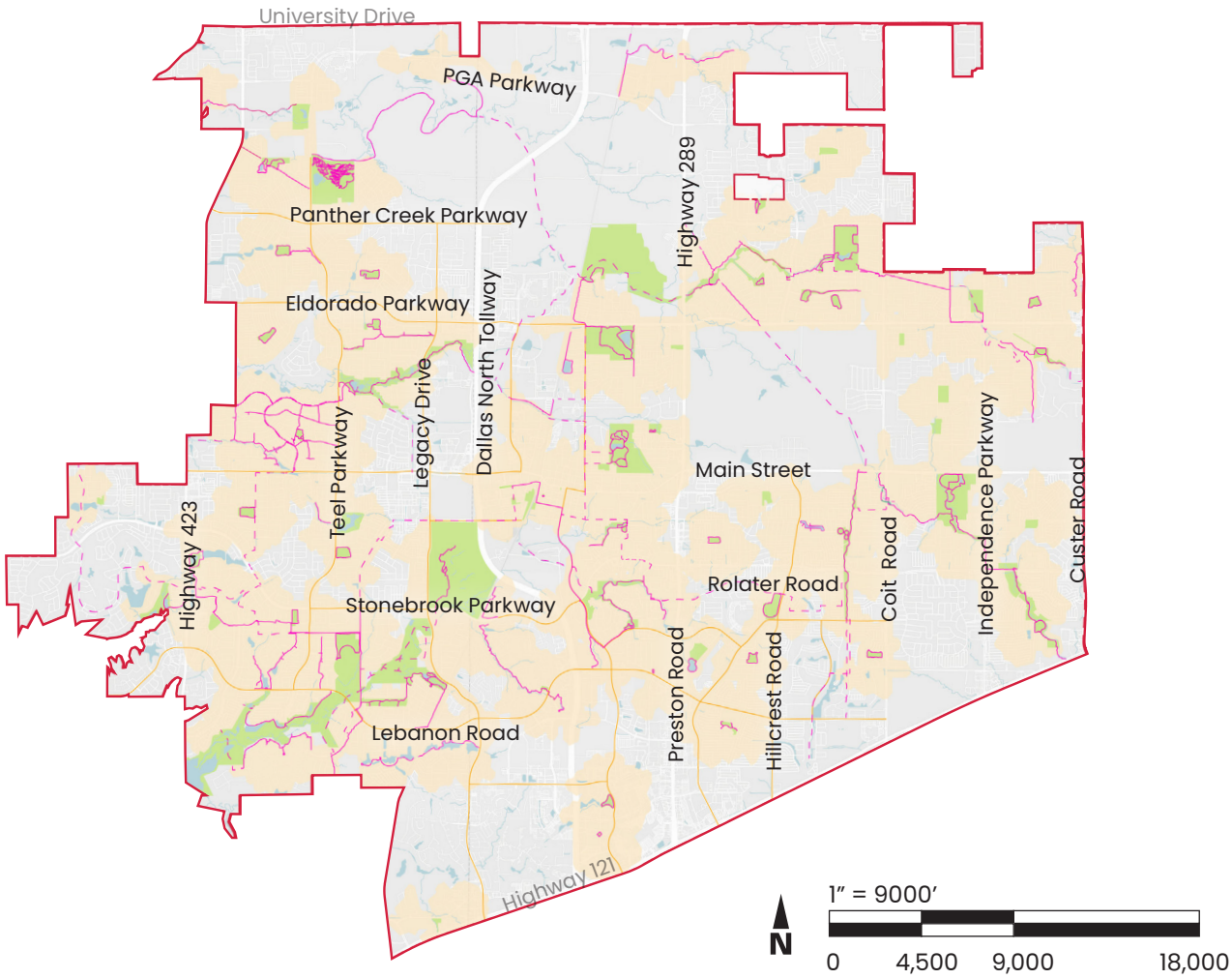
Frisco Water Park
Source: Play Frisco

The Harvest Community Garden
Source: Play Frisco

Kaleidoscope Park
Source: Play Frisco

LEVEL OF SERVICE ANALYSIS

SERVICE AREA



Map indicating the 10 minute walkable areas from City-owned parks and recreation in Frisco.
Source: Design Workshop

LEGEND

- City Limit
- City of Frisco Parks
- 10-min Service Area
- Water Body
- Existing Trail
- Planned Trail

Service areas for park and recreation amenities factor in walkability to parks from where residents live. According to NRPA, each resident should be within a 10 minute walk (a half of a mile) to a park.

This map illustrates areas that currently meet the 10 minute walk standard, colored in beige. It is important to note that this analysis considers 10-minute walk access to the Play Frisco system; i.e., all park, trail, and recreation facilities were considered equally despite different accessibility requirements associated with each.

About 40% of residents in Frisco are outside of a 10 minute walk to the Play Frisco system. This indicates a potential need to add public parks within areas that are outside of the service area; however, more targeted analysis is needed to determine where residents' needs are met by other providers.

FRISCO TODAY

9.9 ACRES OF PARKLAND

for every

1,000 residents

NATIONAL AVERAGE

7 ACRES OF PARKLAND

for every

1,000 residents

BENCHMARK CITIES

Benchmark cities is sourced from Trust for Public Land 2024 Parkscore Index Rank. The top 100 ranking is based upon acreage, investment, amenities, access and equity.

ROUND ROCK TX	AURORA CO (2023 PARKSCORE® RANKING 42)	CHANDLER AZ (2023 PARKSCORE® RANKING 73)	PLANO TX (2023 PARKSCORE® RANKING 16)
19.6 acres for every 1,000 residents	21.7 acres for every 1,000 residents	5.5 acres for every 1,000 residents	14.08 acres for every 1,000 residents

MEETING FRISCO'S NEEDS

Comparing Frisco's data to the NRPA median indicates that, while Frisco meets its current population's needs for park acres per resident, it will be 962 acres short of the national average in 2038, based on an estimated buildout population of 325,000. Frisco could make up part of this gap by adding trails and linear parks, developing city-owned land as parks, partner with FISD, and working to standardize HOA Open Spaces so they meet Play Frisco park standards criteria.

Acreage per resident is an important metric, but it is not the only way to understand a city's park needs. As Frisco grows, it should focus not only on acquiring acreage, but also improving access by striving to connect all residents within a 10-minute walk to the park system.

LEVEL OF SERVICE ANALYSIS

SERVICE AREA OF PARK TYPOLOGIES

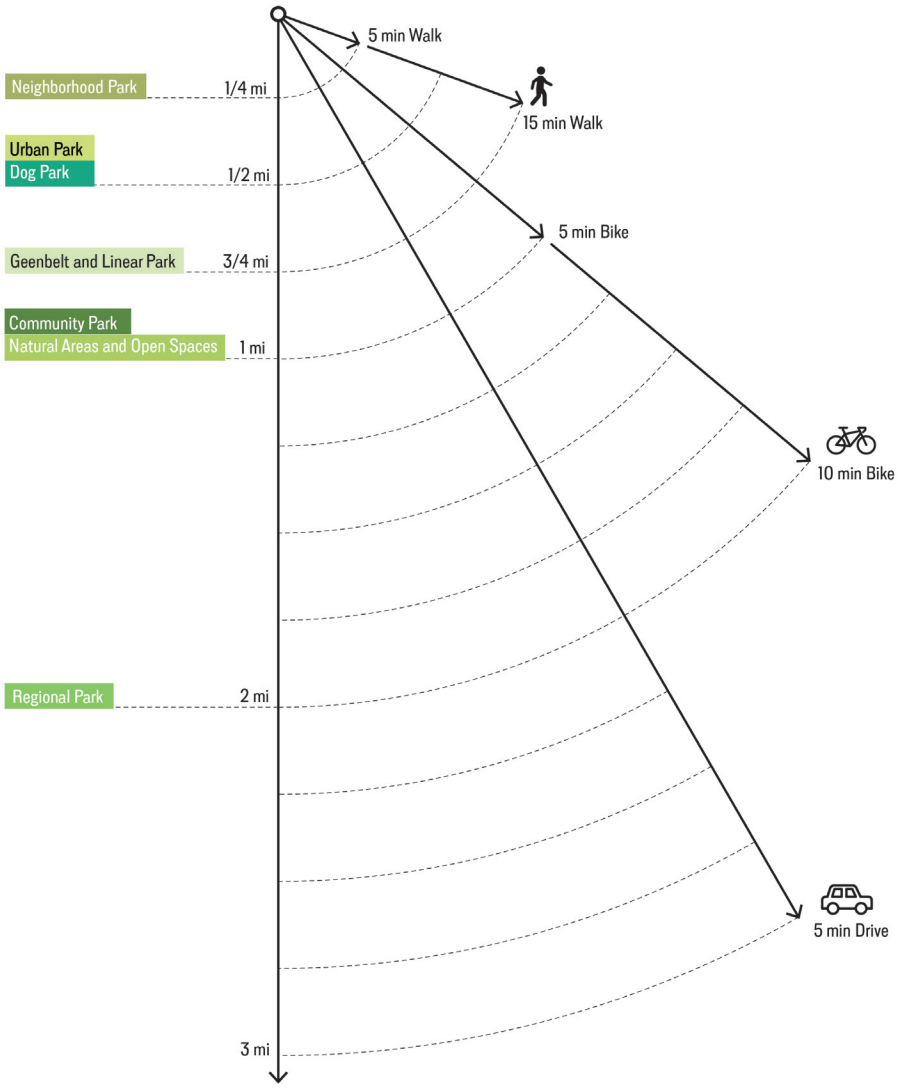


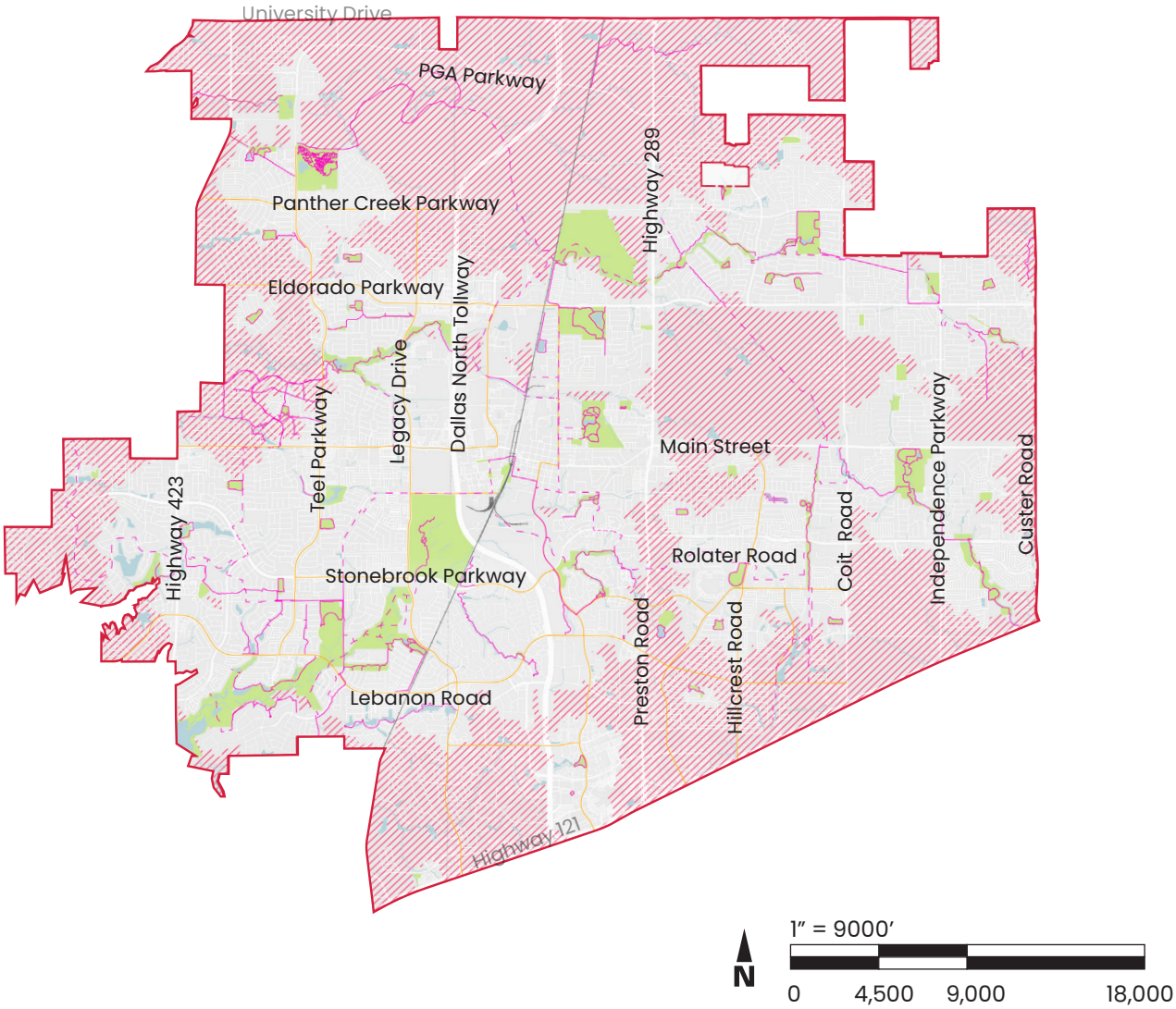
Diagram indicates the recommended service area for each park typology in Frisco.
Source: Design Workshop

It is important to consider different park typologies for a more comprehensive analysis of service areas. Parks come in all shapes and sizes, from small neighborhood playgrounds to large regional parks. Each type caters to a different population size, so incorporating park typologies offers a more nuanced understanding of how well an area is truly served by green space.

This diagram takes the National Recreation and Park Association's (NRPA) established service areas for Neighborhood Parks, Greenbelts/Linear Parks, and Community Parks as its foundation. To ensure a more comprehensive picture, further steps were taken to identify and include other park typologies following the city's park classification definitions.

It should be noted that the illustration above considers the primary users as the residents within the city, though each park can serve population beyond the city limits.

GAP AREA



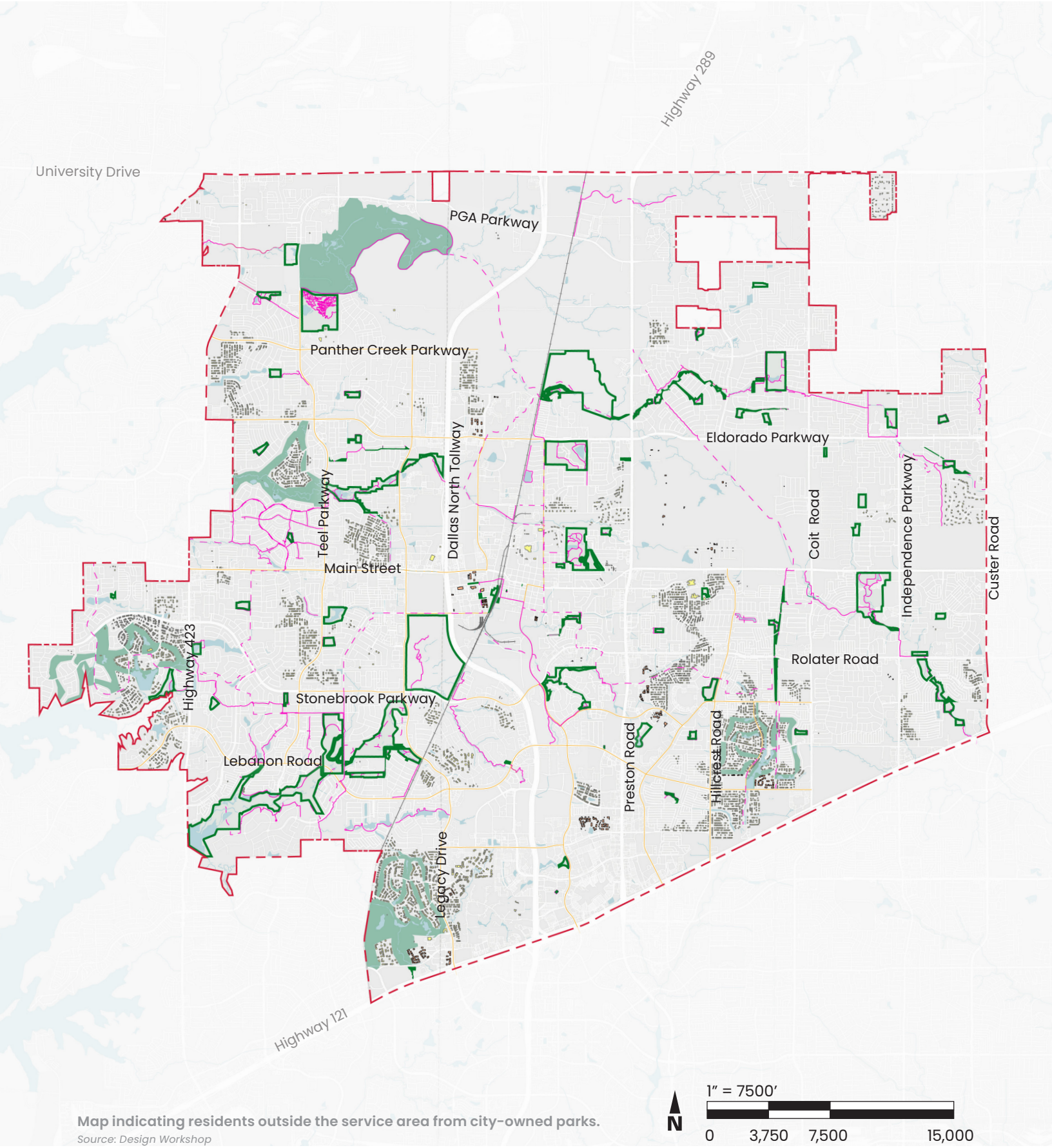
Map indicating the gap areas based on the level of service for City-owned parks and recreation in Frisco
Source: Design Workshop

The gap areas shown on this map do not have sufficient access to one or more public park types based on the service areas defined in the diagram previously. For example, some have access to a public neighborhood park, but do not have access to a public urban park. Others have access to parkland that is not yet developed, but will be in the future. Some of these areas may be served by HOA Open Spaces[7] or public school facilities. This plan prioritizes the development and management of the public park system, while recognizing the value of other recreational resources. These gap areas are an initial indication of where future park development might be needed, but further analysis is required for site-specific recommendations based on the context of each neighborhood.

2-7 Homeowners Association parks

LEGEND
- City Limit
- City of Frisco Parks
- Gap Area
- Water Body
- Existing Trail
- Planned Trail

RESIDENTIAL AREA OUTSIDE OF SERVICE AREA



Map indicating residents outside the service area from city-owned parks.
Source: Design Workshop

Layering residential addresses over the walkshed provides a deeper understanding of areas that do not have sufficient access to one or more city-owned park types. Some of these residential areas may have access to well-developed HOA Open Space[7] or golf courses; however, the city aims to provide every resident walking access to the public park system.

TOTAL POPULATION WITHIN SERVICE AREA

141,805

Age < 18	Age 18 - 64	Age 65 +
27%	**64%**	**9%**
(38,743)	(90,571)	(12,492)

TOTAL POPULATION OUTSIDE SERVICE AREA

95,266

Source: ESRI (2024)

LEGEND

- City Boundary
- Roads
- Railroad
- Water Body
- City of Frisco Parks
- On-street Bike Routes
- Existing Trails
- Future Trails
- Residential Buildings Outside 10 Minute Walk

2-7 Homeowners Association Open Space

Wrangler's Range Park
Art: Dreaming by Patricia Vadler
Source: Play Frisco

Frisco Commons Park
Source: Design Workshop

PARKS FOR ALL AGES, ABILITIES, & INTERESTS

COMMUNITY

The Plan documents and analyzes demographics data collected from the Near Pinnacle© tool, which was used to track visitation to different parks across Frisco. The Near Pinnacle© platform collects human movement data to provide instant, place-based insights like daily and annual visitation, length of park visits, and demographics of park visitors based on census data. It can be used to understand which parks are visited most, for how long, and by whom.

POPULARITY BY AGE GROUP

- Most Popular: Parks near schools and neighborhoods are most popular among children under 18 (ex: Boulder Draw Park, Crescent Park).
- Least Popular: The 18-24 age group visits the park the least compared to other age groups. This age group tends to favor parks near sports stadiums or downtowns (ex: Ballpark Plaza).
- Middle-Aged Focus: Community parks are popular with all ages, with higher visitation by 35-44-year-olds for sports and family activities (ex: Independence Practice Site).
- Senior Activity: Older adults (65+) frequent parks near lakes and neighborhoods with walking paths (ex: Frisco Lakes Park).

1.9M

Park Visitors in 2023

POPULARITY BY RACE DISTRIBUTION

- Overall Trend: Park visitation among white residents is equivalent to their representation (49%) among Frisco's population. African American and Hispanic residents have a higher park visitation rate than their representation of 9% and 12% respectively. Asian residents have a lower park visitation rate than their representation of 27% in the City.
- Park Preferences: Certain parks are more popular among specific racial groups. For example, Asians visit Estates of Shaddock Park and Yucca Ridge Park more, while Hispanics favor The Harvest at Frisco Commons.

B.F. Phillips Community Park

The Most Visited Park

POPULARITY BY EDUCATION LEVEL

- Higher Education: Parks tend to have a higher percentage of visitors with a lower education level compared to their representation in Frisco.

POPULARITY BY INCOME DISTRIBUTION

- Higher Income: While high-income residents make up a larger portion of the city's population, they visit parks at a lower rate.
- Accessibility: Conversely, lower-income groups seem to utilize parks more frequently, exceeding their demographic representation. This disparity suggests that wealthier residents have other options for accessing recreation and outdoor spaces. Meanwhile, for lower-income groups, parks might be a more accessible and affordable leisure option.
- Middle-Income Focus: Many parks are popular among middle-income residents ($30K-$99K).

OCT

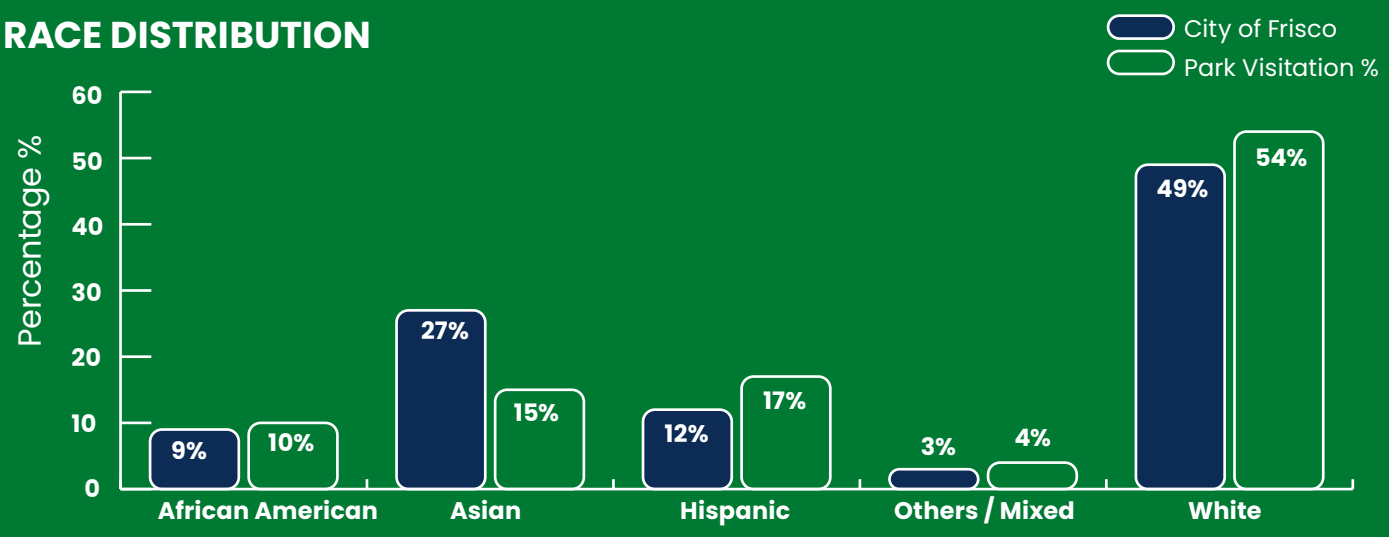
The Most Visited Month

MAR

The Least Visited Month

WHO USES FRISCO'S PARK SYSTEM?

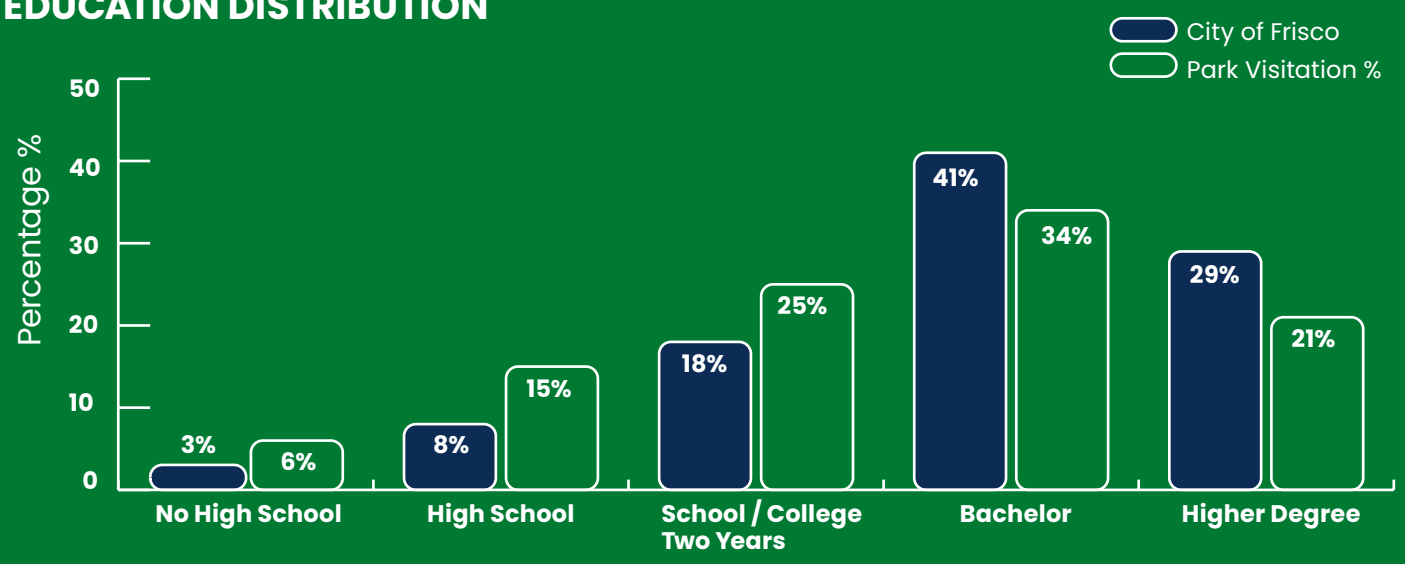
RACE DISTRIBUTION



Visitation by white residents is higher across most parks, as this community represents 49% of city's total population. However, park visitation among African American (10%) and Hispanic (17%) residents is higher than these demographics' relative representation in Frisco's population.

Asian visitation is relatively high in certain parks, particularly Future Site Estates of Shaddock Park (33%) and Yucca Ridge Park (31%). However, Asian visitation (15%) is low overall compared to 27% representation in Frisco's population.

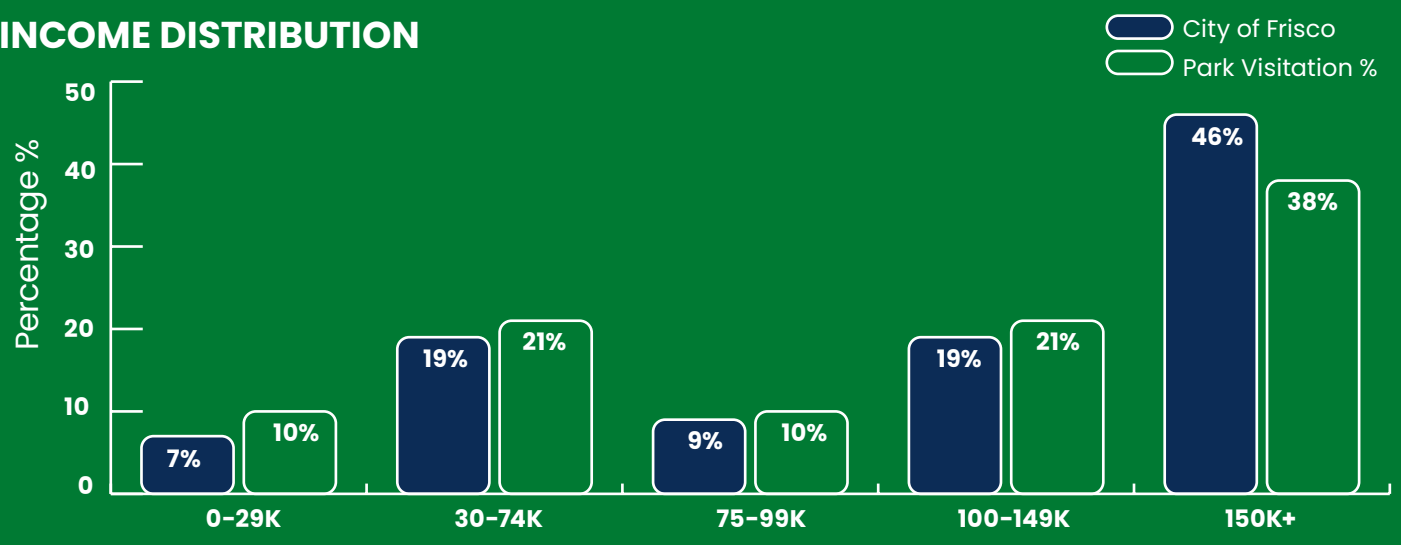
EDUCATION DISTRIBUTION



Visitation among individuals without a college degree is significantly high compared to the city's overall educational attainment, while the population with bachelor's degree and higher education shows moderately lower visitation.

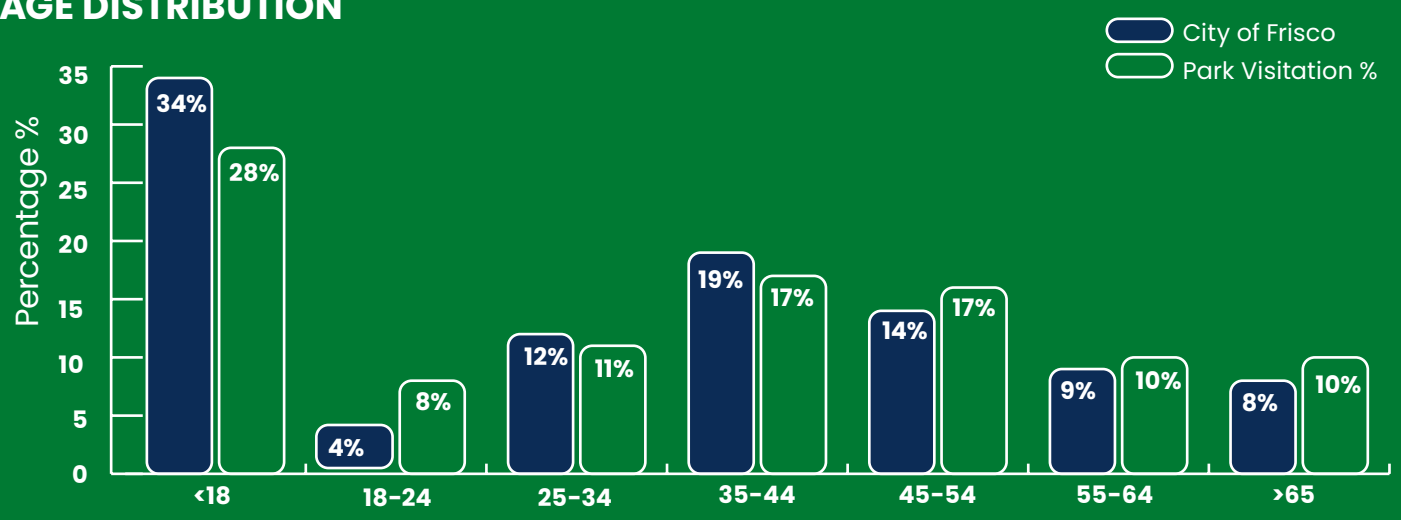
Source for all graphics: Near Pinnacle and Design Workshop

INCOME DISTRIBUTION



Despite being the smallest portion of Frisco's overall population, individuals with a household income less than $29,000 have comparatively high park visitation. This is similar for low and middle income brackets, while the opposite trend is true for residents earning above $150,000.

AGE DISTRIBUTION

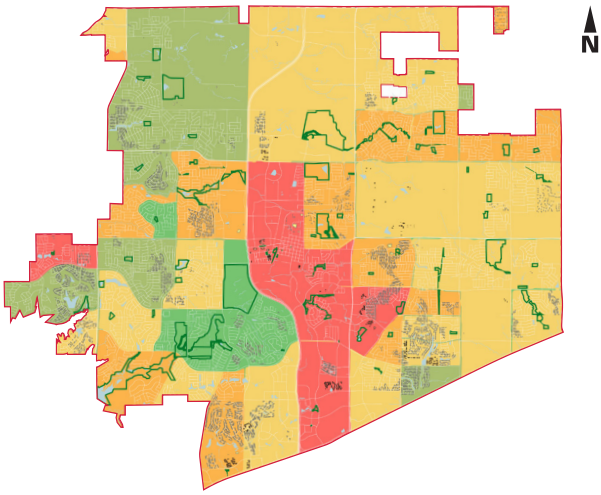


Children under 18 often prefer parks located near schools or residential neighborhoods, such as Boulder Draw Park or Crescent Park. In contrast, young adults aged 18-24 tend to favor parks near sports stadiums or downtown, like Ballpark Plaza, while these locations are less popular among younger groups. Community parks, on the other hand, are popular with people of all ages, especially those aged 35-44 who enjoy sports and family activities. Older adults frequently visit parks located near lakes or neighborhoods with walking paths, such as Frisco Lakes Park, making these areas ideal for leisurely walks and outdoor activities.

Source for all graphics: Near Pinnacle and Design Workshop

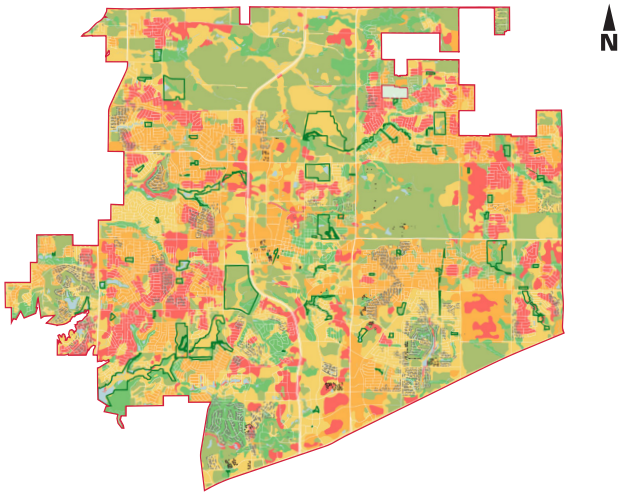
SUITABILITY ANALYSIS

VULNERABILITY TO SOCIAL ASPECTS



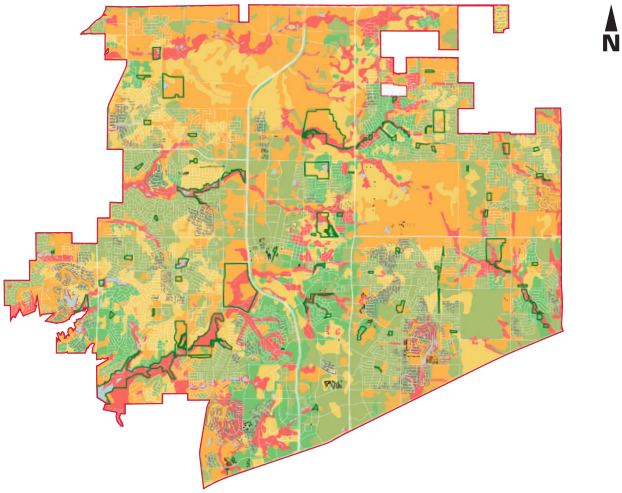
The highlighted areas in red indicate higher levels of social vulnerability according to the CDC's Social Vulnerability Index (SVI) compared to other areas in Frisco. Higher SVI scores in these areas are often associated with concentrations of factors like low income, racial and ethnic minority status, limited access to transportation, and housing challenges. The elevated SVI in these specific areas suggests a potential need for targeted investments in parks and recreational facilities to address existing disparities and enhance community resilience.

VULNERABILITY TO ENVIRONMENTAL HAZARDS



The highlighted areas in red are concentration of factors such as low tree canopy coverage, impervious surfaces, flood risks, financial losses from natural hazards, heat intensity, and wildfire risks identifies areas most at risk, enabling the city to allocate resources effectively and implement strategies to mitigate these hazards.

ENVIRONMENTAL ASSETS FOR PRESERVATION



The highlighted areas in red include key environmental assets with high tree canopy coverage, pervious surface, wetlands, prime farmlands, soil drainage conditions, and other related factors. By preserving these natural resources, the city can promote balanced growth, leading to a healthier and more resilient community.

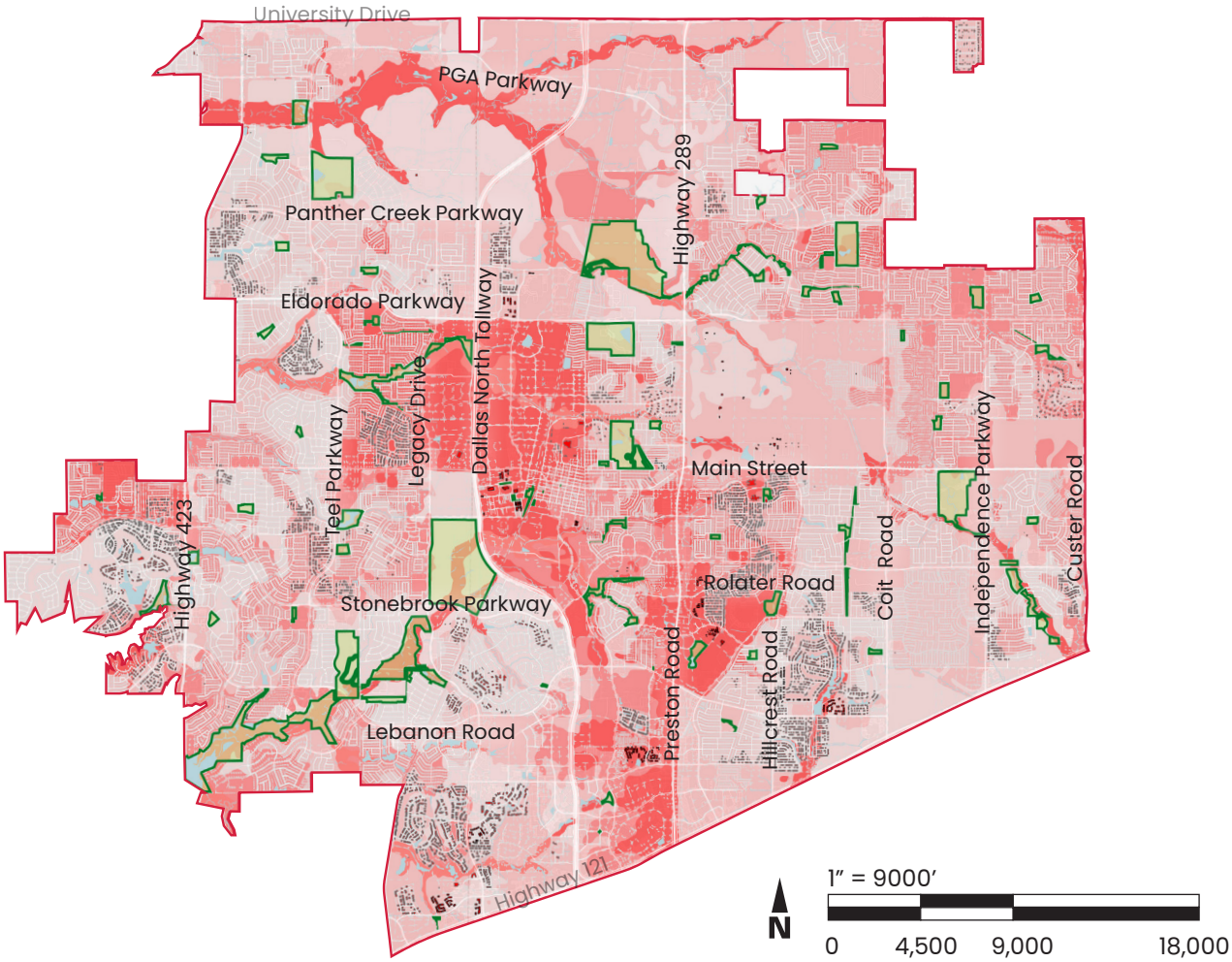
LEGEND FOR ALL MAPS

Vulnerability - Low

Vulnerability - High

All Source: Design Workshop

COMBINED ANALYSIS



Map indicating combined analysis of social and environmental vulnerability along with preservation of environmental assets
Source: Design Workshop

The areas illustrated in this map in dark red are considered high priority for trail network and park development based on a combination of social and environmental analyses, along with the identification of environmental assets for preservation. This analysis supports sustainable development by informing future planning decisions that enhance resilience and protect community well-being.

Suitability analysis is one factor of several factors when prioritizing future public park and recreation areas, alongside the need for continuous trail connectivity to enhance accessibility. Gap areas are another level of inquiry; however, the residences within these areas shown on this map may already have access to existing recreational resources provided by HOAs or schools. Further evaluation is needed to prioritize site-specific park projects.

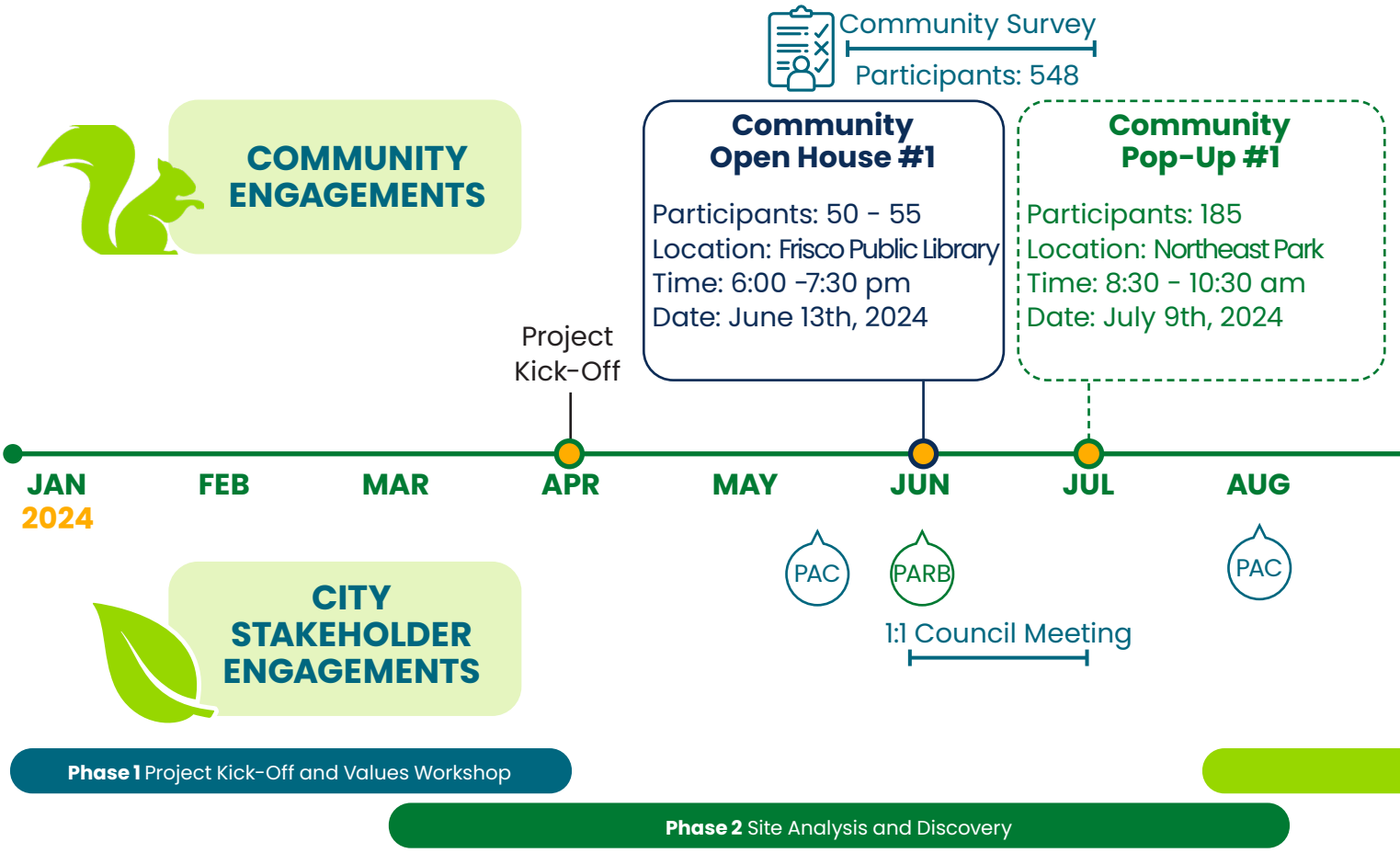
LEGEND

- City Boundary
- Roads
- Railroad
- Water Body
- City of Frisco Parks
- Residents in gap of service area
- Vulnerability - High
- Vulnerability - Low

3

COMMUNITY ENGAGEMENT

ENGAGEMENT TIMELINE



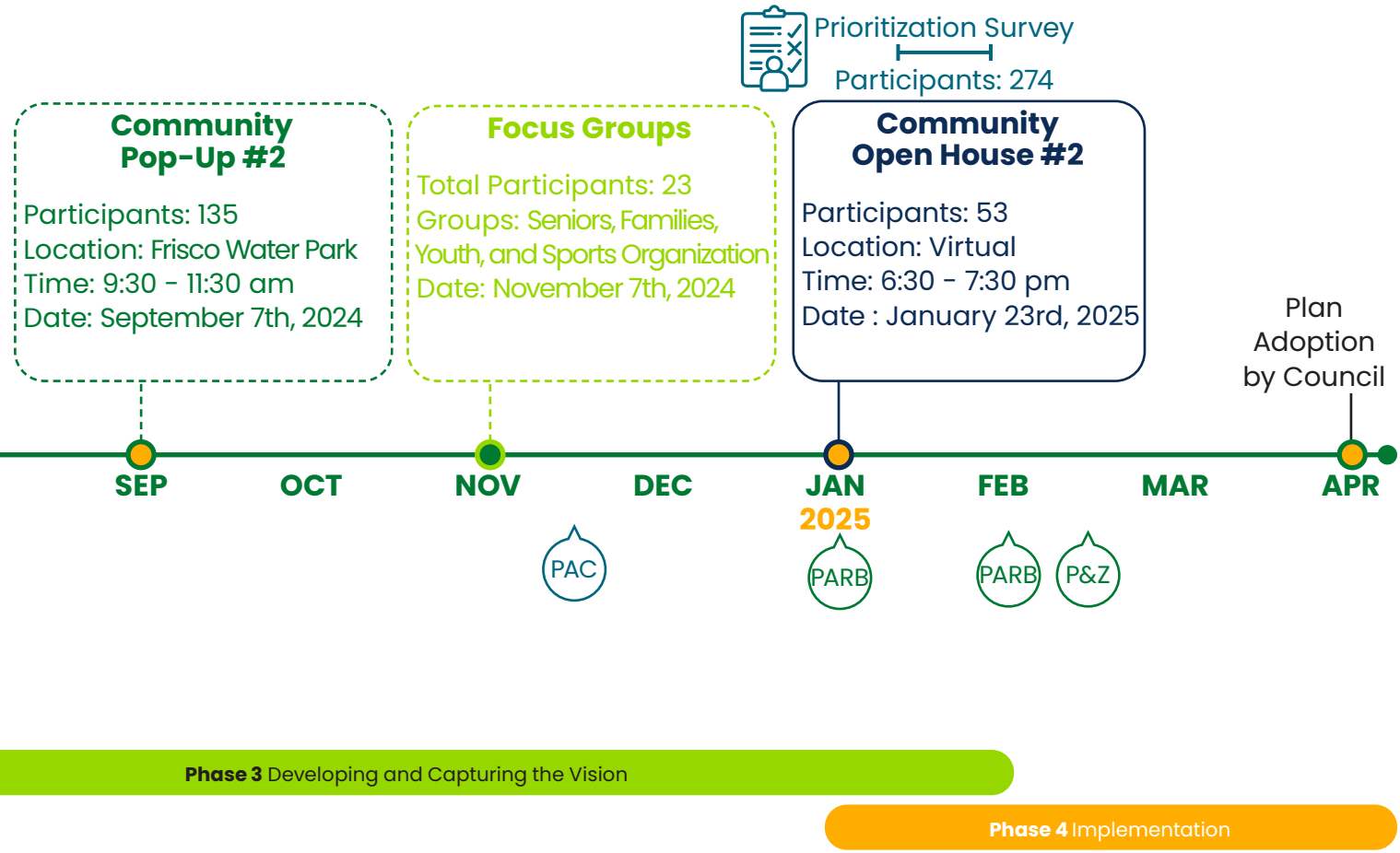
VISION

To foster a transparent and inclusive engagement process, where residents, stakeholders, and diverse voices shape a shared vision for Frisco's thriving parks and recreation landscape. This process was guided by clear principles, a defined direction, and a transparent step-by-step approach, culminating in the community's informed ownership of the Plan Your Play vision.

GOALS

The Frisco PROS Plan prioritizes a transparent and inclusive community engagement process that fosters collaboration and gathers diverse perspectives. This process encompassed the following goals:

- Educate the community about the project's purpose, timeline, and potential impact.
- Encourage residents of all ages, abilities, backgrounds, and neighborhoods to participate in the planning process.
- Foster a sense of community ownership and create a shared vision for the future of Play Frisco's parks and recreation facilities.
- Ensure clear communication throughout the planning process and keep the community informed about progress and decision-making.
- Create an environment of excitement for the proposed Vision Plan and future park development.
- Create community support for the proposed Vision Plan and future park development.



NOTE: PAC - Parks Advisory Committee, PARB - Parks and Recreation Board, P& Z - Planning and Zoning Commitee

SUMMARY

The City of Frisco is committed to fostering a strong connection with its residents by actively engaging with the community to understand and address their needs. Multiple opportunities for community engagement, including focus groups and pop-up events, have provided valuable insights into the community's priorities and aspirations for Frisco's parks and recreation system.

The key takeaways from community engagement include:

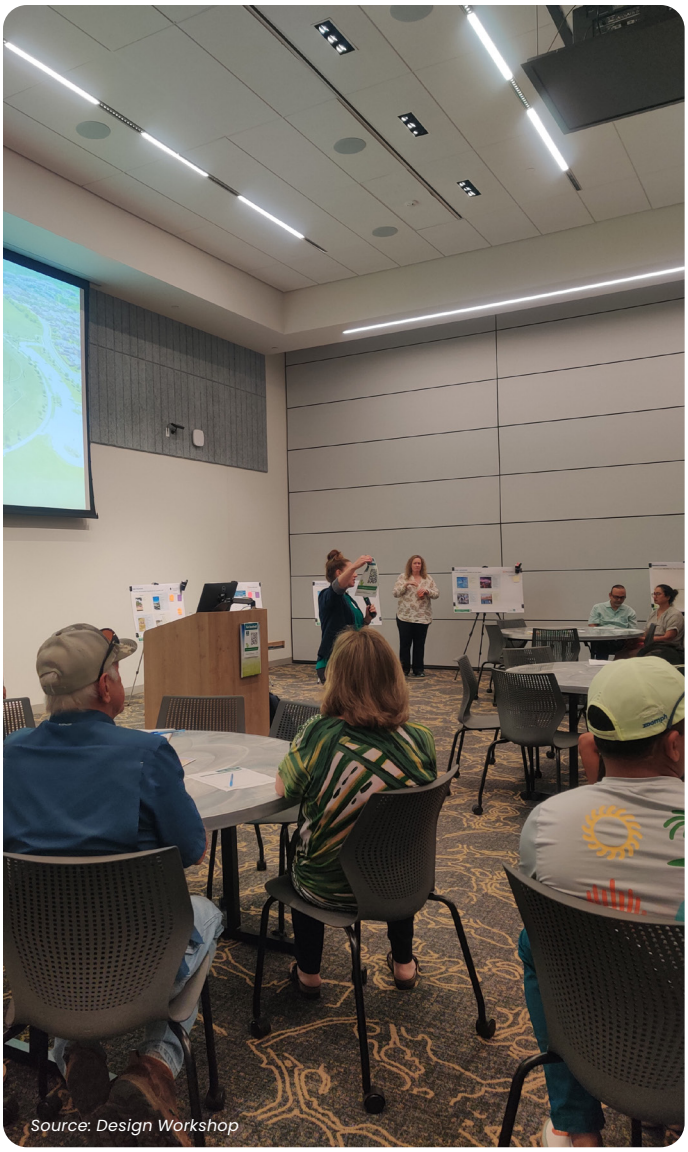
1. Growing Needs: With Frisco's increasing population and changing demographics, the participants highlighted the need for additional recreational facilities, trending sports facilities and natural spaces to accommodate the demand for outdoor activities.

2. Prioritization of Natural Areas: City of Frisco is celebrated as "Sports City", preserving and expanding natural areas emerged as the community's highest priority.

3. Accessibility and Inclusivity: The community emphasized accessibility, connectivity and inclusivity for all parks and recreation system.

4. Enhanced Communication: The community also expressed the need of improved communication about existing parks and recreation resources to ensure broader community awareness.

FIRST ROUND OF ENGAGEMENT



Source: Design Workshop

Source: Design Workshop

Source: Play Frisco

COMMUNITY OPEN HOUSE #1

- Event Name: Plan Your Play Open House
- Event Location: Frisco Public Library
- Event Date: June 13th, 2024
- Event Time: 6:00 pm -7:30 pm
- Participants: 50-55 People

The Plan Your Play Open House held on June 13th, 2024, at the Frisco Public Library aimed to raise awareness about the importance of parks and recreation in Frisco. Through interactive discussions, residents shared their vision for the future of parks and recreational spaces. Key takeaways included requests for dedicated cricket and lacrosse facilities, improved accessibility, and preservation of natural areas. Suggestions for activities and park enhancements like multi-sport fields, improved signage, and better lighting were also discussed. The feedback gathered will contribute to developing parks that cater to the diverse needs of the community.

PROJECT POP-UP #1

- Event Name: Touch A Truck
- Event Location: Northeast Community Park
- Event Date: July 9th, 2024
- Event Time: 8:30 am -10:30 am
- Participants: 185

Source: Design Workshop

Source: Design Workshop

The "Touch A Truck Pop-Up Event" held at Northeast Community Park on July 9th, 2024, served as a mobile platform to engage the community and promote awareness about the ongoing development of Frisco's park system. The event aimed to encourage attendance at future meetings and boost participation in surveys related to the project.

Attendees expressed a desire for more splash pads and covered play areas. Suggestions also included revitalizing older parks, adding inclusive playgrounds, and providing more sports facilities. The event gathered valuable community input for future park planning.

WHAT WE HEARD

1. There is high demand for wider range of specialized sports facilities for cricket and lacrosse.
2. The community emphasized the importance of improving accessibility and inclusivity at parks.
3. Park programming and activities should cater to all ages and abilities, including sports leagues and cultural events.
4. The community highlighted the need for more inclusive recreation facilities including splash pads and covered play areas.
5. Maintaining and protecting natural areas within parks was a shared concern, especially in areas slated for new developments.
6. Ongoing maintenance, improved signage, and enhanced lighting were identified as key priorities.

COMMUNITY SURVEY

KEY FINDINGS

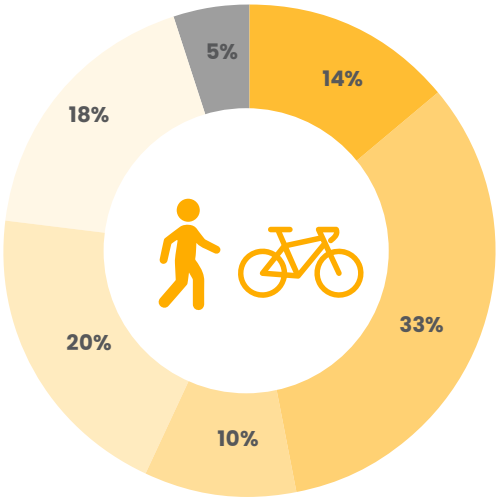
1. Frisco's parks and facilities are heavily used by residents.
2. Around three-quarters of respondents positively evaluated all the park typologies of Frisco.
3. Top concerns for residents in Frisco included completing undeveloped parks, renovating existing parks and maintaining outdoor amenities.
4. Respondents from lower income groups and younger age groups expressed support for increasing the number of neighborhood parks.
5. Maintaining accessibility and increasing sustainability were key priorities for residents.
6. Residents expressed a preference for funding park improvements through business partnerships as opposed to user fees.

COMMUNITY SURVEY SUMMARY

The Plan Your Play Community Survey aimed to gather feedback from the residents of the City of Frisco on their use of, and preference for, parks and recreation system. The survey was conducted by sending 3,200 postcards to randomly selected residents by May 30, 2024. Additionally, the open survey format was publicized during the community engagement events, including the first open house and the pop-up event.

The Community Survey was closed on July 16th, 2024, with a total of 528 responses. Overall, respondents enjoy the parks and recreation facilities provided by Play Frisco. Most respondents utilize the sports fields, walking trails and outdoor playgrounds. The highest priority among respondents is for the City to provide more practice fields for sports. Respondents also expressed enjoyment of natural areas and would like the City to prioritize conservation.

MAXIMUM WALKING DISTANCE



LEGEND

- Quarter mile (5-minute walk)
- Half mile (10-minute walk)
- Three-Fourth mile (15-minute walk)
- One mile (20-minute walk)
- Two mile or more
- None

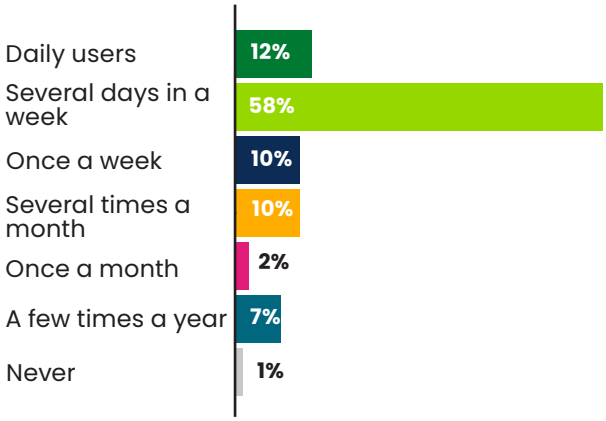
SURVEY METHODOLOGY

3,200 Postcards
to randomly selected households

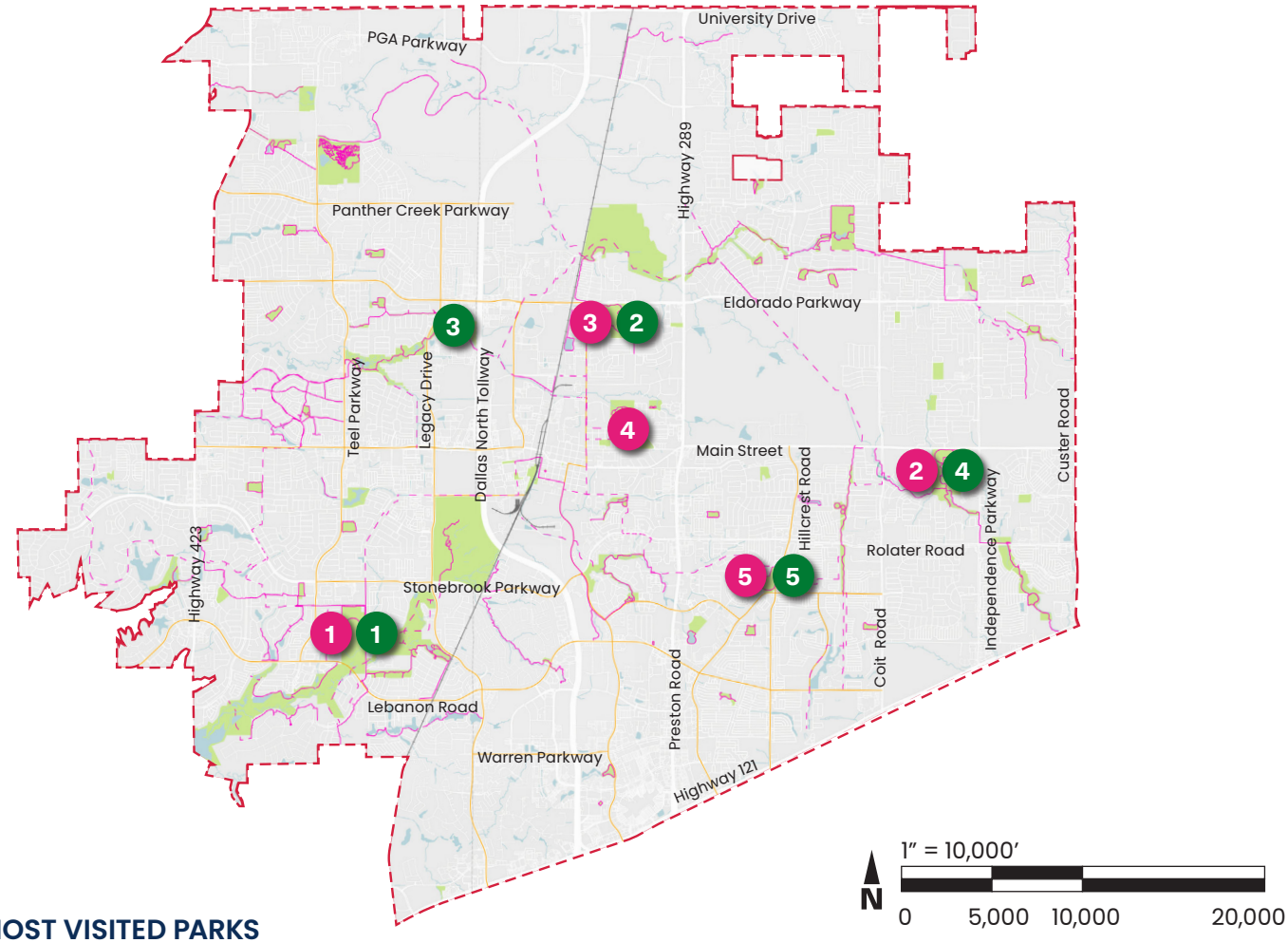
Open Survey

548 Responses

FREQUENCY OF PARK VISITATION



PARK VISITATION RANKING



MOST VISITED PARKS

Community Survey

1. B.F. Phillips Community Park
2. Harold Bacchus Community Park
3. Warren Sports Complex
4. Frisco Commons
5. Frisco Athletic Center

Near© Visitation Data

1. B.F. Phillips Community Park
2. Warren Sports Complex
3. Cotton Creek Green belt
4. Harold Bacchus Community Park
5. Frisco Athletic Center

LEGEND

- City Boundary
- Roads
- Railroad
- Water Body
- Frisco Parks
- Bike Routes
- Existing Trails
- Future Trails
- #N Most Visited Park Ranking

Source for all : Polco, Design Workshop

Source: Design Workshop

PARKS USED BY DEMOGRAPHIC GROUPS

COMMUNITY SURVEY

548 Responses

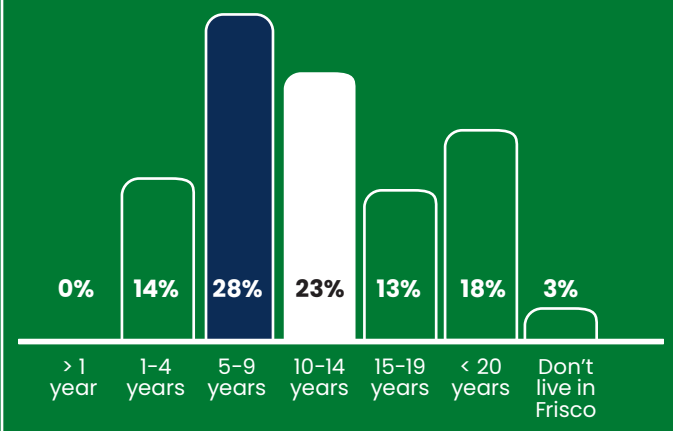
Male **43%**

Female **57%**

This Community Survey was intended to understand the interests of all ages, races, genders, income levels and education groups throughout the City of Frisco. Statistically significant data from this survey regarding usage of Frisco's parks and facilities indicated variations across different demographics. The demographic reporting from the survey informed focus group planning, as this phase of engagement was intended to capture feedback from groups that were underrepresented during the survey phase.

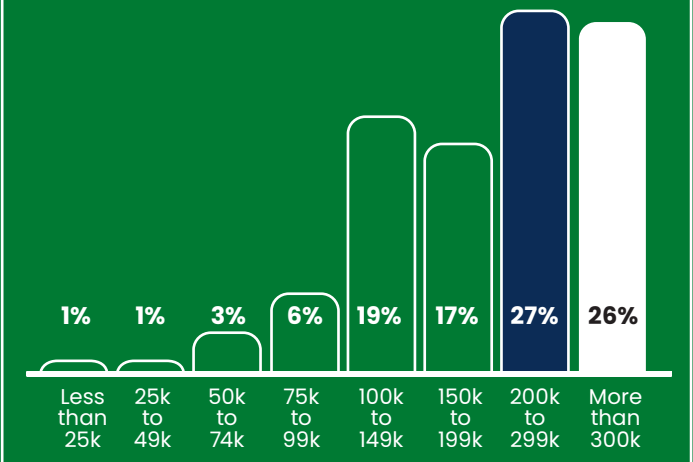
Younger residents reported higher daily usage rates of several park amenities, such as outdoor playgrounds, swimming and organized group activities. Additionally, households earning more than $150,000 per year reported higher participation rates in leagues, organized group activities, and field sports. In contrast, the usage rates for trails, art, dance and music classes, as well as group gatherings like picnics, were significantly higher among households earning less than $150,000 per year. Women reported significantly higher use of trails, art, dance, music lessons, swimming, and cultural events, whereas men were more likely to participate in leagues, clubs and field sports. The complete survey report is included in the Appendix of this document.

YEARS LIVED IN FRISCO



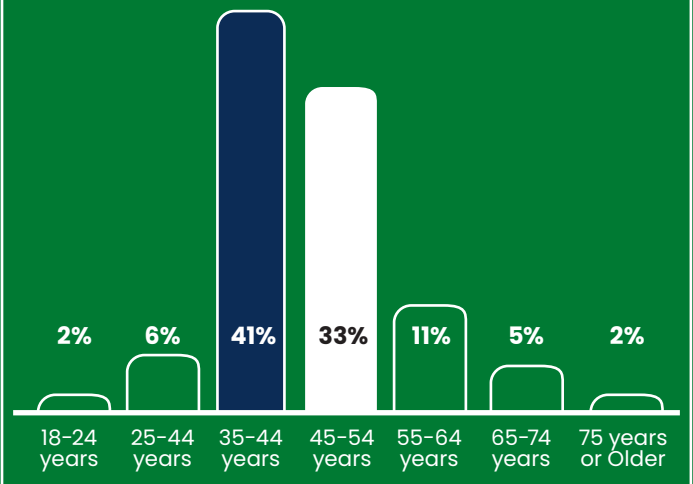
Source: Polco, Design Workshop

INCOME DISTRIBUTION



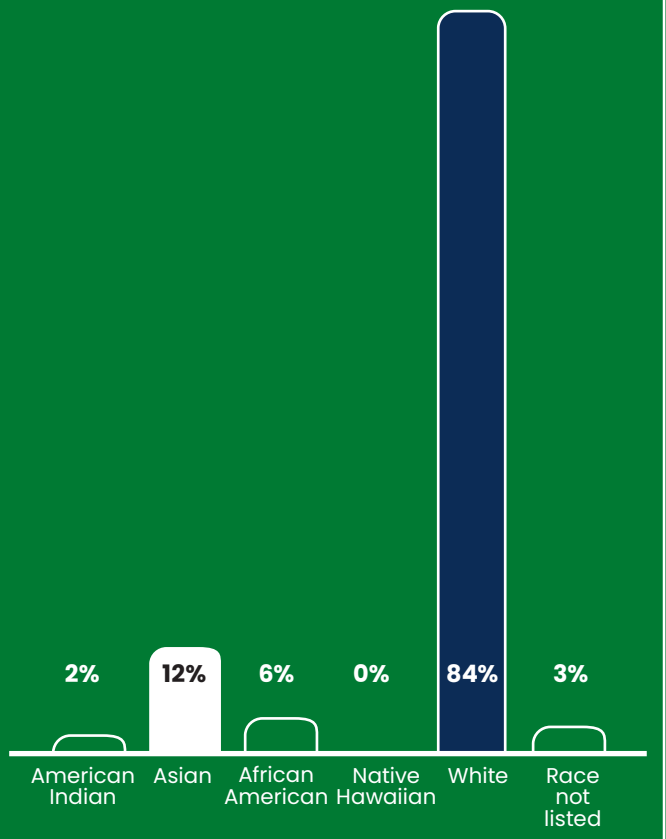
Source: Polco, Design Workshop

AGE DISTRIBUTION



Source: Polco, Design Workshop

RACE DISTRIBUTION



Source: Polco, Design Workshop

LEGEND

Most Survey Participation

Second Most Survey Participation

SECOND ROUND OF ENGAGEMENT

Source: Design Workshop

Source: Play Frisco

Source: Design Workshop

Source: Design Workshop

PROJECT POP-UP #2

- Event Name: Paws in the Pool Event
- Event Location: Frisco Water Park
- Event Date: September 7th, 2024
- Event Time: 9:30 am -11:30 am
- Participants: 135 People

The "Paws in the Pool" Pop-Up Event held on September 7th, 2024, at the Frisco Water Park served as a platform to engage from pet owners and understand the needs of this section of park users. Attendees expressed the need for dog parks in neighborhood parks, more shaded areas and splash pads for dogs.

PROJECT FOCUS GROUPS

Focus groups were established after analyzing demographic responses and engagement trends. To address gaps, underrepresented groups were invited to participate further, ensuring their specific needs as users of Frisco's park and recreation facilities are identified. The initiative also aimed to increase project awareness and encourage participation in future meetings.

Each interactive session outlined the parks and recreation system's goals and vision, fostering discussions on Frisco's existing and future park needs.

WHAT WE HEARD

FOCUS GROUP SENIORS

- Event Location: The Grove
- Event Date: November 7th, 2024
- Event Time: 10:00 am -11:00 am
- Participants: 9 People

KEY FINDINGS

1. There is a need to **add space at the Grove** due to capacity constraints, but the facility is well-loved and another senior center is not needed.
2. There is high demand for outdoor programming like **yoga** and **tai chi** and indoor facilities like **therapeutic pools** and **walking tracks**.
3. There is a need to **add shaded area**.
4. Information about programming, activities and facilities should be distributed through **digital** and **non-digital communication methods.**

FOCUS GROUP SPORTS

- Event Location: Frisco Public Library
- Event Date: November 7th, 2024
- Event Time: 4:00 pm -5:00 pm
- Participants: 6 People

KEY FINDINGS

1. Systems for **scheduling and staffing** need improvement.
2. There is high demand for **practice fields**.
3. There are **drainage concerns** on turf fields.
4. There are scheduling and safety concerns regarding **multiuse sports fields**.
5. Sports organizations need assistance from the City to **negotiate with FISD** regarding the shared usage of turf fields.

FOCUS GROUP FAMILIES

- Event Location: Frisco Public Library
- Event Date: November 7th, 2024
- Event Time: 2:30 pm -3:30 pm
- Participants: 3 People

KEY FINDINGS

1. Park facilities should be **inclusive** and **accessible**.
2. There is high demand for **outdoor summer camps** and **organized youth development programs**.
3. Systems for **scheduling facility use** need improvement.
4. Parks and trails should be designed to **prioritize safety**.

FOCUS GROUP YOUTH

- Event Location: Frisco Public Library
- Event Date: November 7th, 2024
- Event Time: 5:30 pm -6:30 pm
- Participants: 6 People

KEY FINDINGS

1. There is high demand for **outdoor study/ hang out spaces** in parks that include **shade**, **seating**, and space for a **cafe**.
2. The City needs to **improve communication and awareness** about parks.
3. The City should **prioritize maintenance** of existing park amenities like street furnitures, drinking fountains and trash cans.
4. There is a desire for **destination parks** with modern, flexible and adventurous spaces that may include **natural and designated cultural areas**.

FINAL ROUND OF ENGAGEMENT

Source: Design Workshop, Zoom

Source: Play Frisco

COMMUNITY OPEN HOUSE #2

- Event Name: Plan Your Play Virtual Open House
- Event Location: Virtual
- Event Date: January 23rd, 2025
- Event Time: 6:30 pm - 7:30 pm
- Participants: 53

The Plan Your Play Virtual Open House held on January 23rd, 2024, through Zoom platform provided an overview of the vision for Frisco's decade-long parks and recreation plan, highlighting proposed recommendations. Attendees were introduced to an online prioritization tool designed to rank the recommendations outlined in the plan, enabling the City to align future park developments with community preferences.

Attendees appreciated the City's planning process incorporating community-input. Discussion highlighted need of additional amenities such as a community recreation center, cricket fields, and racket sports facilities, along with exploring rental opportunities for larger pavilions. Queries regarding the exclusion of HOA Open Spaces, which are private and not part of City's park system, were addressed. Attendees with inquiries about specific park projects were directed to the City's CIP park development tool for further information.

PRIORITIZATION SURVEY SUMMARY

The Plan Your Play Prioritization Survey aimed to gather feedback from the residents of the City of Frisco on their preferences regarding recommendations on parks and recreation system. The prioritization survey was conducted by sharing online tool called Balancing Act, launched on January 23rd, 2025. This prioritization tool was publicized during the second open house, along with promotion through city's social media platforms.

The survey was closed on January 31st, 2025, with a total of 274 responses. The majority of respondents were residents of the City of Frisco, while the remaining participants were from neighboring cities, including Prosper, Little Elm, and The Colony. Respondents span various age groups, with notable participation from 35-44 years and 55-64 years age distributions.

Respondents expressed a strong desire for more trails and natural areas, citing concerns over the city's rapid development. Many emphasized the need to enhance accessibility for individuals of all abilities and to expand tree canopy coverage to increase shade. Additionally, key parks and recreation facility improvements identified included high-quality turf fields, drinking fountains, and restrooms.

TOP 10COMMUNITY-PRIORITIZED RECOMMENDATIONS

1. Mitigate Extreme Heat
2. Preserve Tree Canopy
3. Create Last- Mile Trail Connections
4. Provide Additional Recreation Facilities
5. Collaborate on Regional Parks and Trails System
6. Expand Existing Recreational Facilities
7. Restore Habitat
8. Promote Intergenerational Play
9. Establish preservation Zones
10. Design Resilient Parks

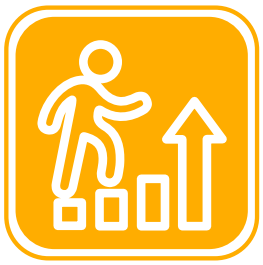
For detailed information regarding each recommendations, refer to Recommendations chapter pages (60- 71).

OVERALL COMMUNITY FEEDBACK

4

RECOMMENDATIONS

RECOMMENDATION OVERVIEW



HEALTH

COMMUNITY

CAPITAL PROJECTS

Capital projects are those that require financial or real estate resources. The implementation of these recommendations generally requires coordination with other planning initiatives.

Pursue Additional Funding

Pursue additional parks, trails, recreation and natural area funding sources based on priorities. While one-time capital infusions (bond fundings, grants, donations, etc.) would be appropriate for distinct projects, dedicated funding should be sought to enhance maintenance and operations-related funding.

POLICY RECOMMENDATION

Policy recommendations involve the examination and potential change of City land use, development and transportation policies, and need to be coordinated with the appropriate City departments.

Benchmark and Update Policies

Assess current development review and land use policies and benchmark against peer cities to identify policy changes that may result in enhanced quality natural areas in new developments and the preservation and maintenance of natural areas.

ECONOMICS

ENVIRONMENT

HUMAN CAPITAL

Many of the recommendations are tied to a need for human capital to manage information, collect feedback, and collaborate with regional partners.

Provide Appropriate Staffing

Review staff workloads and consider the creation of new positions to manage the human capital efforts necessary to implement these recommendations and meet community service demands.

PARTNERSHIPS

Implementing these recommendations will require collaboration with regional partners, which are integral to Frisco's park and recreation network.

Strengthen Partnerships

With regional partners, convene a committee with a regular schedule of meetings to review partner priorities, pursue funding opportunities, and review development plans.

CAPITAL PROJECTS

Capital projects are those that require financial or real estate resources. The implementation of these recommendations generally requires coordination with other planning initiatives. *Note that the order of the following recommendations does not indicate priority.*

HEALTH | COMMUNITY | ECONOMICS | ENVIRONMENT

INVEST IN HEALTH-PROMOTING AMENITIES

Identify, prioritize, and allocate funding for park improvements that promote physical activity, such as new trails, exercise equipment, or sports fields.

PROMOTE INTERGENERATIONAL PLAY

Identify and prioritize park improvements that appeal to a diverse range of age groups in Frisco, such as playgrounds for children, fitness equipment for adults, and walking trails for seniors.

PROMOTE VALUE-ENHANCING PARK IMPROVEMENTS

Identify and prioritize park improvements that have a significant impact on property values, such as new trails, recreational facilities, or landscaping enhancements.

INVEST IN CULTURAL GATHERING SPACES

Offer flexible outdoor spaces and cultural hubs that can host diverse events and performances and that are responsive to the needs of different ethnic groups within Frisco.

MITIGATE EXTREME HEAT

Implement measures to mitigate heat, such as planting native plants and trees, providing shade structures, and installing reflective surfaces and cooling infrastructure.

PROMOTE RESILIENCE THROUGH MATERIAL SELECTION

Use materials which decrease heat intensity and improve drainage on the surfaces of sports and play features, including the use of native plants.

RESTORE HABITAT

Restore and preserve degraded habitats, such as wetlands and prairies, to support biodiversity.

ADD MAINTENANCE FACILITIES

Increase storage capacity at community parks and community recreation centers.

INVEST IN HIGH-QUALITY PARK AMENITIES

Allocate funding for the construction or renovation of high-quality, modern park amenities like charging stations and internet connectivity.

PRIORITIZE ACCESSIBILITY FOR ALL

Identify and prioritize park improvements that enhance accessibility for people with disabilities, such as ramps, accessible restrooms, and sensory-friendly play areas.

COORDINATE LIGHTING AND SIGNAGE DESIGN

Implement lighting and signage design standards for parks and trails based upon the Trails and Wayfinding Master Plan

DESIGN FOR SAFETY AND COMFORT

Ensure parks have adequate lighting and signage, and clear sight lines. Invest in high quality park amenities promoting safety through technology.

DESIGN MULTI-USE SPORTS FACILITIES

Co-locate sports where possible to make use of limited space, while maintaining a suitable number of dedicated facilities.

LINK PUBLIC SERVICES

Expand the existing trail network to connect parks, schools, residential, and retail areas to reduce service gap area.

CAPITAL PROJECTS

CREATE LAST-MILE TRAIL CONNECTIONS

Address gaps in the trail network by linking existing segments.

DESIGN DEDICATED DOG AREAS

Design and program areas in parks for dogs to ensure high-quality programming does not interfere with other park uses, particularly natural areas.

ACQUIRE CONSERVATION LAND

Prioritize land acquisition for conservation and preservation based on assessed ecological value (based on factors like soil quality and habitat potential) or assessed ecological risk (based on factors like invasive species or wildfire potential).

BUILD CONNECTIVITY THROUGH EASEMENTS

Strategically utilize utility easements for the purpose of preserving and connecting natural areas through trails, bike paths, and/or linear parks.

EXPAND EXISTING RECREATIONAL FACILITIES

Increase the capacity of existing recreation facilities by expanding or constructing new ones where feasible to keep pace with growing demand and increasing population.

PROVIDE ADDITIONAL RECREATIONAL FACILITIES

Construct additional recreational facilities, including practice fields, to address the growing demand and keep pace with the increasing population.

BiCentennial Park
Source: Play Frisco

Trick-A-Trout at Waren Sports Complex
Source: Play Frisco

Pickleball courts at The Grove
Source: Play Frisco

Frisco Commons Park
Source: Play Frisco

Preston Plunge at Frisco Water Park
Source: Play Frisco

Adult Cricket at Northeast Community Park
Source: Play Frisco

POLICY RECOMMENDATIONS

Policy recommendations involve the examination and potential change of City land use, development and transportation policies, and need to be coordinated with the appropriate City departments. *Note that the order of the following recommendations does not indicate priority.*

HEALTH | COMMUNITY | ECONOMICS | ENVIRONMENT

ESTABLISH PRESERVATION ZONES

Establish zoning regulations to protect ecologically sensitive areas and prevent development that could harm biodiversity.

PRESERVE TREE CANOPY

Strengthen ordinances to protect existing tree canopy and require new parks to plant trees to replace those removed. Continue " Tree City USA" and "Living Legacy Tree Program."

DESIGN RESILIENT PARKS

Require new park developments to adhere to resilient design principles, such as low-impact development, energy efficiency, and the use of native grasses and forbs for carbon sequestration.

PROGRAM PARKS TO MINIMIZE RESOURCE DISTURBANCE

Preserve natural resources and tree canopy in areas that see a high level of compaction (e.g., dog parks).

CONDUCT VULNERABILITY ASSESSMENT

Conduct a regular environmental vulnerability assessment to identify vulnerable areas, evaluate the impacts of climate change on the parks system, and develop strategies to mitigate risks.

DEVELOP WILDFIRE MITIGATION STRATEGIES

Develop a Wildland Urban Interface code that is appropriate for Frisco including standards for planting vegetation with high moisture content and prescribed fire to maintain native species.

AMEND THE PARK DEDICATION FUND

Amend the park dedication fund to recommend park locations based on suitability analysis.

INCREASE PARK DEVELOPMENT FEE

Adjust the park development fee to cover the per-acre price of new park development.

REVIEW PARK DEVELOPMENT FEE ANNUALLY

Stipulate that the park development fee is reviewed on an annual basis.

CONSISTENTLY DEPLOY NON-RESIDENT FEE

Adopt a consistent approach for charging non-residents for use of Frisco's facilities and registration in Frisco's programs.

UPDATE POPULATION FIGURE IN DEVELOPMENT FEE CALCULATION

Update park development fee calculation to use future population projections for the year the development will be completed.

STANDARDIZE COSTS IN PARK DEVELOPMENT FEE CALCULATION

Standardize the costs of building a park as stipulated in the park development fee. Provide a standard price per acre and a standard set of amenities and review annually.

ADD LINEAR PARKS TO PARK TYPOLOGIES

Add a typology defining linear parks as narrow strips of land that function like greenbelts but that are typically absent of creeks and significant tree canopy.

LINEAR PARK

Linear parks are narrow strips of land including land dedicated for utility, that function like greenbelts but are typically absent of creeks and significant tree canopy. Linear parks connect landmarks, parks, neighborhoods, destination centers, etc. via trails and pathways.

POLICY RECOMMENDATIONS

CREATE A SUSTAINABLE FUNDING PLAN

Develop a comprehensive sustainable funding plan that outlines various funding sources and strategies.

INCENTIVIZE BUSINESSES TO LOCATE NEAR PARKS

Create incentives for businesses to locate near parks and recreation areas.

LEVERAGE PARKS FOR TOURISM AND ECONOMIC DEVELOPMENT

Explore opportunities to leverage parks and recreation resources for tourism and economic development. This would better communicate the value of these areas

BE A LEADER IN ACCESSIBILITY

Develop policies and funding strategies to ensure that Frisco's parks and recreation facilities, programs, and events go above and beyond national standards to be accessible and welcoming to people of all ages.

COORDINATE WITH OTHER PLANNING INITIATIVES

Refer to other relevant planning documents and prioritize implementation of complementary recommendations.

SECURE FUNDING FOR UTILITY LAND DEVELOPMENT

Identify funding strategies to develop utility easement lands and convert to natural parks with trails according to utility guidelines.

DEVELOP GUIDELINES FOR ECONOMIC DEVELOPMENT USE

Develop guidelines for the use of park property for economic development purposes, such as farmers markets or special events.

IMPROVE AGILITY IN PROGRAM OFFERINGS

Form short-term partnerships to offer programs with high demand. In the long-term, track program demand to add positions within the department and offer programs internally.

CREATE INCLUSIVE PROGRAMMING GUIDELINES

Create guidelines for programming that ensure a diverse range of activities and interests are represented.

BALANCE NATURAL AND ARTIFICIAL TURF

Establish an appropriate balance of natural and artifical turf on new playing fields based on anticipated recreation use and ecological factors.

PRIORITIZE HEALTH-FOCUSED PROGRAMMING

Identify and prioritize programming that focuses on health and wellness, such as fitness classes, nutrition education, or stress management workshops.

ENCOURAGE ACTIVE MOBILITY

Develop policies and programs to encourage active mobility, such as biking and walking, to and from parks and recreation facilities.

INCORPORATE EDUCATIONAL ELEMENTS

Incorporate environmental and historical educational components, like signs, into development plans for new parks and park improvements.

ESTABLISH MINIMUM AMENITY STANDARDS

Establish guidelines and standards for minimum essential park amenities like restrooms and drinking fountains in public and private parkland.

PROMOTE SAFE ACCESS THROUGH TRAFFIC CALMING

Slow cars down in areas near parks to reduce speed and improve safety for pedestrians and cyclists using strategies like bump outs and protected bike lanes.

DEVELOP GUIDELINES FOR GREEN INFRASTRUCTURE

Develop guidelines for the inclusion of green infrastructure elements, such as rain gardens, green roofs, and permeable pavements, in new park developments.

HUMAN CAPITAL

Many of the recommendations are tied to a need for human capital to manage information, collect feedback, and collaborate with regional partners. *Note that the order of the following recommendations does not indicate priority.*

HEALTH | COMMUNITY | ECONOMICS | ENVIRONMENT

CREATE INCLUSIVE ENVIRONMENTS

Ensure that staff are equipped to create inclusive and welcoming environments for all visitors.

TRAIN STAFF ON HEALTH AND WELLNESS BEST PRACTICES

Develop and implement a training program for staff on health and wellness best practices.

IMPROVE MONITORING AND EVALUATION

Ensure adequate staffing to monitor park conditions, collect data, and evaluate the effectiveness of park programs, initiatives, and assets.

PROMOTE MAINTENANCE AND STEWARDSHIP

Ensure there is adequate staffing for park maintenance and stewardship activities.

FOSTER STEWARDSHIP

Develop a community outreach program to engage residents in park planning and stewardship.

EXPAND VOLUNTEER PROGRAMS

Expand volunteer programs to support park activities and events.

DEVELOP NATURAL ASSET INVENTORY

Develop a GIS tool to map natural features like creeks and critical habitats to inform decision-making and prioritized land acquisition.

CONDUCT ECONOMIC IMPACT STUDIES

Conduct economic impact studies to quantify the benefits of parks and recreation on property values, job creation, and tourism.

DEVELOP A BUSINESS CASE FOR PARK INVESTMENTS

Develop a business case for park investments to present to decision-makers and stakeholders to advocate for increased funding and support for park projects.

RAISE AWARENESS OF PARKS AND RECREATION OPPORTUNITIES

Improve communication about parks and recreation through digital and non-digital methods. Focus on communication to seniors and teens about programs that are available to them and promote facilities and wellness programs.

ENCOURAGE PROFESSIONAL DEVELOPMENT

Align professional development with program demand to prepare staff to facilitate diverse, intergenerational programs and events.

PLAN FOR STRATEGIC PROGRAM GROWTH

Add programs to address unmet demand and keep pace with the increasing population, while staying aware of local, state, and national trends that may impact demand for certain types of programs.

Monarch View Park
Art: The Way Home by Pascale Pryor, 2021
Source: Play Frisco

PARTNERSHIPS

Implementing these recommendations will require collaboration with regional partners, which are integral to Frisco's park and recreation network. *Note that the order of the following recommendations does not indicate priority.*

HEALTH | COMMUNITY | ECONOMICS | ENVIRONMENT

DEFINE PARTNERSHIP TIERS

Establish tiers of partnerships including those focused on operations and management, providing funding and insurances, stewardship, and state and national groups.

FACILITATE SPONSORSHIPS

Establish internal processes for the Frisco Parks and Recreation Department to obtain corporate and foundation sponsorships to support park maintenance, programming, and Capital Projects.

NURTURE RELATIONSHIP BETWEEN FISD AND SPORTS ORGANIZATIONS

Develop mutual respect and understanding between FISD and sports organizations to establish a strong partnership.

ACQUIRE EASEMENTS

Work with landowners to secure conservation easements on ecologically significant properties identified through suitability mapping.

COLLABORATE ON REGIONAL PARKS AND TRAILS SYSTEM

Collaborate with other municipalities and agencies to develop a regional network of parks and trails, including the North Texas Regional Parks and Trails System.

COLLABORATE ON JOINT PROGRAMS

Collaborate with partners to develop and implement joint programs and events including educational programs and summer camps.

PARTNER WITH COMMUNITY ORGANIZATIONS

Identify and establish partnerships with community organizations that serve diverse populations and offer culturally relevant and inclusive programs or facilities.

STRENGTHEN FRIENDS OF, FOUNDATIONS, AND CONSERVANCIES

Develop additional partnerships with friends of organizations, foundations, and conservancies.

STRENGTHEN PARTNERSHIPS

Ensure that partnerships are based on mutual respect and understanding.

EXPLORE BUSINESS SPONSORSHIP OPPORTUNITIES

Explore opportunities for businesses to sponsor park events or programs.

ENGAGE YOUTH COUNCIL

Establish consistent advisory with community advisory groups like meetings with the Mayor's Youth Council to gather continuous feedback on park projects.

IDENTIFY POTENTIAL PARTNERS

Identify potential partners who have a vested interest in the success of parks and recreation initiatives.

PARTNER TO ADDRESS REGIONAL DEMAND

Coordinate with regional recreation providers, including school districts, to understand gaps and identify areas where Frisco can specialize.

NEGOTIATE PUBLIC-PRIVATE PARTNERSHIPS

Seek public-private partnerships to fund park improvements that are owned and managed by the City, or to develop mixed-use projects that are owned and managed by a third party.

PARTNER WITH HEALTH AND WELLNESS ORGANIZATIONS

Identify and establish partnerships with healthcare providers and community organizations that focus on health and wellness to develop and implement joint programs and initiatives, or to develop specialized health and wellness facilities.

PARTNER WITH HEALTHCARE PROVIDERS

Establish partnerships with healthcare providers to offer health screenings and wellness programs.

PARTNER TO BOOST PROPERTY VALUES

Partner with private developers or businesses to acquire funding for public park improvements that benefit adjacent properties.

IMPLEMENTATION AND PRIORITIZATION STRATEGIES

PRIORITY TIERS

The recommendations outlined on pages 60-71 are categorized into priority tiers based on cost, immediate impact, and feasibility. Prioritization is informed by public input, available city resources, and identified needs. Short term projects must be completed before advancing to mid term or long term initiatives. Play Frisco will continuously assess and update priorities based on evolving community feedback and future requirements. The top 10 outlined on page 73 are consolidated upon the following factors and are priority focus areas for Play Frisco.

DEFINITIONS

IMPACT

1. Impacts a small group of users. Does not make an impact associated with Play Frisco's core values.
2. Impacts some user groups. Has some alignment with Play Frisco's core values.
3. Impacts many users. Has a strong alignment with Play Frisco's core values.
4. Impacts most, if not all, users. Completely aligned with Play Frisco's core values.

FEASIBILITY

1. Requires intensive coordination with existing and new partners. Difficult to achieve in the short-term or mid-term.
2. Requires some coordination with existing and new partners. Difficult to achieve in the short-term.
3. Requires some coordination with existing partners.
4. Requires little to no coordination with partners outside of Play Frisco.

COST

The cost of different recommendations are expressed in general dollar amounts.

VOTES

The votes shows the community feedback from the Frisco Plan Your Play interactive recommendation website.

TOP TEN

IMPACT LEVEL: FEASIBILITY LEVEL: COST LEVEL: $ $ $ $

1. PRESERVE TREE CANOPY

$ $ $ $

2. MITIGATE EXTREME HEAT

$ $ $ $

3. COLLABORATE ON REGIONAL PARKS AND TRAILS SYSTEM

$ $ $ $

4. DESIGN RESILIENT PARKS

$ $ $ $

5. CREATE INCLUSIVE PROGRAMMING GUIDELINES

$ $ $ $

6. CREATE LAST-MILE TRAIL CONNECTIONS

$ $ $ $

7. RESTORE HABITAT

$ $ $ $

8. PROGRAM PARKS TO MINIMIZE RESOURCE DISTURBANCE

$ $ $ $

9. PROMOTE INTERGENERATIONAL PLAY

$ $ $ $

10. PROVIDE ADDITIONAL RECREATION FACILITIES

$ $ $ $

IMPLEMENTATION AND PRIORITIZATION STRATEGIES

WHAT DOES SHORT-TERM MEAN?

These projects represent immediate opportunities for improvement and can be realistically achieved within the next 1-3 years. They typically involve lower costs, have a high impact on the community, and are highly feasible given current resources. These projects are crucial for building momentum and demonstrating tangible progress.

SHORT-TERM RECOMMENDATIONS		PRIMARY AND SECONDARY RESPONSIBILITY	
1	**Preserve Tree Canopy**	Parks & Recreation, Planning & Zoning	N/A
2	**Mitigate Extreme Heat**	Parks & Recreation	Engineering/Public Works
3	**Collaborate on Regional Parks and Trails System**	Parks & Recreation	Other City/County Departments
4	**Design Resilient Parks**	Parks & Recreation	Engineering/Public Works
5	**Create Inclusive Programming Guidelines**	Parks & Recreation	Community Services
6	**Create Last-Mile Trail Connections**	Parks & Recreation	Engineering/Public Works, Planning & Zoning
7	**Restore Habitat**	Parks & Recreation	Environmental Services
8	**Program Parks to Minimize Resource Disturbance**	Parks & Recreation	Environmental Services
9	**Promote Intergenerational Play**	Parks & Recreation	Community Services
10	**Provide Additional Recreation Facilities**	Parks & Recreation	Engineering/Public Works
11	**Establish Preservation Zones**	Planning & Zoning	Parks & Recreation
12	**Design for Safety and Comfort**	Parks & Recreation	Engineering/Public Works
13	**Invest in Health-Promoting Amenities**	Parks & Recreation	Community Services
14	**Expand Existing Recreational Facilities**	Parks & Recreation	Engineering/Public Works
15	**Develop Wildfire Mitigation Strategies**	Parks & Recreation	Fire Department
16	**Invest in High-Quality Park Amenities**	Parks & Recreation	N/A
17	**Encourage Active Mobility**	Parks & Recreation	Planning & Zoning, Engineering/Public Works
18	**Establish Minimum Amenity Standards**	Parks & Recreation	N/A
19	**Conduct Vulnerability Assessment**	Parks & Recreation	Engineering/Public Works
20	**Add Maintenance Facilities**	Parks & Recreation	Engineering/Public Works
21	**Prioritize Accessibility for All**	Parks & Recreation	Community Services

SHORT-TERM RECOMMENDATIONS		PRIMARY AND SECONDARY RESPONSIBILITY	
22	**Consistently Deploy Non-Resident Fee**	Parks & Recreation	Finance/Revenue
23	**Raise Awareness of Parks and Recreation Opportunities**	Parks & Recreation	Communications
24	**Add Linear Park to Park Typologies**	Parks & Recreation	Planning & Zoning
25	**Prioritize Health-Focused Programming**	Parks & Recreation	Community Services
26	**Create a Sustainable Funding Plan**	Parks & Recreation	Finance/Budget
27	**Promote Resilience Through Material Selection**	Parks & Recreation	Engineering/Public Works

WHAT DOES MID-TERM MEAN?

These projects are essential for the continued enhancement of Frisco's parks and recreation system. They are planned for completion within the next 3-7 years and often involve moderate costs and complexity. Mid Term projects build upon the foundation established by Short Term initiatives and address more substantial community needs.

MID-TERM RECOMMENDATIONS		PRIMARY AND SECONDARY RESPONSIBILITY	
1	**Incorporate Educational Elements**	Parks & Recreation	Community Services, Schools (FISD)
2	**Plan for Strategic Program Growth**	Parks & Recreation	N/A
3	**Develop a Business Case for Park Investments**	Parks & Recreation	Finance/Budget
4	**Identify Potential Partners**	Parks & Recreation	Community Services, Economic Development
5	**Design Multi-Use Sports Facilities**	Parks & Recreation	Engineering/Public Works
6	**Review Park Development Fee Annually**	Parks & Recreation	Finance/Budget
7	**Increase Park Development Fee**	Parks & Recreation	Finance/Budget, City Council
8	**Encourage Professional Development**	Parks & Recreation	Human Resources
9	**Secure Funding for Utility Land Development**	Parks & Recreation	Finance/Budget, Engineering/Public Works
10	**Define Partnership Tiers**	Parks & Recreation	Legal, Community Services
11	**Amend the Park Dedication Fund**	Parks & Recreation	Finance/Budget, Legal
12	**Facilitate Sponsorships**	Parks & Recreation	Economic Development, Legal
13	**Develop Guidelines for Green Infrastructure**	Parks & Recreation, Sustainability	Engineering/Public Works
14	**Engage Youth Council**	Parks & Recreation, Community Services	N/A

IMPLEMENTATION AND PRIORITIZATION STRATEGIES

MID-TERM RECOMMENDATIONS		PRIMARY AND SECONDARY RESPONSIBILITY	
15	**Build Connectivity Through Easements**	Parks & Recreation	Legal, Planning & Zoning
16	**Strengthen Partnerships**	Parks & Recreation	Community Services, Economic Development
17	**Coordinate with other Planning Initiatives**	Parks & Recreation, Planning & Zoning	N/A
18	**Improve Agility in Program Offerings**	Parks & Recreation	N/A
19	**Invest in Cultural Gathering Spaces**	Parks & Recreation	Community Services
20	**Acquire Conservation Land**	Parks & Recreation	Legal, Planning & Zoning
21	**Partner with Community Organizations**	Parks & Recreation	Community Services
22	**Acquire Easements**	Parks & Recreation	Legal, Planning & Zoning
23	**Partner with Health and Wellness Organizations**	Parks & Recreation	Community Services, Health Organizations
24	**Partner with Healthcare Providers**	Parks & Recreation	Community Services, Healthcare Providers

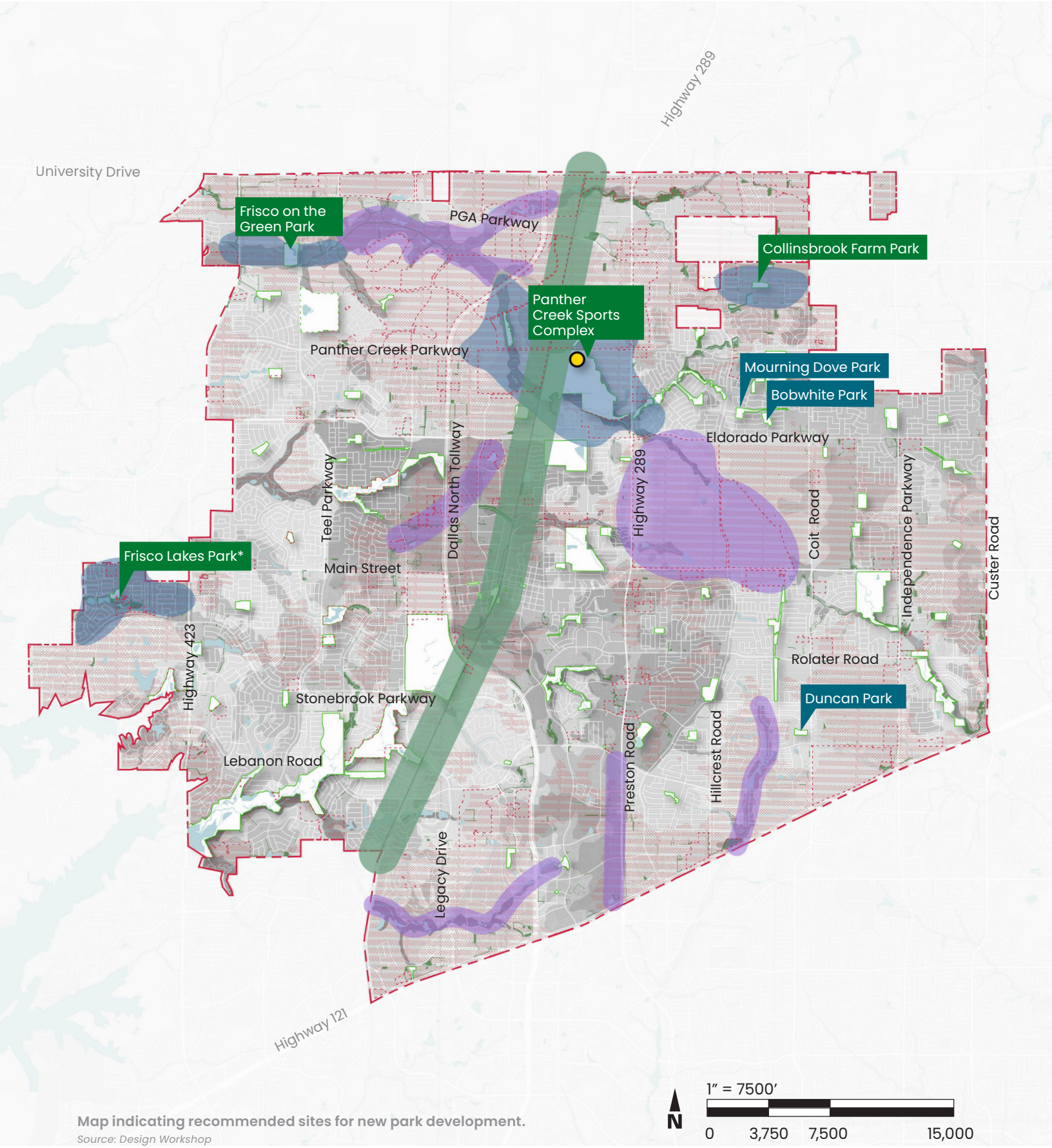
WHAT DOES LONG-TERM MEAN?

These projects represent visionary investments in the future of Frisco's parks and recreation. They are anticipated for completion within the next 7-10+ years and typically involve significant resources and complex planning. Long Term projects address broader, long-range goals and shape the future of the parks and recreation system for generations to come.

LONG-TERM RECOMMENDATIONS		PRIMARY AND SECONDARY RESPONSIBILITY	
1	**Balance Natural and Artificial Turf**	Parks & Recreation	N/A
2	**Explore Business Sponsorship Opportunities**	Parks & Recreation	Economic Development, Legal
3	**Develop Natural Asset Inventory**	Parks & Recreation	Sustainability, Environmental Services
4	**Negotiate Public-Private Partnerships**	Parks & Recreation	Legal, Economic Development
5	**Be a Leader in Accessibility**	Parks & Recreation	Community Services
6	**Nurture Relationship Between FISD & Sports Organizations**	Parks & Recreation	FISD, Community Sports Organizations
7	**Coordinate Lighting and Signage Design**	Parks & Recreation	Engineering/Public Works
8	**Strengthen Friends of, Foundations, & Conservancies**	Parks & Recreation	Community Services

LONG-TERM RECOMMENDATIONS		PRIMARY AND SECONDARY RESPONSIBILITY	
9	**Partner to Address Regional Demand**	Parks & Recreation	Other City/County Departments
10	**Expand Volunteer Programs**	Parks & Recreation	Community Services
11	**Promote Maintenance and Stewardship**	Parks & Recreation	N/A
12	**Link Public Services**	Parks & Recreation	Other relevant city departments
13	**Promote Value-Enhancing Park Improvements**	Parks & Recreation	N/A
14	**Create Inclusive Environments**	Parks & Recreation	Community Services
15	**Improve Monitoring and Evaluation**	Parks & Recreation	N/A
16	**Promote Safe Access Through Traffic Calming**	Parks & Recreation	Engineering/Public Works, Transportation
17	**Foster Stewardship**	Parks & Recreation	Community Services
18	**Collaborate on Joint Programs**	Parks & Recreation	Other City/County Departments, Community Organizations
19	**Conduct Economic Impact Studies**	Parks & Recreation	Economic Development
20	**Train Staff on Health & Wellness Best Practices**	Parks & Recreation	Human Resources
21	**Standardize Costs in Park Development Fee Calculation**	Parks & Recreation	Finance/Budget
22	**Update Population Figure in Park Development Fee Calculation**	Parks & Recreation	Finance/Budget, Planning & Zoning
23	**Leverage Parks for Tourism & Economic Development**	Parks & Recreation	Economic Development, Tourism
24	**Partner to Boost Property Values**	Parks & Recreation	Economic Development, Real Estate
25	**Develop Guidelines for Economic Development Use**	Parks & Recreation	Economic Development, Planning & Zoning
26	**Design Dedicated Dog Areas**	Parks & Recreation	N/A
27	**Incentivize Businesses to Locate Near Parks**	Parks & Recreation	Economic Development, Planning & Zoning

SPATIAL RECOMMENDATIONS



Map indicating recommended sites for new park development.
Source: Design Workshop

PRIORITY PARK DEVELOPMENT

Undeveloped city-owned parkland, recommended for priority development based on the spatial analysis. Developing these parks will address service area gaps within the existing park system.

** Future improvements to Frisco Lakes Park will prioritize the needs of the surrounding senior population. Future redevelopment of any parkland will include community engagement from existing residents.*

POTENTIAL SITE FOR COMMUNITY RECREATION CENTER

The proposed community recreation center at the Future Panther Creek Sports Complex aims to introduce programming currently not provided in the existing facilities, addressing the needs of Frisco's growing population. It will be smaller in scale compared to Frisco Athletic Center (FAC), it will offer both indoor and outdoor recreational opportunities tailored to the community's evolving demands.

PRIORITY LAND ACQUISITION

Areas recommended for prioritized land acquisition to build trails and linear parks. Acquiring and developing land in these areas will improve accessibility and connectivity throughout the city. This strategy should be guided by assessments of social vulnerability and ecological risk to promote equitable access and environmental resilience.

Park

AGING PARK

City-owned parks built before the year 2005 are recommended as priorities for park improvements and redevelopment projects.

TRAIL ALONG RAILWAY

The Veloweb Trail is recommended as a priority project to connect to the regional trail system. In particular, the portion from Eldorado Parkway and Stonebrook Parkway is recommended for development to connect Grand Park and the proposed Panther Creek Sports Complex.

Kaleidoscope Park
Source: Play Frisco

LEGEND

- City Boundary
- Roads
- Railroad
- Water Body
- City of Frisco Parks
- Drainage Easements
- Vulnerability - High
- Vulnerability - Low
- Vacant land
- Park Gap Areas

OPERATIONS AND MAINTENANCE

STAFFING, MAINTENANCE & OPERATIONS

EXISTING

- The typical park and recreation department has 8.9 full-time equivalents (FTE) per 10,000 residents. For populations 100,000-250,000, the figure is 7.9 FTE. In Frisco, based on the 2023 population, the figure is 9.8 FTE.

- Existing staffing for Natural Resources and Parks & Median Maintenance is 30 acres per staff. The positions are generally:

Responsibilities	National Average as per NRPA	City of Frisco
Operations & Maintenance	46.0%	58.2%
Programmers	31.0%	29.1%
Administration	16.0%	9.7%
Capital Development	3.0%	3.0%
Other	4.0%	-

- The Parks and Recreation Department accounts for approximately 9.5% of the City's General Fund, allocated across personnel, operations, and capital expenditures. The current spending levels are compared to national averages for the fiscal year 2025 to assess alignment with industry standards and identify potential areas for optimization.
  - Personnel expenses constitute 58.3% of the department's expenditures, closely aligning with the national average of 55.0%.
  - Operating expenses account for 36.6%, slightly lower than the national benchmark of 40.0%.
  - The remaining 5.1% is allocated to capital expenses, consistent with the national average of approximately 5.0% spent annually on capital improvements.

RECOMMENDED

It is recommended to increase staffing levels to support the expansion of new and specialized park and recreation facilities. Additionally, staff remains dedicated to upholding Frisco's high standards of care, ensuring that the quality and appearance of public spaces continue to meet community expectations.

Additional staffing will be required as both the population and acres of park land increases. The level of staffing per park varies depending on the typology, size, amenities and use.

In general for trails, the staffing recommendation is 1 per 10-20 miles. With 244 miles of trails, this would equate to 12-24 staff.

Ensure adequate funding for park maintenance and operations by allocating resources for staffing and supplies for repairs as the system ages. Plan for increased operating expenses as equipment and amenities reach the end of their lifecycle.

Additionally, align capital funding within the general fund to meet the evolving infrastructure needs and sustain the quality and functionality of the park system.

Softball
Source: Play Frisco

Jimmy and Clara Jones Park
Source: Play Frisco

The Grove at Frisco Commons
Source: Play Frisco

Paws in the Pool at Frisco Water Park
Source: Play Frisco

Cottonwood Creek Greenbelt
Source: Play Frisco

A

APPENDIX

RECREATION FACILITIES

POPULATION-BASED SERVICE METRIC FOR OUTDOOR SPORTS RECREATION FACILITIES COMPARED TO NATIONAL METRIC						
	CURRENT COUNT (PLAY FRISCO)	RESIDENTS PER RECREATIONAL FACILITY		AMENITY NUMBER NEEDED		
		NATIONAL AVERAGE[5]	RATIO TODAY	TOTAL NEEDED TODAY	ADDITIONAL NEEDED TODAY	ADDITIONAL NEEDED FOR BUILDOUT POPULATION
BASKETBALL COURT	27	15,136	8,780	16	**-11**	**-6**
VOLLEYBALL	4	57,456	59,268	4	**0**	**2**
MULTI-USE COURT (BASKETBALL & VOLLEYBALL)	4	71,750	59,268	3	**-1**	**1**
TENNIS COURT[6]	104	10,524	2,280	27	**-77**	**-73**
PICKLE BALL	2	20,244	117,047	6	**4**	**6**
MULTI-USE COURT (TENNIS & PICKLEBALL)	12	34,500	15,606	4	**-5**	**-3**
RECTANGLE FIELD (FOOTBALL & SOCCER)	32	14,238	6,773	17	**-18**	**-12**
DIAMOND FIELD (SOFTBALL & BASEBALL)	24	11,129	9,878	21	**-3**	**5**
CRICKET FIELD	5	362,153[7]	47,414	2	**-3**	**-4**
LACROSSE	4	126,912[7]	59,268	4	**0**	**-1**
SKATE PARK	1	239,177	237,071	1	**0**	**0**
DISC GOLF	1	278,884	237,071	1	**0**	**0**
SWIMMING POOL	1	113,219	237,071	2	**1**	**2**
WALKING LOOP	35	6,8811	6,773	3	**-32**	**-32**

While comparing Frisco's amenities to national averages can provide a helpful benchmark, it's crucial to recognize that each city has its own unique needs and priorities. A simple comparison to national averages might suggest that Frisco is adequately served in certain areas. However, this broad-brush approach can mask specific local demands.

POPULATION-BASED SERVICE METRIC FOR CIVIC RECREATION FACILITIES COMPARED TO NATIONAL METRIC						
	CURRENT COUNT (PLAY FRISCO)	RESIDENTS PER RECREATIONAL FACILITY		AMENITY NUMBER NEEDED		
		NATIONAL AVERAGE	RATIO TODAY	TOTAL NEEDED TODAY	ADDITIONAL NEEDED TODAY	ADDITIONAL NEEDED FOR BUILDOUT POPULATION
PLAYGROUND	50	9,591	4,741	25	**-25**	**-16**
TOT LOTS	24	33,913	9,878	7	**-17**	**-14**
COMMUNITY GARDEN	1	125,935	237,071	2	**1**	**2**
DOG PARK	1	128,906	237,071	2	**1**	**2**
SPLASH PADS	3	199,437	79,024	1	**-2**	**-1**
WATERPARK	1	149,008	237,071	2	**1**	**2**
AQUATIC CENTER	1	248,646	237,071	2	**0**	**0**
TEEN CENTER	0	360,153	0	1	**1**	**1**
RECREATION CENTER	3	57,750	78,032	4	**1**	**3**
SENIOR CENTER	1	125,817	237,071	2	**1**	**2**
PERFORMANCE AMPHITHEATER	1	116,135	237,071	2	**1**	**2**
NATURE CENTER	1	139,248	237,071	2	**1**	**2**
COMMUNITY CENTER	0	93,758	0	3	**3**	**3**
RESTROOMS	14	11,925	16,934	20	**6**	**13**

Source: 2024 National Recreation and Park Association
2-5 The National Average is based upon the population jurisdiction more than 250,000 considering the buildout population of 325,000
2-6 The City of Frisco includes 8 tennis courts managed by Play Frisco, while the remaining 96 courts are operated in partnership with FISD.
2-7 The National average sourced from 2023 National Recreation and Park Association.

LEGEND
- Above National Average
- Meets National Average
- Below National Average

For example, while Frisco's cricket fields might align with national averages, community engagement revealed a higher demand for cricket fields, contradicting assumptions and highlighting the importance of understanding local preferences beyond national benchmarks. Prioritizing these specific needs is crucial for effective planning.

VULNERABILITY TO SOCIAL ASPECTS

KEY FINDINGS

1 Most of the City has low vulnerability on housing type- and transportation-related indicators.

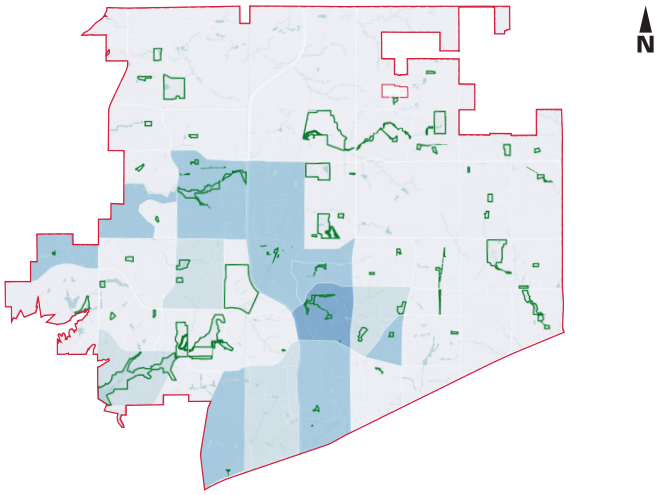
2 Most areas in Frisco have a moderate level of racial and ethnic diversity.

3 While Frisco enjoys high socioeconomic status, pockets of vulnerability exist in the central and western portions of the City.

4 The central part of Frisco has the highest concentration of households with some degree of social vulnerability.

5 The prevalence of mental health distress between 15-20% is considered high. The majority of the population experiences physical inactivity rates between 10% and 15%.

HOUSING TYPE / TRANSPORTATION[9]



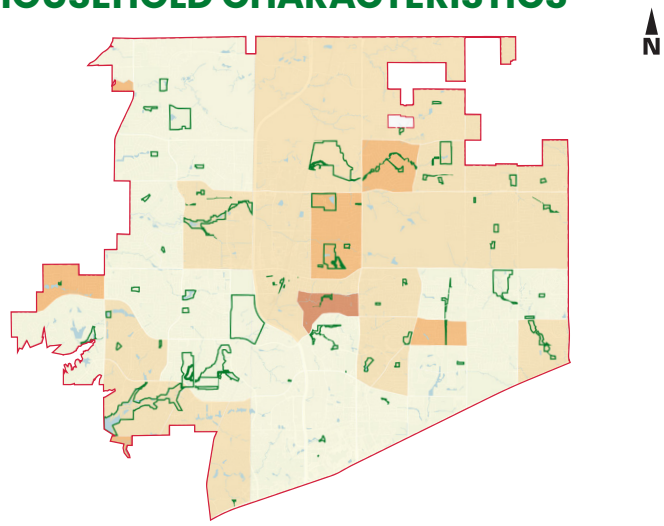
LEGEND

- Low
- Low to Medium
- Medium to High
- High
- City of Frisco Parks
- City Boundary

Source: CDC ATSDR 2022, Design Workshop

2-9 This theme examines housing conditions and access to transportation impacting the low income groups in the community. The factors impacting include multi-unit structure, mobile homes, no vehicles, crowded housing and group quarters

HOUSEHOLD CHARACTERISTICS[10]



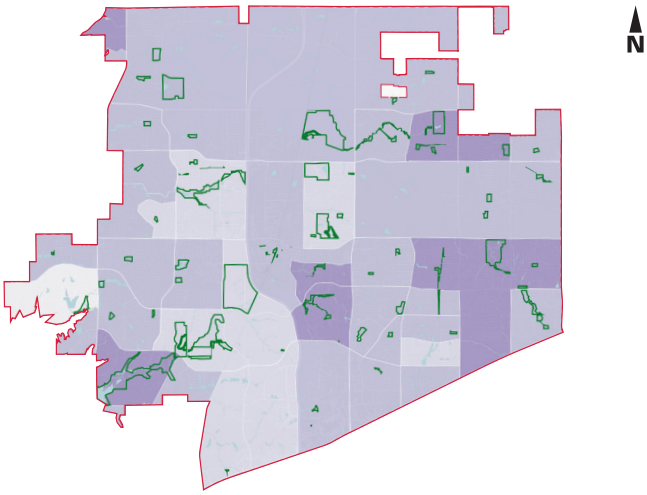
LEGEND

- Low
- Low to Medium
- Medium to High
- High
- City of Frisco Parks
- City Boundary

Source: CDC ATSDR 2022, Design Workshop

2-10 The factors impacting household characteristics relate to the composition of household and the potential vulnerabilities of their members. The five factors are age 65 & older, age 17 & younger, civilian with a disability, single parent household, english language proficiency.

RACIAL AND ETHNIC MINORITY STATUS [11]

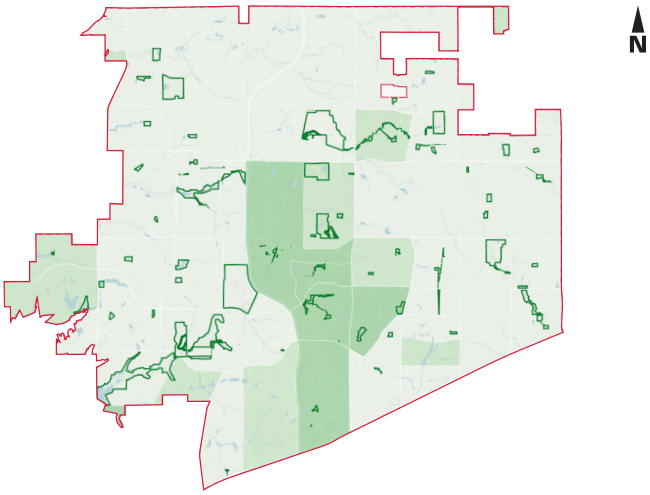


LEGEND

- Low
- Low to Medium
- Medium to High
- High
- City of Frisco Parks
- City Boundary

Source: CDC ATSDR 2022, Design Workshop
2-11 This theme is based on the understanding that these groups have faced systemic disparities and require adaptations to encourage inclusivity

SOCIOECONOMIC STATUS [13]

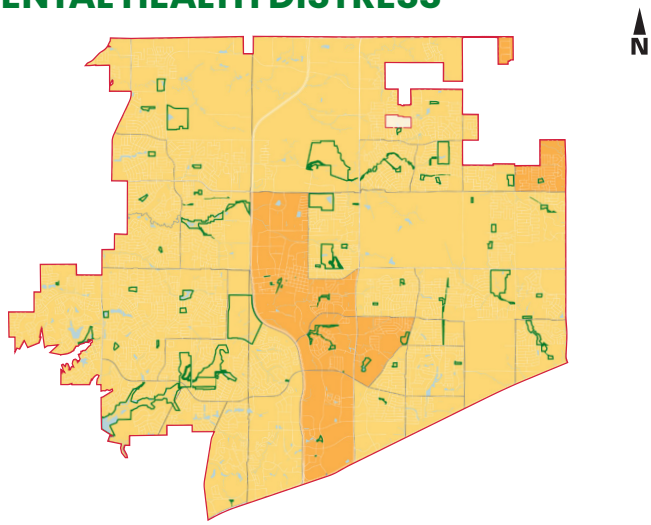


LEGEND

- Low
- Low to Medium
- Medium to High
- High
- City of Frisco Parks
- City Boundary

Source: CDC ATSDR 2022, Design Workshop
2-13 Socioeconomic status is represented by below 150% poverty, unemployed, housing cost burden,no high school diploma and no health insurance.

MENTAL HEALTH DISTRESS [12]

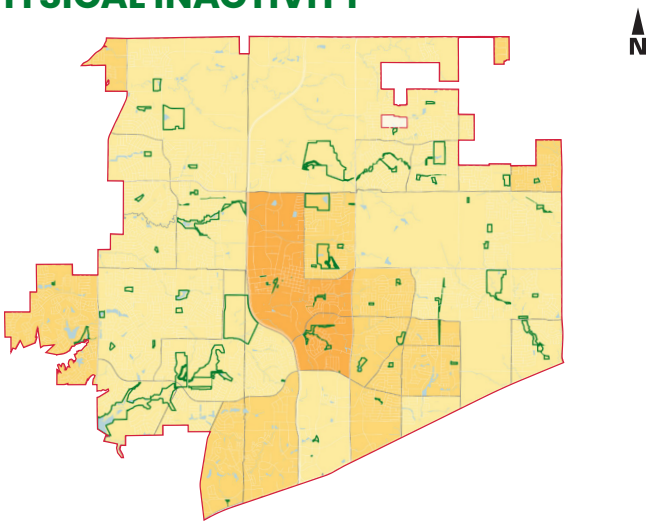


LEGEND

- 10-15%
- 15-20%
- City of Frisco Parks
- City Boundary

Source: CDC, Design Workshop
2-12 . Public parks have the potential to significantly impact mental well-being in both positive and negative ways. The prevalence of mental health distress between 15-20% is considered high. This range indicates a significant portion of the population is experiencing mental health challenges, which can have substantial impacts on individuals, families, communities, and society as a whole.

PHYSICAL INACTIVITY [14]

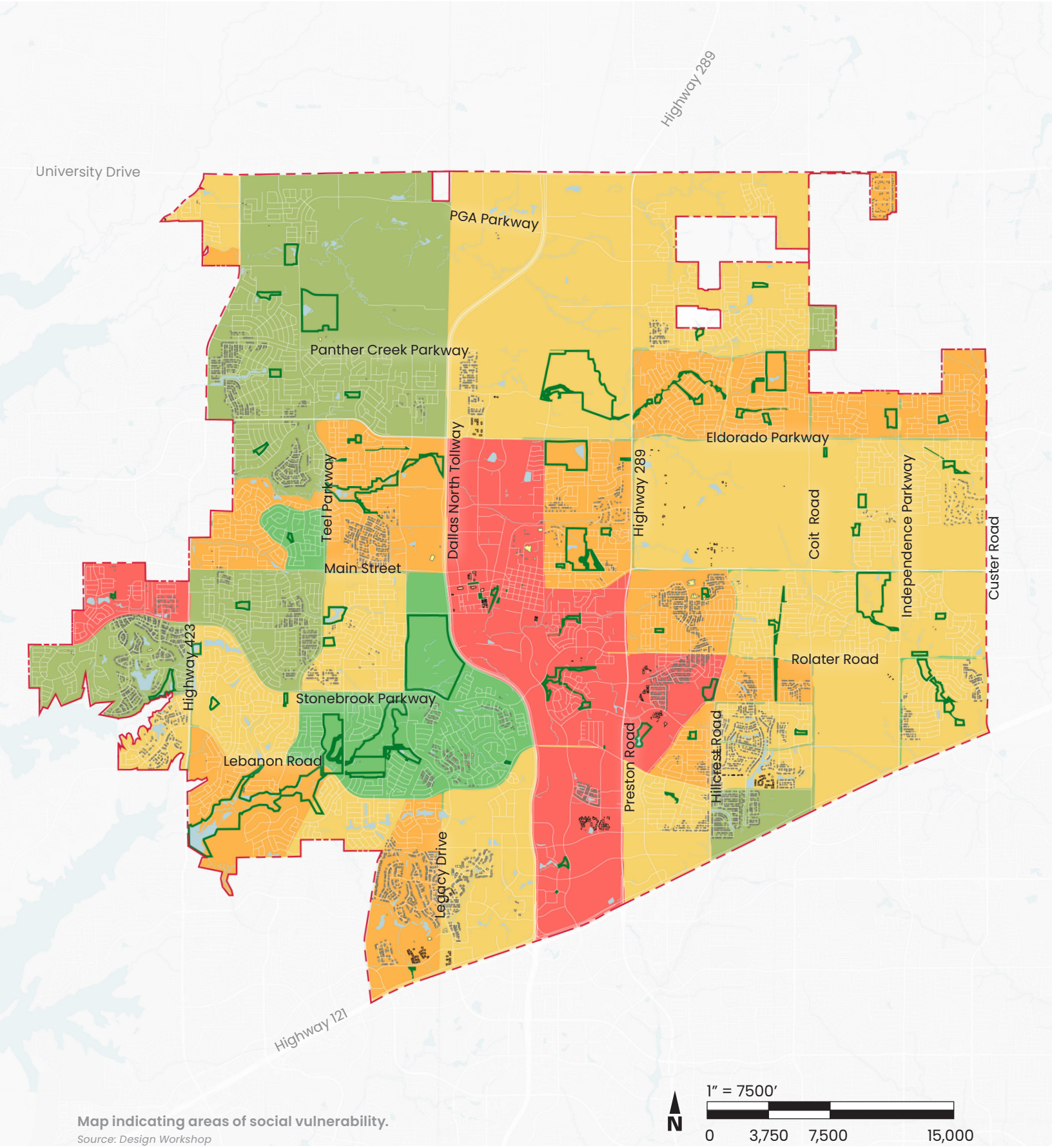


LEGEND

- 10-15%
- 15-20%
- 20-25%
- 25-30%
- City of Frisco Parks
- City Boundary

Source: CDC, Design Workshop
2-14 The relationship between physical inactivity and public park systems is complex and intertwined. Numerous studies suggest that access to well-designed and maintained public parks can significantly decrease physical inactivity levels

SOCIAL VULNERABILITY



Map indicating areas of social vulnerability.
Source: Design Workshop

The areas that were highlighted through this analysis experience demographic and health disparities compared to other areas in Frisco. The concentration of factors like low income or racial and ethnic minority status, when considered alongside other information related to park access, may indicate a need for additional investment in parks and recreational facilities in these specific areas.

LEGEND

- City Boundary
- Roads
- Railroad
- Water Body
- Parks
- On-street Bike Routes
- Existing Trails
- Future Trails
- Residents outside 10 minute walk

- Vulnerability - Low
- Vulnerability - High

STRUCTURE OF THE ANALYSIS

Housing Type/Transportation

Low	1 POINTS
Low-Medium	2 POINTS
Medium-High	3 POINTS
High	4 POINTS

Racial and Ethnic Minority Status

Low	1 POINTS
Low-Medium	2 POINTS
Medium-High	3 POINTS
High	4 POINTS

Socio - Economic Status

Low	1 POINTS
Low-Medium	2 POINTS
Medium-High	3 POINTS
High	4 POINTS

Household Characteristics

Low	1 POINTS
Low-Medium	2 POINTS
Medium-High	3 POINTS
High	4 POINTS

Mental Health Distress

Low-Medium	1 POINTS
Medium-High	2 POINTS

Physical Inactivity

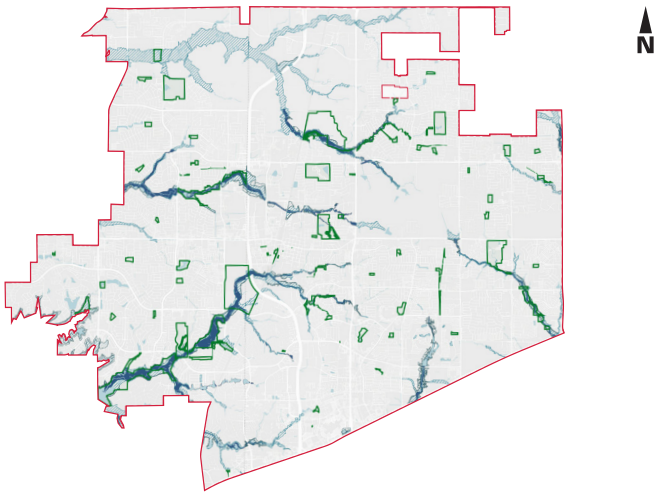
Low	1 POINTS
Medium	2 POINTS
High	3 POINTS

VULNERABILITY TO ENVIRONMENTAL HAZARDS

KEY FINDINGS

1. 2% of total land in Frisco is designated floodplain.
2. The severity of the urban heat island effect is distributed unevenly across Frisco.
3. A large portion of Frisco's land area is impervious.
4. Frisco has about 7.2% tree canopy cover.
5. Most of Frisco experiences an exceptionally minimal risk of wildfire according to Texas Wildfire Risk.

FLOODPLAIN

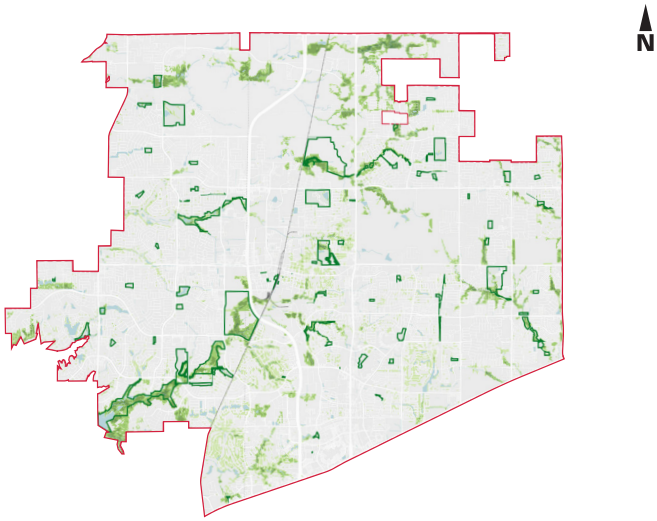


LEGEND

- 500-Year Floodplain
- 100-Year Floodplain
- Regulatory Floodway
- City of Frisco Parks
- City Boundary

Source: FEMA, Design Workshop

TREE CANOPY

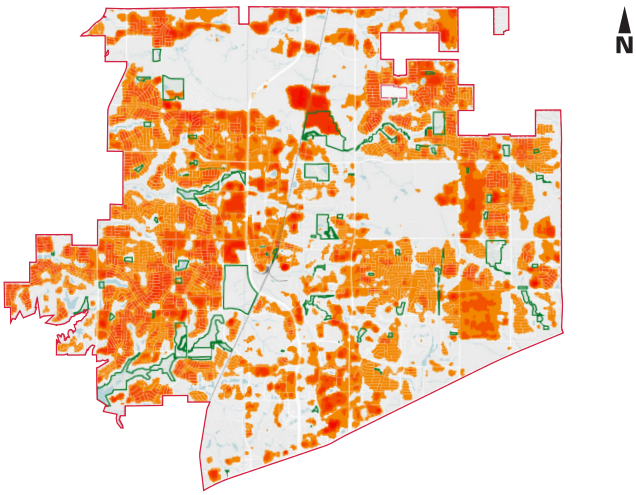


LEGEND

- <1%
- 1 - 25%
- 25% - 50%
- 50 - 75%
- > 75%
- City of Frisco Parks
- City Boundary

Source: USA NLCD Tree Canopy, Design Workshop

URBAN HEAT ISLAND EFFECT

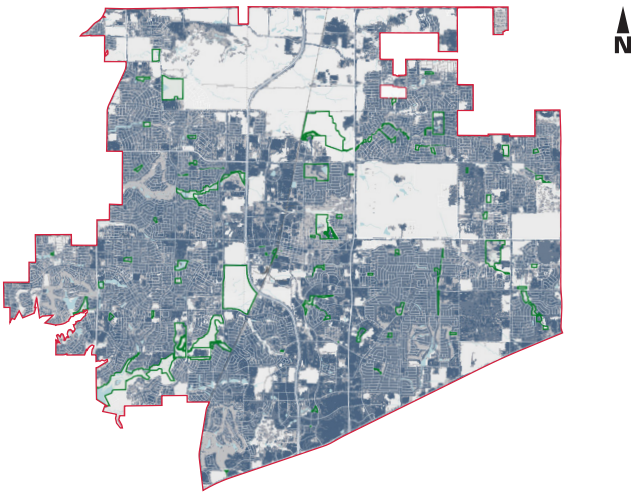


Legend

- Lower Heat Severity
- Moderate Heat Severity
- Higher Heat Severity
- City of Frisco Parks
- City Boundary

Source: US Urban Heat Island 2023, Design Workshop

IMPERVIOUS COVER

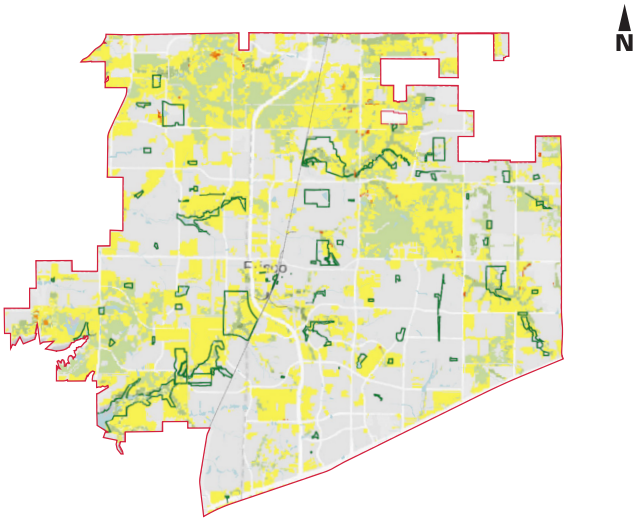


LEGEND

- 1%
- 1 - 19%
- 20 - 49%
- 50 - 79%
- 80 - 100%
- City of Frisco Parks
- City Boundary

Source: USA NLCD Impervious Surfaces, Design Workshop

WILDFIRE RISK

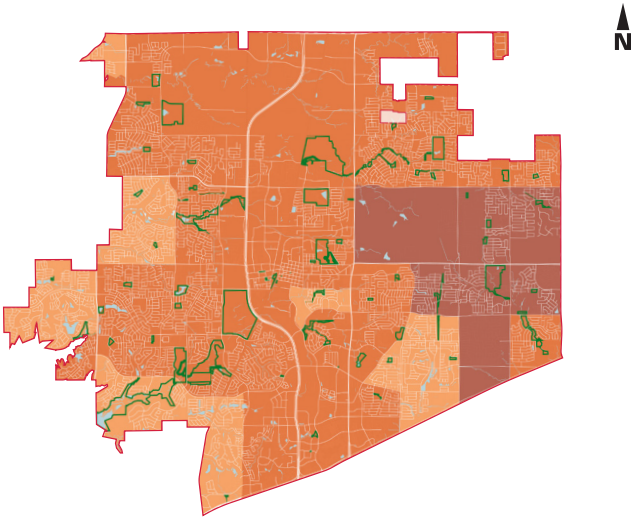


LEGEND

- Very Low
- Low
- Moderate
- High
- Very High
- City of Frisco Parks
- City Boundary

Source: Texas Wildfire Risk, Design Workshop

EXPECTED ANNUAL FINANCIAL LOSS FOR ALL NATURAL HAZARDS

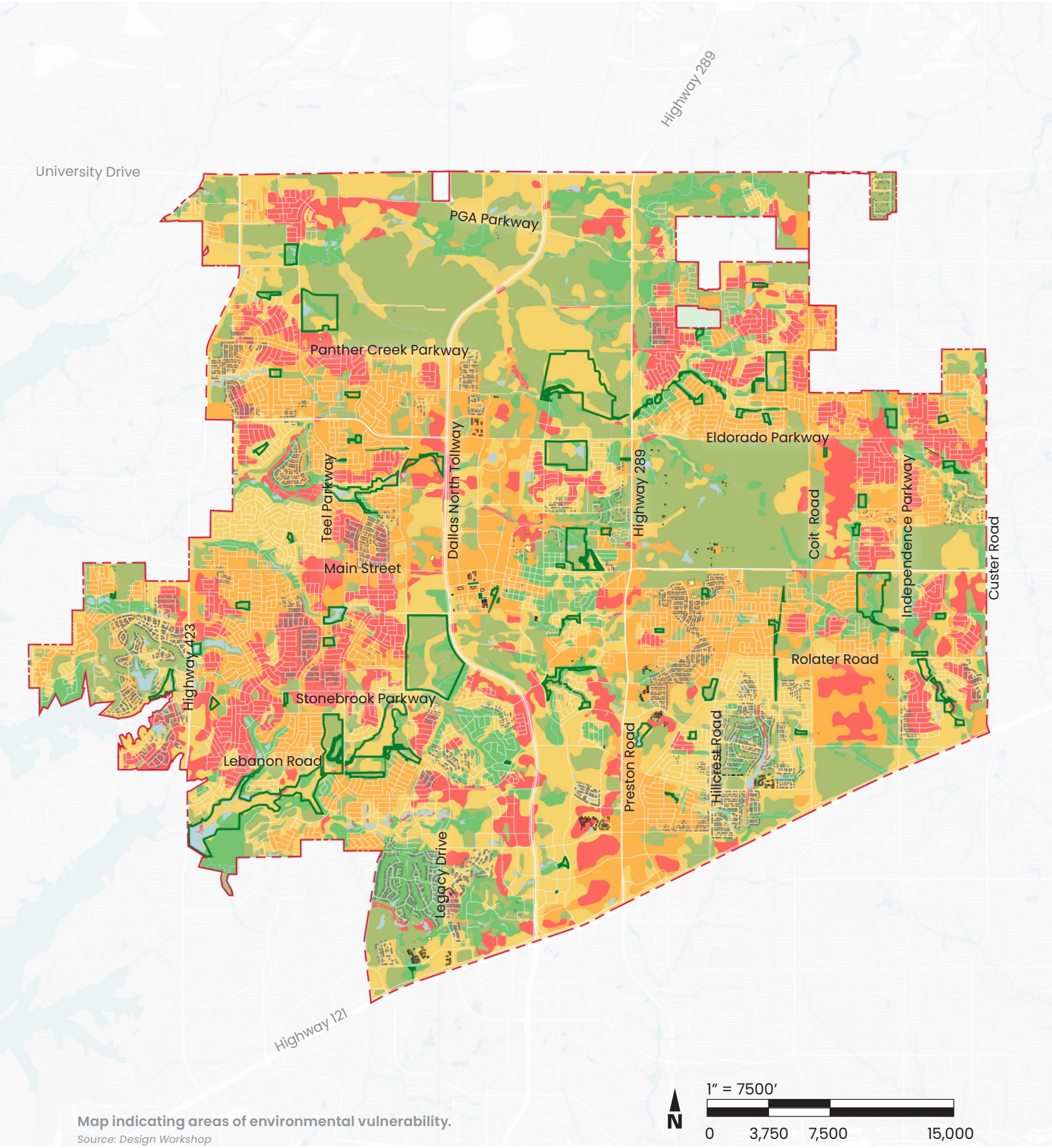


LEGEND

- Very High
- Relatively High
- Relatively Moderate
- City of Frisco Parks
- City Boundary

Source: National Risk Index, Design Workshop

VULNERABILITY TO ENVIRONMENTAL HAZARDS



Map indicating areas of environmental vulnerability.
Source: Design Workshop

The areas that were highlighted through this analysis experience increased risk of environmental hazards compared to other areas in Frisco. The concentration of factors such as low tree canopy coverage, impervious surfaces, flood risks, financial losses from natural hazards, heat intensity, and wildfire risks identifies areas most at risk, enabling the city to allocate resources effectively and implement strategies to mitigate these hazards. It also supports sustainable development by informing future planning decisions to enhance resilience and protect community well-being.

LEGEND

- City Boundary
- Roads
- Railroad
- Water Body
- Parks
- On-street Bike Routes
- Existing Trails
- Future Trails
- Residents outside 10 minute walk
- Vulnerability - Low
- Vulnerability - High

STRUCTURE OF THE ANALYSIS

Floodplain

500-Year Floodplain ..... 1 POINTS
100-Year Floodplain ..... 2 POINTS
Regulatory Floodway ..... 3 POINTS

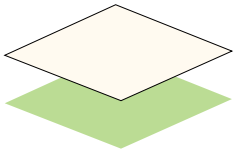
Urban Heat Island Effect

Lower Heat Severity ..... 1 POINTS
Moderate Heat Severity ..... 2 POINTS
Higher Heat Severity ..... 3 POINTS

Developed Land

Pervious Cover ..... 0 POINTS
(>1%)

Impervious Cover ..... 1 POINTS
(1%-19%, 20-49%, 50-79%, 80-100%)



Tree Canopy

No Tree Canopy ..... 1 POINTS
(1%)

Tree Canopy Coverage ..... 0 POINTS
(1%,25%, 50%, 75%)

Wildfire Risk

Low Fire Intensity ..... 1 POINTS
Moderate Fire Intensity ..... 2 POINTS
High Fire Intensity ..... 3 POINTS
Very High Fire Intensity ..... 4 POINTS

Expected Annual Financial Loss for All Natural Hazards

Moderate Annual Loss ..... 1 POINTS
High Annual Loss ..... 2 POINTS
Very High Annual Loss ..... 3 POINTS

ENVIRONMENTAL ASSETS FOR PRESERVATION

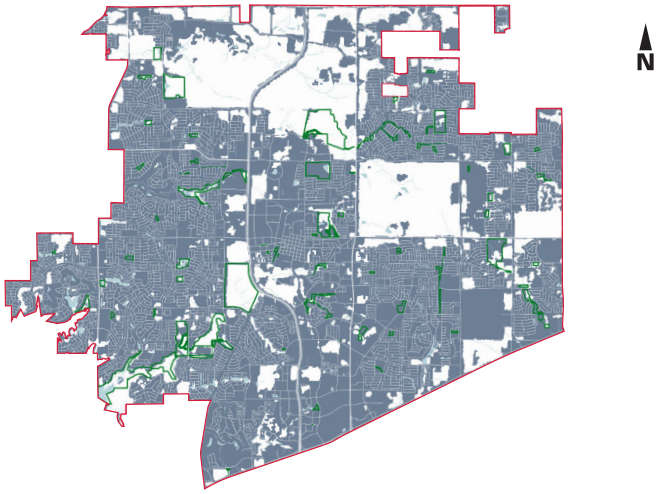
KEY FINDINGS

1 According to the City of Frisco 2023 Development Activity report, about 18% of land is vacant with no active construction and the City will reach its buildout by 2038.

2 2% of land within the floodplain must be set aside for groundwater recharge and infiltration.

3 Prime farmland possesses an optimal combination of physical and chemical soil characteristics. Prime farmland should be protected or acquired for conservation and agriculture. This land can be designated as natural areas or can play a role in addressing food insecurity in the region.

UNDEVELOPED LAND

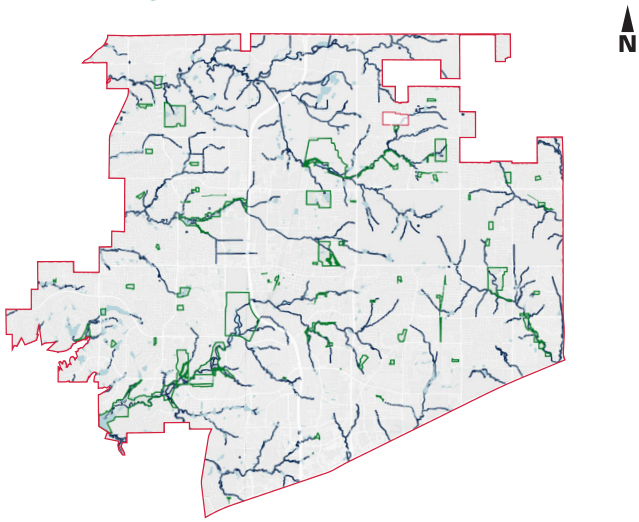


LEGEND

- Undeveloped Land
- Developed Land
- City of Frisco Parks
- City Boundary

Source: USA NLCD Impervious Surfaces, Design Workshop

WETLANDS

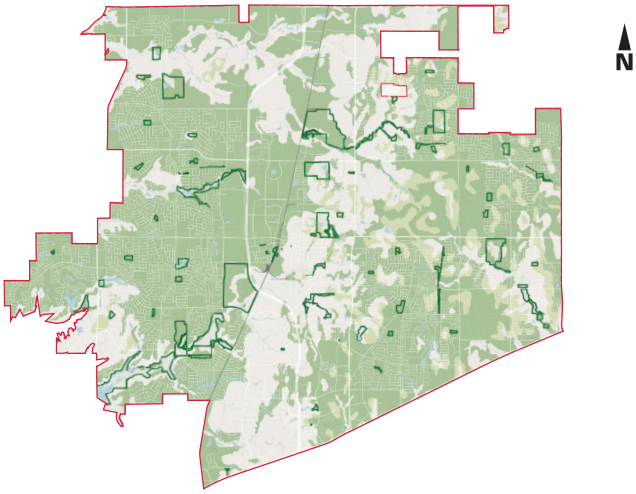


LEGEND

- Freshwater Forested/Shrub Wetland
- Freshwater Emergent Wetland
- City of Frisco Parks
- City Boundary

Source: USA NLCD Tree Canopy, Design Workshop

PRIME FARMLAND

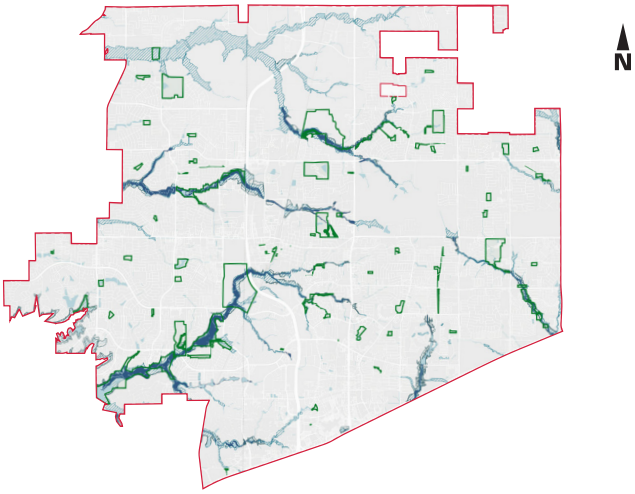


LEGEND

- Prime Farmland
- Farmland of Statewide Importance
- Not Farmland
- City of Frisco Parks
- City Boundary

Source: US Department of Agriculture, Design Workshop

FLOODPLAIN AND WATER BODIES

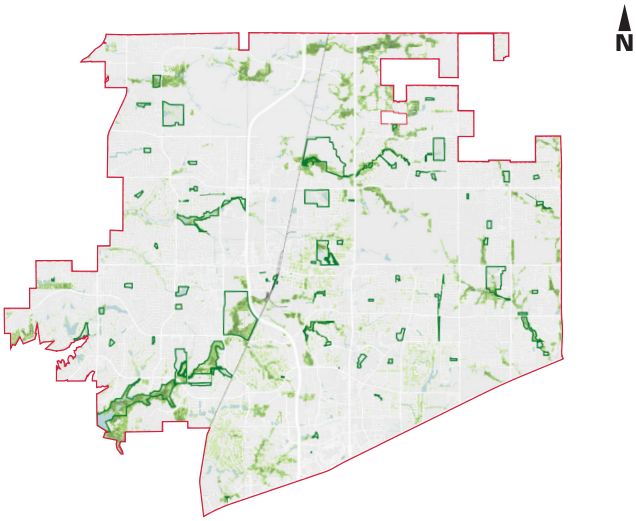


LEGEND

- 500-Year Floodplain
- 100-Year Floodplain
- Regulatory Floodway
- Water Body
- City of Frisco Parks
- City Boundary

Source: FEMA, Design Workshop

TREE CANOPY

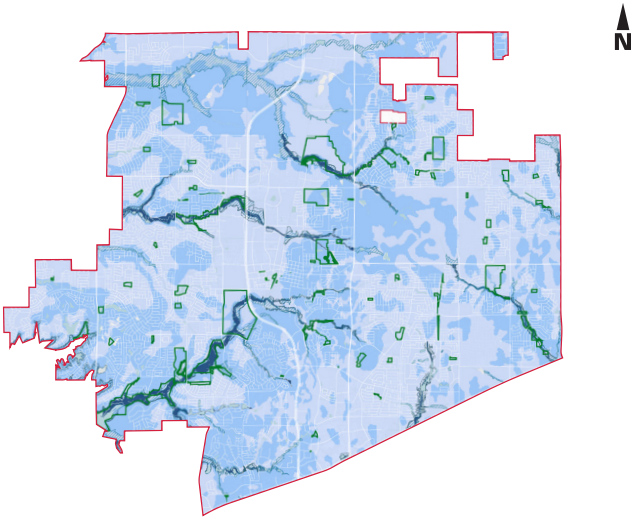


LEGEND

- <1%
- 1 - 25%
- 25% - 50%
- 50 - 75%
- > 75%
- City of Frisco Parks
- City Boundary

Source: Texas Tree Canopy, Design Workshop

DRAINAGE

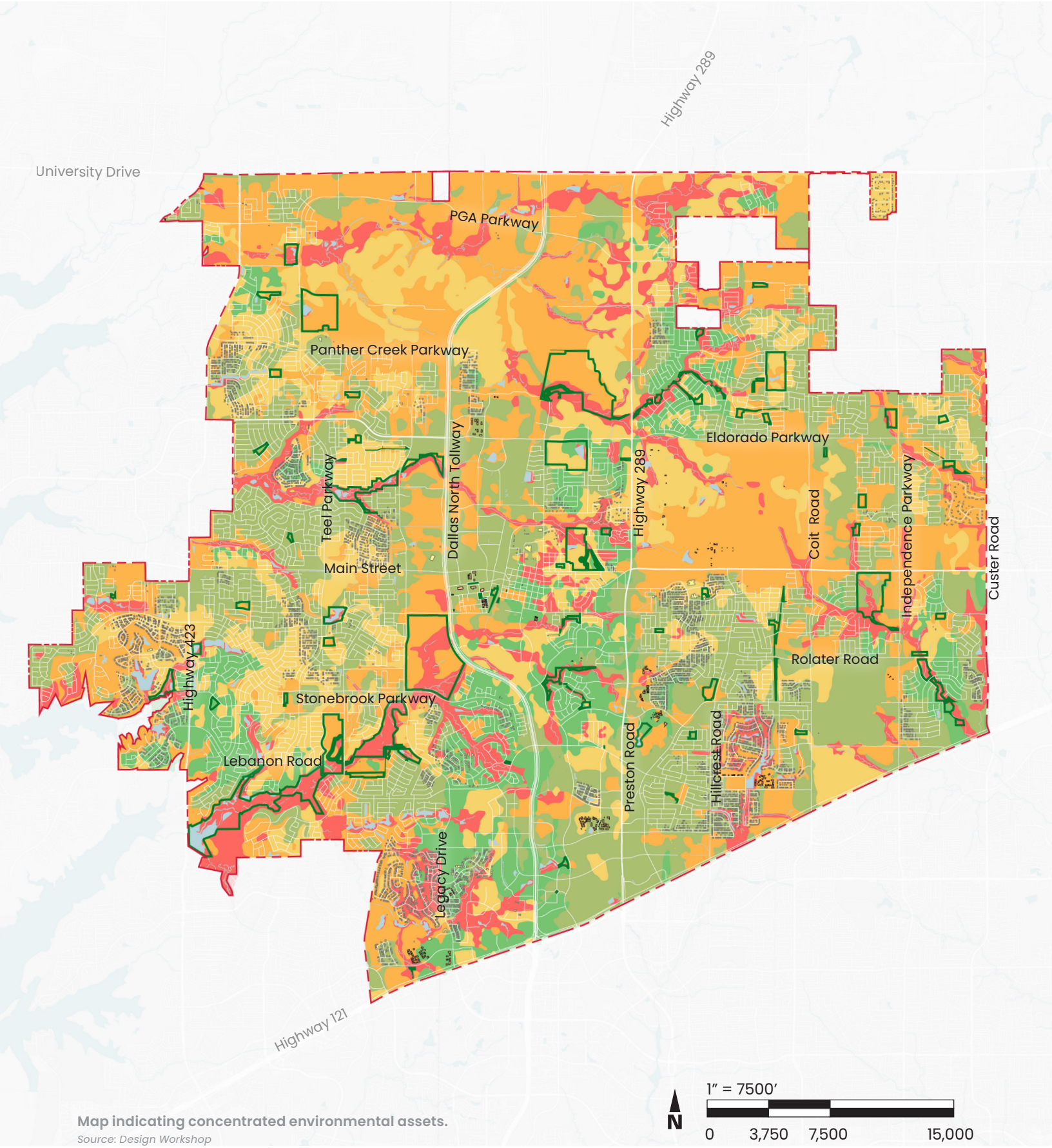


LEGEND

- Well Drained
- Moderately Drained
- Poorly Drained
- City of Frisco Parks
- City Boundary

Source: US Soil Drainage, Design Workshop

ENVIRONMENTAL ASSET FOR PRESERVATION



Map indicating concentrated environmental assets.

Source: Design Workshop

The areas that were highlighted through this analysis include key environmental assets. The concentration of areas with high tree canopy coverage, pervious surface, wetlands, prime farmlands, soil drainage conditions, and other related factors are key areas for protection through the park system. This approach is vital for maintaining ecological health, managing stormwater, and enhancing community well-being while supporting biodiversity. By preserving these natural resources, the city can promote balanced growth, leading to a healthier and more resilient community.

LEGEND

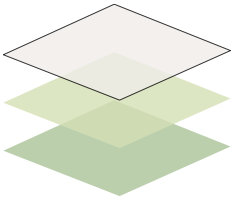
- City Boundary
- Roads
- Railroad
- Water Body
- Parks
- On-street Bike Routes
- Existing Trails
- Future Trails
- Residents outside 10 minute walk
- Vulnerability - Low
- Vulnerability - High

STRUCTURE OF THE ANALYSIS

Undeveloped Land

Pervious Cover(>1%) ..... 1 POINTS

Impervious Cover ..... 0 POINTS
(1%-19%, 20-49%, 50-79%, 80-100%)



Prime Farmland

Not Farmland ..... 0 POINTS

Farmland of Statewide Importance ..... 2 POINTS

Prime Farmland ..... 2 POINTS

Floodplain and Water Bodies

500-Year Floodplain ..... 1 POINTS

100-Year Floodplain ..... 2 POINTS

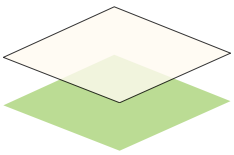
Regulatory Floodway ..... 3 POINTS

Water Bodies ..... 4 POINTS

Wetlands

Freshwater Forested /Shrub Wetland ..... 2 POINTS

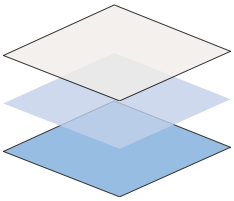
Freshwater Emergent Wetland ..... 2 POINTS



Tree Canopy

No Tree Canopy (1%) ..... 0 POINTS

Tree Canopy Coverage ..... 1 POINTS
(1%,25%, 50%, 75%)



Drainage

Poorly Drained ..... 0 POINTS

Moderately Drained ..... 1 POINTS

Well Drained ..... 2 POINTS

DEVELOPMENT SERVICES

CITY OF FRISCO

GEORGE A. PUREFOY MUNICIPAL CENTER
6101 FRISCO SQUARE BLVD · 3RD FLOOR
FRISCO, TEXAS 75034
TEL 972.292.5300 · FAX 972.292.5388
WWW.FRISCOTEXAS.GOV

February 26, 2025

TO: Applicant

FROM: Shannon Coates, Director of Parks & Recreation *SC*

SUBJECT: Results of the Planning & Zoning Commission, February 25, 2025

Public Hearing –
Comprehensive Plan Amendment: Adoption of the updated Parks and Recreation Master Plan (CA25-0002)
Owner(s): City of Frisco

Description:

A request to amend the Comprehensive Plan to incorporate the updated Parks and Recreation Master Plan.

Result/Action:

Approved: 6 – 0

ACTION:

The Planning & Zoning Commission approved amending the Comprehensive Plan to incorporate the updated Parks and Recreation Master Plan subject to:

1.) The Parks Plan will need to refer to the Comprehensive Plan regarding the information on build-out and what is determined to be vacant land;
2.) Correcting and siting the differences between city park versus HOA open space.

Final approval requires actions by the City Council.

cc: Result memo staff distribution list

Plan Your Play - Meeting with PARB

MEETING TITLE	Meeting with PARB
EVENT ORGANISER	Play Frisco, Design Workshop
VENUE	The Grove at Frisco Commons -8300 McKinney Rd,Frisco, TX 75034
EVENT DATE & TIME	25/02/13 , 6:00 - 8:00 pm
PARTICIPANTS	9 - Ashley Miller, Amer Gaffar, Jennifer Luney, Frank Mesina, Sangita Datta, Lisa Kirby, Chinasatyam Veernapu, Shannon Coates, Claire Hempel

Comment Log

No.	Reviewer	Comment	Page & Chapter no	Response	Action
			Prioritization of Recommendations		
1	Jennifer Luney	This is only **10 priorities** (in the recommendation section) and there were **12 listed** (in the community engagement section). The second question is, can it be put in order like priority that has most votes, because that's not the order its in.	Pg 72-73 , Chapter 4	Shannon responded -The prioritization exercise allowed the community to select the top 12 options. However, to align with the council's top 10 list, the priorities have been adjusted to focus on the top 10. Additionally, in response to the second question, the priorities are not in the same order, as they were weighted based on the factors outlined on page 72 of the document. These factors include community feedback, cost considerations (as some initiatives are more expensive while others require no funding), the scale of impact (whether affecting small areas or the entire city), and overall feasibility. For example, trail connections depend on upcoming developments. Therefore, a worksheet was created to compile and weight all the mentioned factors	Updated, The Community Engagement section on page 55, Chapter 3, includes a list of the top 10 priorities instead of the top 12 to prevent confusion.
2	Jennifer Luney	On the next page impact is shown by squirrel, a leaf and a dollar... but looking at it is top 10 most to least, just trying to figure out is it the least amount of squirrel **high or low priority**, shouldn't that show as this is priority number 1,2...	Pg 72-73 , Chapter 4	Shannon responded- One of the things that can help is to take the numbers off. This slide was made specifically for the presentation. One of the things that drive the current plan, and cultural master plan, even though there are priorities and recommendations, in case something else changes in the community, for example, the demographics shifted in Frisco very quickly and Cricket became a priority. Hence maybe in place of recommendation prioritization, it's almost focus areas.	
3	PARB Member 1	Trying to figure out, how much it will **cost on each of these items** are?	Pg 72-73 , Chapter 4		
4	Jennifer Luney	"The Design Resilient Park" has **highlighted everything more** than anything else, should that be number 1 or number 10? Just trying to figure out what makes it a priority. So once you narrow down priorities what's the first one you would tackle and why?	Pg 72-73 , Chapter 4		
5	PARB Member 1	**Go back to the top 12** in here, even if the city council goes back and changes to the top 10. This should reflect the top 12 as currently, it looks like the last two are being downgraded as a priority. From the community you have asked for 12, if you had asked for 10 then it would align.	Pg 72-73 , Chapter 4		
6	PARB Member 2	The **other way** to look at it is it can be shown like a filter indicating from list 86, then the top 12 was voted and finally weighing with the factors prioritize top 10, **showing the progression** on how you went from this big number down to this and why on an additional slide.	Pg 72-73 , Chapter 4	Shannon - some of the things on the top 12, these can be grouped as an example tree canopy, and mitigating heat is a part of it.	
7	PARB Member 3	Looking through all the recommendations what jumped out was the thing that did not capture in here is **Land acquisition**, which is key component to some these other recommendation	Pg 72-73 , Chapter 4	Shannon - It is part of the feasibility and also depends upon upcoming developments and developers coming. Hence it needs to factor in who it impacts, how much it costs, and how much we control it as a city.	Answered

8	PARB Member 4	GAP analysis shows where can be the land owned by CDC or EDC, if the city does not acquire this vacant land there is **no green space** left. Currently, the city is left with 14 -17 % of undeveloped land. Where is the land to do this? Is it meeting the Frisco needs, Frisco today, the national average, benchmarks and then a statement on regarding future acres needed is what stood out.	pg 31	Shannon - That's where the creativity has to come in. Especially looking at the old comp plan, mentioned that the population would never reach up to 300,000. But the current comp plan projects that the city is reaching its build-out of 335,000 and no more acres of land can be acquired. Hence that's where flood plains and easements become important, and we are trying to be more creative. Currently, even though this gap is reflected, Play Frisco has a dashboard for the community showing these are the parks near the citizens while for developers another map shows existing vacant parcels from which the city will be aqcuiring land. The northern shows Fields development, where there will 72 acres of park in the future which shows up as GAP today. Not a lot can be done about acquiring land as these properties were negotiated in the 80's. Yes, the city needs to figure this out.	Answered, and updated as per latest Comprehensive Plan draft
9	PARB Member 1	Did you get surprised by the comments and the community survey?	chapter 3 overall	Shannon-Not surprised, being out in the community a lot, especially with grand park engagements, it made sense why the plan has changed. The departments in Frisco have changed too like having a Natural resource department which was not thought about 7 years ago. This is what the community has been saying for years, they love its booming city but don't want every inch of the city to be built with developments. It's a very consistent set of comments from the community.	Answered
10	PARB Member 2	**Recommendations 4 and 6** threw me off a bit as we hear the community wants everything but doesn't prefer to pay for it. The appendix mentioned about national average required for X no of facilities, in which what stood out was the teen center and community center which Frisco doesn't have currently.	Pg 55 , Chapter 3 & appendix pg ii -iii	Claire - The national average is per capita which is the reason why its important to have these plans done so that then translates to the individual needs of the city.	Answered
11	PARB Member 3	The recommendation regarding mitigating extreme heat the feedback received was not to do with being outside more to do with steps to manage extreme heat	Pg 72-73 , Chapter 4		No Action needed
12	PARB Member 4	**Partnerships** was one of my priorities and I was surprised it did not make this cut. As I see it is a key component to doing some things on listed in the recommendations like shade structure, turf, restrooms can be sponsored. As a board, I would like Partnership level up more in this list.	Pg 72-73 , Chapter 4	Shannon - The way the City of Frisco operates, partneships and sponsorships are not handled by Play Frisco but by the Communications office hence it is centralized. It is referenced in the plan multiple times regarding partnerships and its importance but Frisco handles it differently and has company who handles sponsorships. Partnerships can be health care facilities, universities, trail conservancies which are already being looked at by the city.	Answered
13	PARB member 5	What are the **two priority votes** that dropped out of top 10 recommendation list?	Pg 72-73 , Chapter 4	Shannon - The last mile connection trails did not come through in the top 10 as it depends on future development and roughly a million dollars a mile to build these trails. The other one is Safety which the Play Frisco staff is synthesizing as a lot of these are overlapping with other recommendations like Design Resilient Park where it will be accounted for. Claire- The rest of the recommendations are all outlined on pg 74 - 76, breakdown in the form of tiers indicating years, where the design for safety and comfort is listed under short-term which means it can be achieved within 1-3 years	Refer to page 74-76 , adjusted as per short , mid and long term recommendations.
14	PARB Member 1	In terms of these top 10 are consolidated based upon multiple factors and these are the focus area for Play Frisco.	Pg 72-73 , Chapter 4	Reword and state it somewhere in the plan.	Updated, Statement mentioned on page 73
15	PARB Member 2	Policy recommendation mentions review **park development fee regularly,** maybe a zoning issue but is that something	pg 64 - 67, Chapter 4	Shannon - Currently, the city does it every 3 years, but this plan states that the costs are escalating too quickly hence to be done every year. When developer comes in, based upon the master plan, analyze the gaps in service, and then identify should the developer ideally give land or money in leu of the land. This is all managed by play frisco and development services department which includes developemnt fee. As previously land was bought but had no development of parks.	Answered

14	PARB Member 5	How does **implementation** look like if the city council approves these focus areas?		Shannon - It's another tool for the staff. The city council's top 10 list is now called the Progress in Motion list where for example Grand Park is one of their focus areas. Play Frisco staff takes this list and it's the success markers then with all the Play Frisco plans, the staff creates a strategic plan for the department. The icons related to each goal tie back to the city's strategic focus areas in this plan. We tag them with icons and take them to the city council indicating that Play Frisco is following the city's vision.	Refer to page 58- 59
15	PARB Member 3	I really like how health, community, and economics are incorporated into this plan and the icons reflected in each of	pg 58- 71, Chapter 4		No Action needed
16	PARB Member 4	To understand better as an example Grand park is important to city council. Therefore to look at the focus areas - like mitigate extreme heat and providing additional facilities would be incorporated from this plan into an actual project	Pg 58-71,Chapter 4	Shannon - Yes, that's how this plan works. For example, Starbucks wants to open a cafe in Grand Park, but that wouldn't align with per resolution. This plan provides an umbrella for Play Frisco, in general, these are the guardrails. Claire - even as an example Kaleidoscope Park being P3, a park if similarly designed will have these focus areas listed in park RFQ, so it can be designed and reviewed based on these factors, hence solidifying the focus for the city staff and the council.	Answered
Recreation Center					
17	PARB Member 1	Regarding proposed Recreation center should **not be another FAC.**	PG 78 - 79, Chapter 4	Claire - It would cater to traditional recreation center facilities, more like classes and camps. Shannon - Discussed with the Assitant City Manager that this recreation center will not have another water park but will focus on the missing traditional community recreational facilities like Summer camps, classes for taichi, and yoga more like a community center. We re	Updated, add word " community recreation center" on pg 79
18	PARB Member 6	We are missing currently also missing a children's museum in Frisco.		Shannon - Yes, we don't have a Children's museum, but Play Frisco has recently launched a program for children in the main museum. Most of the programming and facilities in Frisco are led by public-private partnerships, so it would be in partnership with a private entity.	Answered
19	PARB Member 2	In my opinion, this **community rec center** is a key component the City of Frisco is missing. My little town in west Virginia had a community center within the bottom that had an indoor pool with so many of these community recreation.This was so utilized. I looked into how much square footage is required to call it hybrid rec center, this would be a huge win for the city	PG 78 - 79, Chapter 4	Shannon - The location has been decided on is based upon UN&T is there. If we go back to the idea of partnerships, this will make the rec center very special.	Updated, add word " community recreation center" on pg 79
20	PARB Member 3	I go back to number 10 acres, it needs to be highlighted as people don't realize everything factoring in or things changing dramatically, it is really hard to maintain that. Needs to be call out for city council specifically.	PG 78 - 79, Chapter 4		No Action needed
21	PARB Member 4	City council doesnot want **athletic center**	PG 78 - 79, Chapter 4	Shannon - Mentioning this as community center	Updated, add word " community recreation center" on pg 79
22	PARB Member 3	You can call out from the appendix section regarding missing **community center** as per national.	PG 78 - 79, Chapter 4	Claire- for P&z meeting and City council, this will be mentioned as it is community center not an athletic center.	add word " community recreation center", refer to appendix pg ii-iii
Other comments					
23	PARB Member 1	Mayor is impressed with the Alfredo trail. This also reminds me a huge trail that also can have business connectivity and advertize along this trail. Trail in north of Virginia had a COD trail, old rail road went down from Maryland All the way down to Leesburg, it also had wholefoods and connects part of city. I love the idea of **trail along the rail**	PG 78 - 79, Chapter 4		No Action needed

24	PARB Member 2	Has the **budget** for Play Frisco remains flat?		Shannon - This plan helps to tie in with the city's strategic plan build a a good case to increase budget. Play frisco usually has an increment on average og 3% in the budget every year.	Answered
25	PARB Member 3	Does the plan offers any recommendation that you see nationally for **innovation and technology** which the city council mentions a lot about it. Is there any opportunity for parks and recreation to be considered regarding technology and innovation. Basically with you do more with less. Does this fall under **invest in high quality park amenities**?		Claire - Yes, this is a really exciting question. In terms of technology for the maintenance side of things, there are robots that can mow lawn spaces. This could solve seasonal hiring. Smart cards or smart lights which are linked to a GIS database, will inform incase the lights go off and record it as a report. It helps for the quality of parks. The city is undergoing a through inventory of assets including all amenities of the park this will help understand the age of the amenities and plan for future budgeting to replace the old ones.	Answered, Refer pg 60-62
26	PARB Member 1	What about **safety though technology**, specifically safety at night? Recently there were some incursions into grand park, people were off-roading.		Claire- This depends how the city wants to go with it. But cameras in park can track and monitor crimes. We can add further regarding technology specifically for safety in this plan.	Updated, recommendation related to safety through technology pg 61
27	PARB Member 2	Currently lights have **wifi and charging station** example Kaleidscope park.		Claire - Yes, now there are a lot of street furnitures with technologies like charging station, which is among the recommendations included in the plan.	Refer pg 60-62
28	PARB Member 3	Reminds gathering place not having **charging cords and wifi**.		Shannon - City managers office a lot of discussion about cellphone towers, wifi connectivity, dead spots, which that's their task.	Answered
29	PARB Member 4	**Less concrete trails more natural trail.**		Claire- Comp plan talks about decks parks like Klyde Warren. Hence both these plans going side by side is benificial for the city.	Answered
30	PARB Member 5	I do have question about **recommendation 7** - program parks to minimize disturbance, what does it mean by compaction regarding dog park?	Pg 72-73 , Chapter 4	Claire - This specifically came out during the first open house, concerned neighbors around Bacchus park- a dog park, that initially was located in a sensitive environmental area. Everyday use of Dog parks, dog waste can run down the waterways and often the surfaces are mulched or compacted down. That concerns environmentally impacting tree canopy and native plants. Not just dog parks but also sports fields should be located considering these factors.	Answered

Plan Your Play - Meeting with PARB

MEETING TITLE	Meeting with P&Z
EVENT ORGANISER	City of Frisco, Play Frisco, Design Workshop
VENUE	GEORGE A. PUREFOY MUNICIPAL CENTER COUNCIL CHAMBERS, 6101 FRISCO SQUARE BLVD.FRISCO, TEXAS 75034
EVENT DATE & TIME	25/02/25 , 6:30 - 7:30 pm
PARTICIPANTS	Warren Ruiz, Steve Cone, Brittany Colberg, Tiffany Wells, Michael Howard, Sean Merrel, John Kendall, John Lettelier, Jonathan Hubbard, Rolandrea Russel, Daniel Ponder, Sean Aucoin, Peyton Sherman, Chris Leonard, Jason Grimm, Joel Fitts, Alyssa Barstow, Shannon Coates, Jennifer Morgan, Claire Hempel

Comment Log

No.	Reviewer	Comment	Page & Chapter no	Response	Action
1	Jon Kendall	What does 6 years to build-out in 2031 mean?	Pg 10, Chp 2	Claire- Developable land currently available for purchase may soon be unavailable. As greenfield sites diminish, future development will primarily focus on redevelopment.	Updated in the plan, Define Build-out as per comprehensive plan
2	Jon Kendall	Does 9.9 acres include the existing undeveloped parkland	Pg 31, Chp 2	Claire- Yes, this includes land under Play Frisco which may or may not be developed. 46% needs to develop as far as parkland	Answered, No action needed.
3	John Lettlier	A similar question about build-out and available vacant land was raised during the comprehensive plan review. Establishing a clear connection between both plans will help clarify this topic.	Pg 10 & pg 31, Chp 2		Updated in the plan, Define Build-out as per comprehensive plan
4	Jon Kendall	How many acres is Northwest - Park? Will the bike path stay? What are the other amenities that will be available.		Shannon - the project encompasses 150 acres and includes a significantly improved bike path, a pump track, a tot-lot playground, a variety of trails, and a welcoming lawn and plaza. The overall theme is designed to create a destination space, with a significant partnership established with FISD. It would help reconnect students with the park, offering valuable opportunities for nature education. It will have little bit of something for everyone.	Answered, No action needed.
5	Steve Cone	Grand Park has two different shades of green, please clarify?	Pg 24 - 29, Chp 2	Claire: Lighter green is phase 1, Dark green is phase 2- nature focused. Clarification can be added, and will need to follow up after discussing it with the team.	Answered, No action needed. Color coded in different shades of green as per each typology defined by Play Frisco
6	Steve Cone	Is the City of Frisco aiming to exceed the national average or simply meet it in the long term?	Pg 31, Chp 2, Pg 60-71 chp 4	Claire - The city needs to acquire 1,000 acres to meet buildout requirements. Instead of solely acquiring new land, the city could integrate drainage areas as linear parks, creating trail connections across the city. This would help achieve the national standard of a 10-minute walk to a park and incorporate these areas into the overall park system.	Answered, No action needed.
7	Jon Kendall,	I don't believe we will reach to 32500 buildout in 6 years.	Pg 10, Chp 2	John Lettlier - We will have a clear clarification in both plans and make connection between 2 plans. Claire - We do have the growth rate and projections in the appendix, but we would connect with the comprehensive plan group to match the values.	Updated in the plan, Define Build-out as per comprehensive plan
8	Steve Cone	Did you include any recommendation for reclaiming greenspace to acquire the 100 acres? A lot of parking lots can be redeveloped, did you guys calculate any of that?		Claire- We were a bit more conservative. The short answer is No. However, these are excellent opportunities. The city has to weigh in the cost of land, or working on a public-private partnership could also bring more public parks. John Lettlier - City of Frisco discusses this over a development agreement with developers, the park would be open to the public but privately maintained. This would be included in the park system. But subdivisions with smaller open spaces means it privately maintained and not public parks.	Answered, No action needed.
9	Steve Cone	There have been changes in policy regarding utility easements, will that impact where the trails will be put in?		Claire- Plan your play focused on drainage easements but if policies on other easement types allow it to be used as trails, the idea is welcomed.	Answered, No action needed.
10	Warren Ruiz	When is this plan being reviewed by the council?		Claire- April 1st	Answered, No action needed.
11	Warren Ruiz	When will Collins brook farm develop?		Shannon- It is included in the 5 year capital improvement plan, Play Frisco has robust GIS Dashboard with updates reagrding each of these projects.	Answered, No action needed.
12	Steve Cone	Trail noted along the railway will it be both sides or on one side, has it been determined?	Pg 78-79, Chp 4	Claire - This recommendation is very high level and it just mentions the opportunity to build a trail along the rail, and needs to be determined further with contractors and the Railway department. Its longer term plan and it brings higher quality of life to people who live along this kind of trail.	Answered, No action needed.
13	Sean Merrel	It says Collins county, please remove the S at the end	pg 13, Chp 2		Updated in the plan
14	Sean Merrel	What does it mean to work with HOA parks?	pg 30, chp 2	Claire- This means future HOA parks should achieve a baseline threshold as per city standards so that in the future the city does not have to maintain a sub-standard equipment	Answered, No action needed.
15	Sean Merrel	Are current HOA parks included in acreage calculation in Plan Your Play?	pg 30, chp 2	Claire- No as most of these just serve the HOA and not to rest of the city.	
16	John Lettlier	Plan you play needs to update the term HOA Parks to HOA open Spaces as parks are public entities while open spaces are private.	pg 30, chp 2		Updated in the plan

17	Sean Merrel	When is grand park coming to fruition?		Shannon - Grand Park is currently in the beginning of technical drawings of Phase 1 which would be ready by the end of December.	Answered, No action needed.

Comment Log							
No.	**Date of Comment**	**Name (**	**Email address**	**Comment**	**Response**	**Page**	**Status/Action**
1	5/25/2024	Rose Roush	roseroush2013@gmail.com	I'd like to see **bathrooms at Limestone Quarry Park.** Limestone Quarry would be a great **reinvestment project to update the playground, add exercise equipment, a pickleball court and proper trail**s to the creek lookouts. The other regional parks have bathrooms. People swim in the creek and it would be nice to have a proper place to change afterwards. I'd also recommend the what's reserved as the **future Independence/Rolater park to either be a first responders themed park similar to Green Park in Allen** because it's right next door to the **fire station or have that be the site of the new South East Frisco dog park**. Another recommendation is to make an underpass for **Taychas trail to connect under Independence parkway along West Rowlett creek near where the Tapestry is**. Currently the only way to get to the Harold Bacchus side of the trail is to walk across Independence Pkwy which is dangerous. An underpass to connect the trail would be a great addition. Frisco should add in **more splash pads**. McKinney has a lot more splash pads. **Bathrooms, shade and adult exercise equipment are all excellent features at neighborhood parks.**	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
2	5/24/2024	Tiffany Galik	tiffanyclifford@hotmail.com	Plano has done an amazing job of turning their open space under **the power transmission lines into bike/walk trails.** Both the Bluebonnet and Preston Ridge trails are a little over 6 miles, each. Frisco does have the College Parkway trail. Why can't we expand it and connect it to other transmission green spaces in the city?	Play Frisco, DW	Ch 4, Pg 60 - 71	Answered, The city has codes limiting trails specifically under power lines. Recommendations have been incorporated to connect trails to other utilities, such as detention and stormwater channels.
3	5/24/2024	Munesh Gupta	munish.ipu@gmail.com	Would like to request **tennis courts with lights in Collinsbrook Farm** city park.	Play Frisco, DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs. Answered: Public tennis court availability is additionally provided through FISD.
4	5/24/2024	Neha Wadhawan	nehaa.wadhawan@gmail.com	It will be great to have **some tennis courts on Virginia and coit frisco city park**.	Play Frisco, DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs. Answered: Public tennis court availability is additionally provided through FISD.
5	5/24/2024	Deanna Brown	happylady@tx.rr.com	As you consider park development, two areas of improvement to suggest are: 1. Prioritize the long-standing plans to **connect the 1 and 2 mile hike and bike trails to actually facilitate interconnected recreational** (non-street) bike paths for distances greater than a mile or two 2. Park and Rec **public designated pickleball courts**,!! Suggest also including input from local players and surrounding cities on how to incorporate open play plans and associated benefits of community building. This could be a positive opportunity through play for Frisco to build the inclusive community it espouses, for all ages and all neighborhoods.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
6	5/28/2024	Daniela Cox	danielac1122@gmail.com	As a parent of three boys in FBSA, I strongly suggest Frisco considering **turf baseball fields**. We have used other nearby cities (Celina and Melissa) and their facilities put ours to shame. They also allow the kids to play when there is rain and closed fields, which has been an issue every year we have played FBSA. May want to consider better drainage and repairs to the existing fields.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
7	6/14/2024	Shankar Govibdarajan	shanks.kriths@gmail.com	1.With limited availabikity of cricket fields / facility, focus should be on flagging certain fields on selected days only for youth 2. Limit the booking of cricket fields for Adult leagues and prioratize rec cricket among youth / kida 3. Provide indoor / outdoor batting cages for cricket	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
8	6/14/2024	Danielle Kitson	dekbuckeye@gmail.com	Turf fields!!! Way to many rain outs	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
9	6/14/2024	Miriam Satterfield,M.D	mdsatterfield@mindspring.com	Thank you for the info. I have a questionCould we have a park in the area between Coit and Hillcrest? We don't have public parks in that area and yes we have 3 Elementary schools,High schools and Middle schools. So many children and no parks only Golf Courses and those are private.Is possible to have parks in those areas?	DW	Ch 4, Pg 78-79	Incorporated as recommendation as per national average and community needs.
10	6/14/2024	Howard Thorpe	hwt222@aol.com	I have lived here since 2000 and I have had three daughters go through Frisco High. Growing up they had the best sports facilities anyone could ask for. As a senior adult I would like to also have that. Pickleball is the fastest growing sport in America. Frisco has very few public courts and is lagging behind surrounding towns and communities. When I go okay in McKinney and Little Elm my discretionary dollars are being spent in these communities and not Frisco! I'm extremely disappointed in Frisco and their lack of care, concern and commitment to the Pickleball community. Many others feel the same way and the general opinion is that Frisco doesn't really care or give a damn. Please wake up, catch up, realize the need and future and develop some public Pickleball courts. You are just not getting it and many are frustrated!!	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
11	6/14/2024	Joni McConnell	jkmcconn@yahoo.com	Would also like to see parks/Rec offer dog training classes. We did this whenever we got a new dog in Plano.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and

12	6/14/2024	Nicole Muraoka	nicolesway@hotmail.com	N/A	N/A		No Action needed
13	6/15/2024	Lawrence Esho	larryesho@yahoo.com	I'm interested in your news update	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation
14	6/16/2024	Elizabeth Hoyt	eajhoyt@yahoo.com	Location of parks is important. Having parks near shops, drive thrus, library, grocery stores creates livable space	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation
15	6/22/2024	Yesenia Gibson	yesenia779@yahoo.com	It would be great to have a splash added to Miramonte city park and a covered (sun protected) picnic table area to have lunch. Another updated park by pga and panther creek with splash pad would be great as well.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
16	7/10/2024	Manish Bahety	manishbahety@yahoo.com	Me and my friends are weekend hikers and we hike 3 to 6 miles in mornings on nature trails unpaved or paved, with lot of shade. Every weekend we head out from Frisco to go to Plano, Grapevine, McKinney etc because Frisco lacks long connected trails with lot of trees. The ones that do exist have various shortcomings, such as portions of the trail may need walking along major streets or cross intersections/streets, or may have no shade/trees. I hope as city buildout finishes, we can have better connected trails and a lot more trees and nature in Frisco itself.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
17	7/11/2024	Susan Barclay	sbarclayrn2@gmail.com	I don't have any questions or comments	N/A		No Action needed
18	7/11/2024	Eric Delp	eric.delp@toyota.com	Please consider a Frisco Tennis Center & Pickle Ball Center similar to Carry, NC that can host the Preliminary, rounds of the ATP 500 that will be hosted in the Star, the stadiums at the Star and FC Dallas can be used for the bigger match. Frisco has the opportunity to become the location of very big ATP and Pickl ball tournaments bring 100's of thousands of visitors as those tournaments could grow. The Center can host lower level international tournaments including wheelchair versions. Let's me help get Lexus Sponsorship.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
19	7/11/2024	Randy Bivens	rjbtexas@hotmail.com	More indoor pickleball courts and times	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
20	7/12/2024	Priscila Prelliwtz	priscila.prellwitz@hotmail.com	More sand courts in our parks in Frisco!	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
21	7/17/2024	Leroy Kim	thekims@juno.com	Please create a Tennis /Pickleball center for Frisco. Frisco is a world-class center for sports of all kinds, yet we are lacking in facilities for Tennis and Pickleball. It seems Frisco is behind McKinney, Plano, and Carrollton in Community tennis centers, and in Pickleball, Plano has quickly increased the number of their facilities. Befitting Frisco is a tennis/pickleball center that can host professional level tournaments for both Tennis and Pickleball. There are world-class tennis players from Frisco, especially youth. For 2023-2024, Frisco dominated the 5A Texas high school tennis rankings, with 5 of the top 10 schools from Frisco (as published by TTCA-Texas Tennis Coaches Association). Yet, these students typically get there high-level coaching at tennis centers in McKinney or Plano, not in Frisco. Let's up our game in tennis and pickleball!	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
22	8/26/2024	Vijay Koduru	vijayakoduru@gmail.com	Subject: Request for Cricket Tunnels/Practice Nets at BF Phillips Park Dear Frisco parks and rec council, I hope this message finds you well. I am writing to bring to your attention a growing need within our community—cricket practice facilities. As you may be aware, cricket has seen a significant surge in popularity in Frisco, particularly among young residents. Many children are now actively participating in cricket leagues and receiving training from various academies. This growing interest highlights the importance of having dedicated spaces for cricket practice within our public parks. At present, there are no cricket practice nets available at BF Phillips Park or other nearby locations. This lack of facilities is causing a financial burden on residents, who are often forced to rent private spaces to provide their children with proper training opportunities. Unfortunately, this also discourages many budding cricketers from practicing as much as they would like, potentially hindering their development in the sport. Given the large number of families and children involved in cricket, I kindly request that the City Council consider adding cricket tunnels or practice nets at BF Phillips Park. This addition would not only support the growing cricket community but also enhance the park's appeal as a versatile and inclusive space for all residents. Thank you for your attention to this matter. I believe that with your support, we can make a positive difference for the many young cricketers in our community. Sincerely, Vijay Koduru	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
23	8/29/2024	Som	somardha.s@gmail.com	Would love to have some facilities dedicated to cricket also built in. Thanks.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
24	9/30/2024	Kimber Garrett Garrett	kgarrett11@hotmail.com	Having a city and ISD wide active shooter program is necessary. Drones can be shot down. Having ZeroEyes.com on the current cameras can detect brandish weapons in seconds and alert the correct people. Can know where the shooter is in realtime. I would seriously think about this. I am happy to help. Call me to discuss 972-768-2868	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
25	10/4/2024	venkata Vutukuru	venkatav333@glail.com	We live in Parkvista Frisco community .The city park in the community lacks basic necessities like Play area for kids , sitting bench for adults , basket ball court for teens to play .Can you take this request very seriously and help the community of 300 residents .Appreciate your help and very happy to live in Frisco	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
26	11/7/2024	Linda Burns Cobb	lindaburnscobb@gmail.com	Thank you so much for presenting today at The Grove at Frisco Commons. I am honored to have been invited to attend. I am so glad to have lived my lifetime in Frisco. Today, I treasure walking with my grandchildren along the walking paths at Frisco Commons Park. And most of all the Frisco history that is portrayed in pictures along the way that allows them to learn. I would love to see Frisco history continue to be passed on through Frisco parks to the children growing up here today so one day they can pass it on to their children.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.

27	12/13/2024	TIFFANY CLIFFORD	tiffanyclifford@hotmail.com	PLEASE BUILD MORE DOG PARKS	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
28	12/19/2024	Athena ivens	atbivens75078@gmail.com	More pickleball courts please	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
29	1/14/2025	Kurt Huffman	kurtifer30@yahoo.com	Hi, I would like to suggest for any new park that shade be a major focus, especially over the equipment. As someone who likes to take my children to parks as much as possible, during the months of July / August there is not typically a good time to take them due to how hot the equipment gets.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
30	1/14/2025	Timothy Miller	tim@madwest.com	Please consider building 2 Pickleball courts at Old Orchard Park near the existing Trails of Frisco Tennis courts. THANKS!	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
31	1/15/2025	Yolanda	Yolanda_p_gonzales@yahoo.com	I would like to volunteer on committee(s) to help grow our parks and recreation facilities.	Play Frisco		Connect through the main website
32	1/16/2025	B. Austin	Bernette2003@sbcglobal.net	Frisco Commons Park - once glorious - has been stripped of the beautiful landscaping it once held. If the sprinkler system that supports it is in disrepair, why can't the city fund its repair and restore the landscape that once thrilled visitors and their children and grandchildren? A city's parks should be maintained and be allowed to age in dignity - just as our fine city must be maintained and not go neglected as it ages. Funds need to be prioritized for Frisco Commons - one of the first parks in Frisco and once beloved and praised by so many for its beauty. If it was one of the first parks, then it should be **first to be repaired and restored in budget priorities. Let's take care of this. Thanks.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
33	1/19/2025	Sherie	sherie.lopez61@gmail.com	Longer pickleball play time and more days. More weight lifting group classes after 6pm for working people.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
34	1/23/2025	Leigh Dunn	1847mpc@gmail.com	I'm interested in hearing about the plans for the proposed park north of Stonebrook and west of 423. It is bounded by Frisco Lakes on the west.	DW	Ch 4, Pg 78-79	Incorporated as recommendation as per national average and community needs.
35	1/23/2025	Charu Sharma	sharmag.charu@gmail.com	Hi - I am new in Texas. Recently moved from Canada. Just wondering why do we have so less playgrounds for kids in Frisco, not sure about nearby cities also. If you can take this question please.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
36	1/23/2025	Mary Griffin	margriffin64@gmail.com	When is next scheduled meeting?	Play Frisco		Informed through social media
37	1/23/2025	Mike Esfahani	mikeesfahani21@gmail.com	I would love to see both indoor and outdoor pickleball courts.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
38	1/23/2025	Ratna Nutalapati	rpn1720@gmail.com	Dear [City of Frisco Parks and Recreation Department], I hope this message finds you well. I am writing to express my interest in the inclusion of cricket facilities, such as cricket fields and batting cages, as part of future youth sports and parks projects in the City of Frisco. As the sport of cricket continues to grow in popularity across North Texas, it has become increasingly evident that there is a strong and passionate cricket community within Frisco. Cricket appeals to a wide and diverse group of residents, especially families and youth, and providing facilities to support this sport would encourage physical activity, foster community engagement, and promote inclusivity. Specifically, dedicated cricket fields and batting cages would: ▪Allow local youth to learn and play cricket in a safe and structured environment. ▪Support organized leagues and tournaments that attract participation from surrounding areas. ▪Serve as a space for families and individuals to enjoy recreational activities, promoting a healthy and active lifestyle. ▪Enhance Frisco's reputation as a city that values cultural diversity and a wide range of sports options for its residents. Cricket facilities would align with the city's mission to provide high-quality recreational spaces for all its residents and ensure the parks system remains a vibrant part of the community. I kindly request that the city consider allocating resources to develop cricket fields and batting cages as part of its future planning for youth sports and parks projects. I would be happy to provide further information, community feedback, or assistance in any way to help this initiative move forward.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
39	1/23/2025	Prathap G	pearlpret@gmail.com	I am Prathap , resident of Frisco for over 2 years . I Would like to request the city to allocate more resources for development of the game of cricket , there are only 4 cricket fields available currently that are also shared by other sports like soccer, volley ball etc... there are over 30% of frisco residents out of quarter million of total frisco population that are south Asian descent that are interested in the sport , the sport is growing tremendously in this part of the world especially in Texas. Recently major league cricket series was held in Grand prairie, Tx , the tournament was huge success , many cricketing super stars around the world took part in the tournament. Many natives have shown interest in the game but there aren't enough grounds available for them to participate , learn , and enjoy the game . I hope someday we will be able to see a cricket stadium in Frisco that would widen the spectrum of Sports city USA profile . In short term we would love to see more cricket grounds and upgrade facilities at current grounds like bathrooms , grass maintenance etc .. sincerely, Prathap	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.

40	1/24/2025	HN Naidu	hiteshnaidu@gmail.com	Request for more public grounds for kids and with right infra as in lights and bleachers for sports like cricket soccer	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
41	1/24/2025	Satheesh Murugesan	satheesh.murugesan@yahoo.com	We would like to have more cricket grounds and practice cages in frisco for cricket. Would appreciate if city can help with this.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
42	1/24/2025	Amit Kalra	amitkalra19@gmail.com	We need more cricket grounds and cricket batting cages. Dedicated cricket batting cages will help generate easy revenue for the city and limit the cost of exploring private entities.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
43	1/25/2025	Namitha Pais	namithapais@gmail.com	Hello, I am sorry I couldn't attend the online meeting due to a prior commitment. I was hoping Frisco creates more green spaces with native plants that promote ecological balance and increase in bee and butterfly populations. As we are going to be a tourist hot spot, a garden space like the Central Park in NY would be ideal. This will allow for jogging tracks, open space for yoga, Some portion of the existing ranches be maintained with longhorns being allowed to graze to keep the Texas feel. Just some thoughts. Thank you!	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
44	1/27/2025	Naresh	knash.tech@gmail.com	Sports	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
45	2/2/2025	Lindsay eichten	lindsaybeichten@gmail.com	Sports fields are severely lacking for sports like soccer and baseball. Teams are trying to compete for tiny play areas that are routinely closed for practice. To continue to be the NTX powerhouse for soccer specifically, we need adequate space for all teams!!!	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
46	2/2/2025	Kathrine Meyers	katmeyers15@gmail.com	Please do not take away any of the baseball fields or baseball back stops for Pickleball courts. We need all the fields and practice areas we can get as more kids are playing the game.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
47	2/2/2025	charlene bendt	hellocharbie@gmail.com	Please keep the existing baseball/softball fields and backstops. We have so many young people in our community that are enjoying the game and learning valuable life skills along with a joy of being outside. While we understand there is a desire to convert some of the backstops to pickleball courts, we ask that you please consider keeping the existing spaces as is and add pickleball elsewhere. It is also worth noting that there are many more pickleball courts being added in various HOA's/communities and including private facilities. Nobody is building more baseball fields, so please don't remove the precious few we have for our children! Thanks for your consideration.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
48	2/2/2025	Laura Funk	laura.goza@hotmail.com	This is insane! It is already so hard for teams to get usable practice space for softball and baseball, and now you are taking way even some of the limited space available for a trendy sport. We need MORE baseball fields, not less!	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
49	2/3/2025	Lauren Orsborn	lauren.orsborn@gmail.com	Please continue to invest in Baseball in Frisco. Removing backstops is a step in the wrong direction. A city this size needs to be adding and improving fields. Other smaller towns near by have invested in nicer turf facilities.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
50	2/3/2025	Jason Gunder	jasogunder@yahoo.com	We need more space for baseball not less. Please reconsider the decision to remove backstops to put in pickleball courts. There is not enough places for kids or adults to play or practice baseball. Pickleball can share courts with tennis courts. Pickleball is not a high school sport having places where kids can play or practice baseball is important to their development and their ability to compete to play at the next level.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
51	2/7/2025	Alyse Bishop	mommabish5@gmail.com	We need baseball in our city now more than ever!	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation as per national average and community needs.
52	2/13/2025	Davis Word	davisword@gmail.com	The blackland praire restoration area in the shaddock creek neighborhood is attempting to be redeveloped into sports and recreation fields. However while I recognize that the restoration project has failed I think that with some proper research and work the area could be successfully restored to resemble the extremely unique habitat previously in our region. I study environmental management at the University of Manchester but have lived in Frisco my whole life and would love to see if there's any opportunity to work with the city to achieve the original goals of the prairie restoration.	DW	Ch 4, Pg 60 - 71	Incorporated as recommendation

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MEMORANDUM

To:	City of Frisco
From:	Design Workshop
Date:	04/05/24
Project Name:	Frisco PROS
Project #:	7324
Subject:	Community Profile Memo

MEMORANDUM PURPOSE

This interim internal report is intended to capture all currently available data on Frisco's Community Profile that is relevant to outdoor recreation and analysis of what this means for Frisco's recreation planning. In the future, key information from this memorandum will be selected for inclusion in the Master Plan document to highlight information that informs recommendations. Some information will also be used to express the existing conditions and provide a broad overview of opportunities in public engagement/information efforts.

COMMUNITY PROFILE

DEMOGRAPHICS

Population Trends

Located in north Texas, in Collin County, and approximately 25 miles north of Dallas, Frisco is the tenth most populous city within the Dallas-Fort Worth metroplex. The City's population of more than 200,000 makes up roughly 8.8% of Collin County's total population. Though not the most populous part of the state, both Collin County and Frisco have grown rapidly over the last ten years. Between April 2010 and 2020, the county has grown by 51.89%, or about 331,000 people, while Frisco has more than tripled in size (382.9% or 156,000 people) during the same period. This growth rate is significantly greater than both the state and national averages, which are 15.91% and 7.35%, respectively.[1]

Frisco's growth is attributed to several factors, including its strong job market, excellent schools, and desirable quality of life. The city is home to several Fortune 500 companies, as well as a variety of restaurants, shops, and entertainment venues. Frisco is also known for its award-winning schools, which attract families from all over the country.

Population Change				
	Frisco	Collin County	Texas	United States of America
Population, July 2022*	219,587	1,158,696	30,029,848	333,271,411
Population, 2020	202,742	1,064,465	29,145,505	331,449,281
Population, 2010	53,060	782,341	25,145,561	308,745,538
Population, percent change, 2010-2020	382.9%	136.0%	115.9%	131.8%

Figure 1: Population Change
Source: US Census Bureau, QuickFacts 2023 (QuickFacts, 2024)
** July 2022 Population is estimated;*

[1] US Census Bureau, QuickFacts 2023, U.S. Census Bureau QuickFacts: United States.

Population Projections

The Texas Demographic Center forecasted the population for each county within the State between the years 2020 and 2060[2]. According to these estimates, the Collin County's population is expected to reach about 1,341,877 by 2030, an increase of 277,412 residents from 2020. Furthermore, ESRI Demographics allow for City-level projections to be made out to the year 2028. Based on this data source, Frisco's population is projected to grow to 247,504, representing a nearly 47,000 resident increases from 2020.[3] Finally, City of Frisco internal projections show a range of potential growth scenarios. With a 5% annual growth rate, which tracks with recent trends, the city will reach a population of the buildout estimate soon after 2030. A more aggressive 7% annual growth rate would see Frisco reach out buildout around 2025.

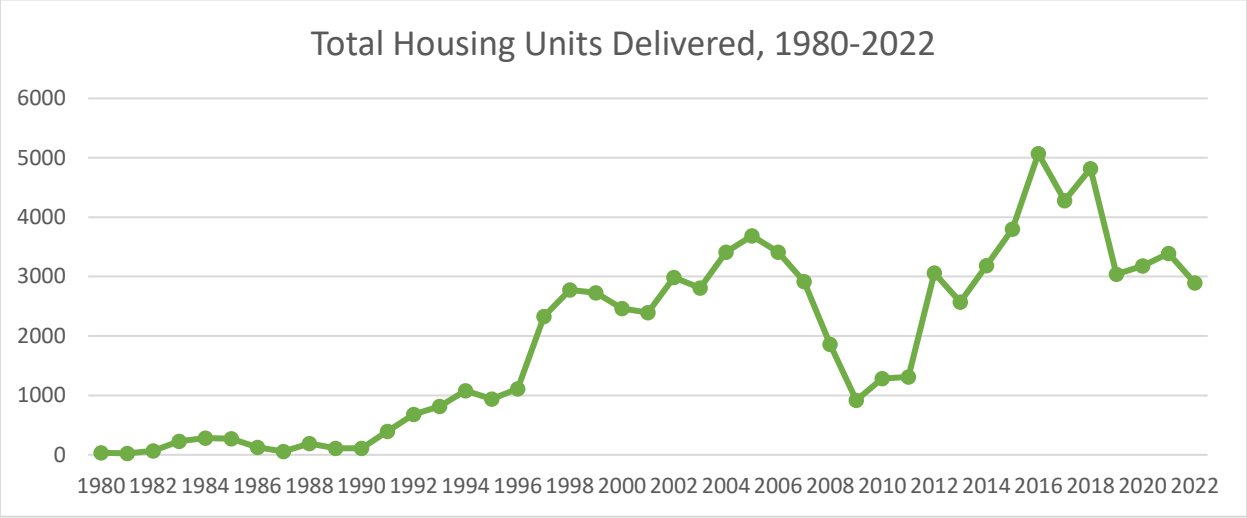

Figure 2: Annual Permit Data, Source: HUD SOCDS Building Permit Database.

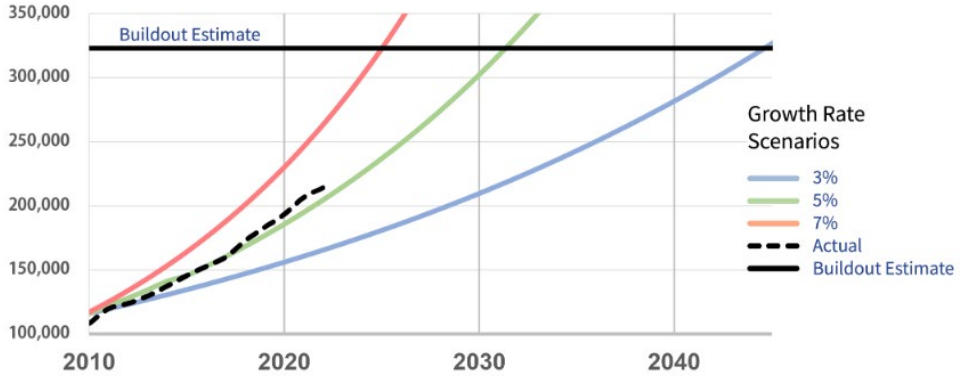

Figure 3: Buildout Estimate, Source: Demographics | Frisco, TX - Official Website (friscotexas.gov)

Observing annual permit data, in average 3,500 new dwelling units have been delivered to the Frisco market on annual basis since 2012. Such trends indicate that **population growth is not only likely to continue into the near future but also at a greater rate than between 2010-2020**.[4]

[2] Texas Demographic Center, Texas Population Projection Program, TDC - 2022 Projections (texas.gov).

[3] HUD, SOCDS Building Permit Database, SOCDS Building Permits Database (huduser.gov).

[4] 2022 American Community Survey 1-Year Estimates, Residential Mobility in the Last 1-year and 5-year, 2022 ACS 1-year Estimates (census.gov).

	Moved within same county	Moved different county, same state	Moved from different state	Moved from abroad
1-year Estimate	5.7%	4.2%	3.8%	1.1%
5-year Estimate	7.1%	4.4%	3.1%	0.9%

Figure 4: Residential Mobility in the Last 1-year and 5-year, 2022 American Community Survey 1-Year Estimates.

Data from the 2022 American Community Survey (ACS) on residential mobility which shows whether someone moved in the past year, suggests that, while the overall mobility rate is low, both existing residents and people relocating from outside Collin County are contributing to the demand for new housing. Compared to the 1-year estimate (14.8%), the 5-year estimate (15.5%) shows a slight increase in overall residential mobility.[5] This suggests a potentially growing demand for new housing over a longer period.

Age

The median age in Frisco as of the 2023 is 38.3[6]**,** which is up from 32.0 in 2010. In comparing the median age of the population in 2010 versus 2023 (Figure 5)[7], the population has aged in most of Census Tract over the last 10 years.

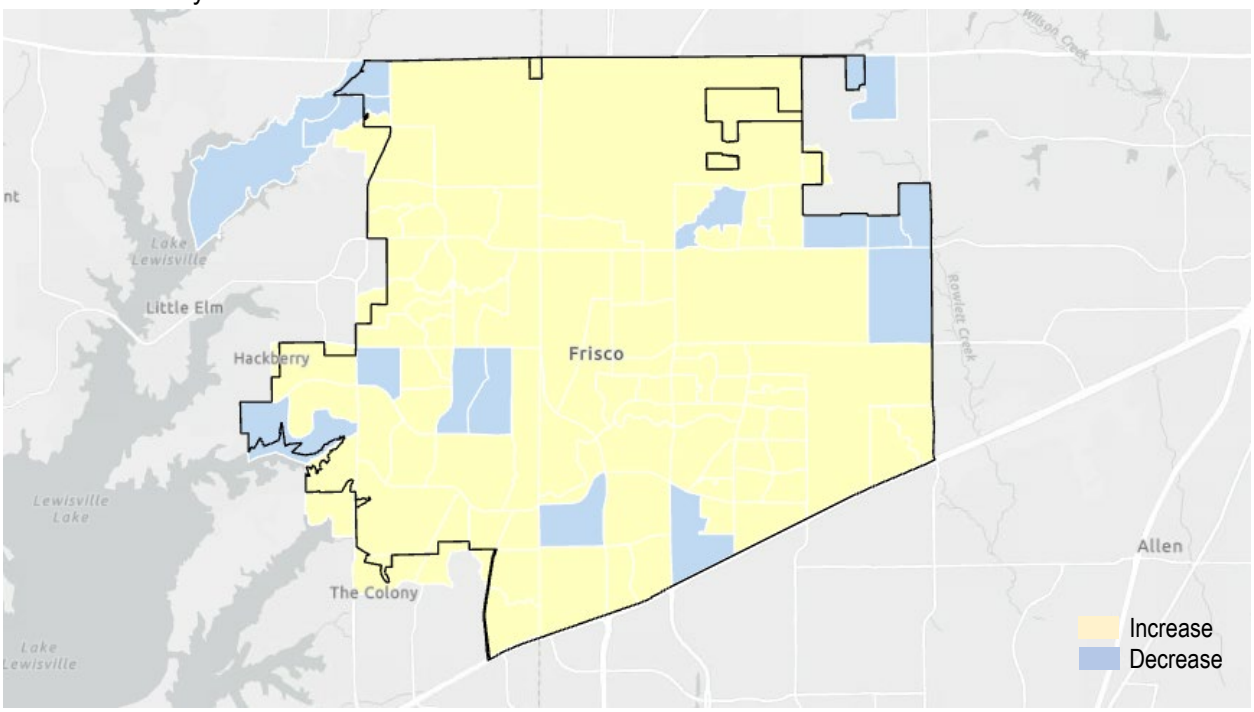

Figure 5. Change in median age between 2010 and 2023, Source: Esri.

Age distribution of young people aged 19 years or younger represent the largest population group in Frisco at 31.3% of the total population. The population group between the ages of 40 and 59 represents the second largest population group at 28.8% of the total population[8]. **There is a noticeable dip in**

[5] 2022 American Community Survey 1-Year Estimates, Residential Mobility in the Last 1-year and 5-year, 2022 ACS 1-year Estimates (census.gov).

[6] City of Frisco, Frisco at Glance, 2023_At-A-Glance-PDF (friscotexas.gov)

[7] Esri 2023, Business Analyst.

[8] Census, 2021 Estimate, S0101: Age and Sex - Census Bureau Table.

population distribution in people aged 20-29, suggesting that young people do not stay in Frisco after becoming adults.

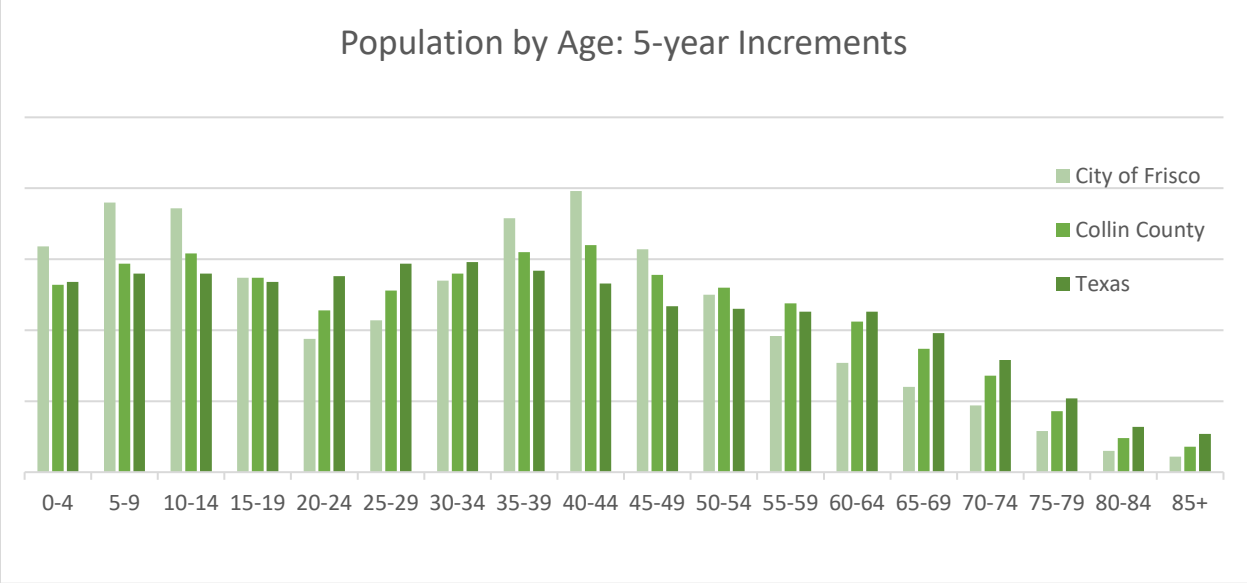

Figure 6: Population by age: 5-year Increments, Source: Census 2021 Estimate.

Compared to both Collin County and the State of Texas, Frisco has a larger proportion of younger population and lower proportion of people aged 65 years or over (Figure 7). Indeed, the over 65-aged population represents a relatively small proportion of the total Frisco population especially when compared to county and state and populations.[9]

	City of Frisco	Collin County	Texas	United States
Child Population (<18)	31.23%	25.8%	24.65%	21.64%
Working-age Population (18-64)	60.67%	62.24%	61.04%	60.56%
Senior Population (65<)	8.11%	11.96%	14.31%	17.8%

Figure 7: 2023 Age Dependency, Source: Esri.

Finally, we consider the spatial distribution of both younger (19 and younger) and older (65 and over populations) within Frisco. Figure 8 demonstrates the percentage of total population aged 19 years and younger while Figure 9 shows the proportion over 65. Based on these two maps, we can see that the youngest populations are concentrated in the southeastern portion of the city where they represent nearly 1/3 of the total population. Older populations, on the other hand, are most concentrated in both the northern and southernmost Census Tracts within the city limits.[10]

[9] Census, 2021 Estimate, S0101: Age and Sex - Census Bureau Table.

[10] Esri 2023, Business Analyst.

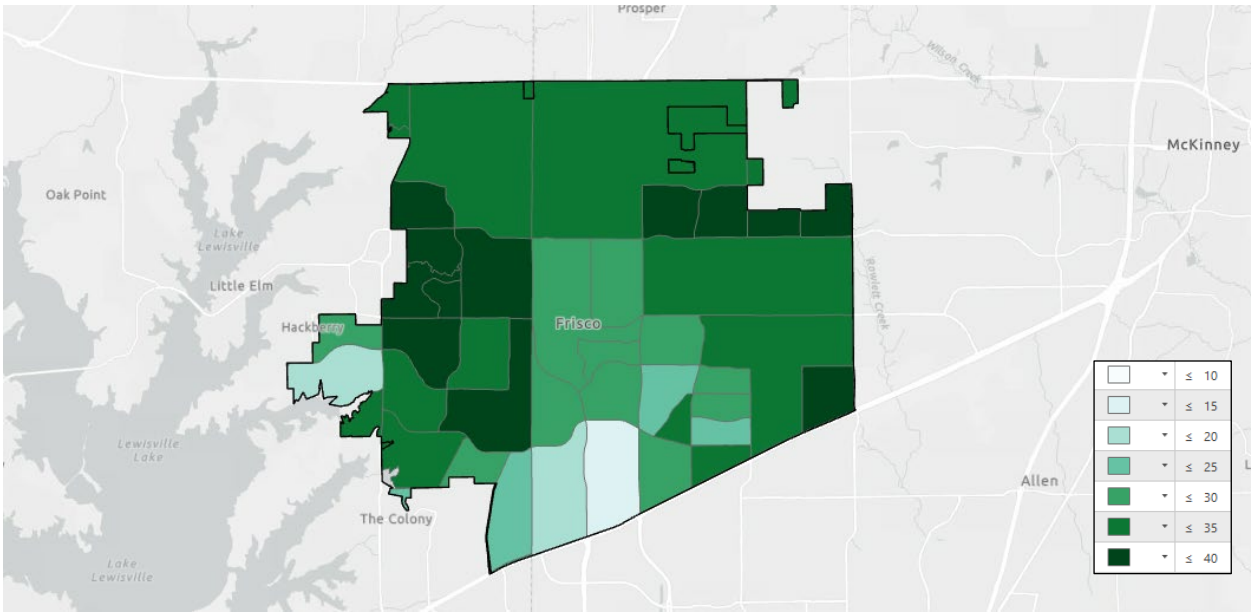

Figure 8, Percentage of population aged 19 years and younger. Source: Esri.

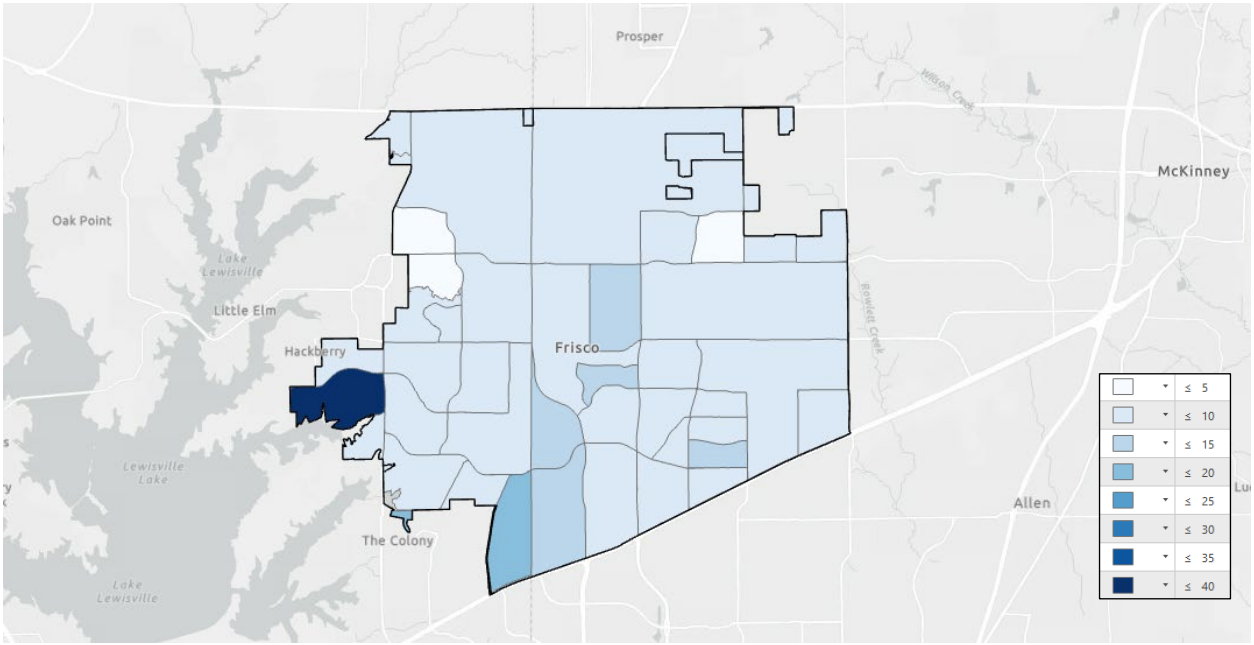

Figure 9, Proportion of population aged 65 years or older. Source: Esri.

The spatial distribution of age within a city is an important consideration when planning for future recreational facilities. According to a 2021 Report by the Sports Fitness Industry Association, participation rates across generational groups show the lowest rates of activity among those over age 65 while younger age groups are more likely to utilize recreation facilities for a wide variety of activities (Figure 10). As a result, the planning for future recreation facilities should consider where demographic groups who utilize the facilities at higher rates live.[11]

[11] Sports Fitness Industry Association, 2021 Sports & Fitness Report, SFIA Releases 2021 Single Sport & Fitness Activity Reports.

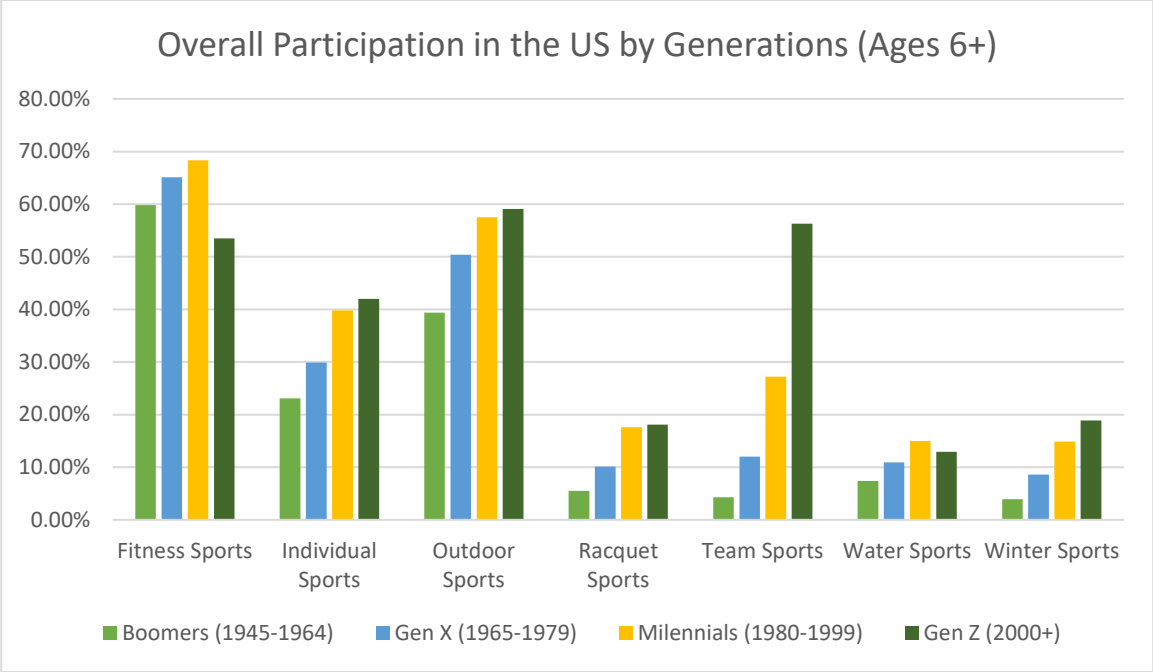

Figure 10, Participation rates by age groups, Source: 2021 Report by the Sports Fitness Industry Association.

Ethnicity & Language

As of 2023, Whites accounted for most of Frisco's residential population (49.01% percent), followed by Asian (27.09% percent) and then population that identifies as two or more races (10.70%). People who identified as Black/African American represented 8.82% of the City's population while American Indian alone made-up 0.51% of the population.

Compared to Collin County, Frisco's population has much higher proportion of Asian and lower proportions of populations that are White. All other races are nearly identical to that of the County. At a national level, both Frisco and Collin County are significantly more diverse than the rest of the Country as Figure 11 below indicates.[12]

	City of Frisco	Collin County	Texas	United States
White	49.01%	54.09%	48.96%	60.62%
Black/African American	8.82%	9.89%	12.49%	12.48%
American Indian/Alaska Native	0.51%	0.74%	0.97%	1.14%
Asian	27.09%	17.35%	5.78%	6.25%
Pacific Islander	0.07%	0.07%	0.12%	0.21%
Hispanic	12.36%	16.79%	39.68%	19.42%
Other Race	3.81%	6.00%	13.78%	8.72%
Two or More Races	10.70%	11.86%	17.90%	10.58%

Figure 11, Race and Hispanic Origin, Source: Census, Census, 2019 ACS 5-year estimates.

[12] Census, 2021 Estimate, P1: RACE - Census Bureau Table.

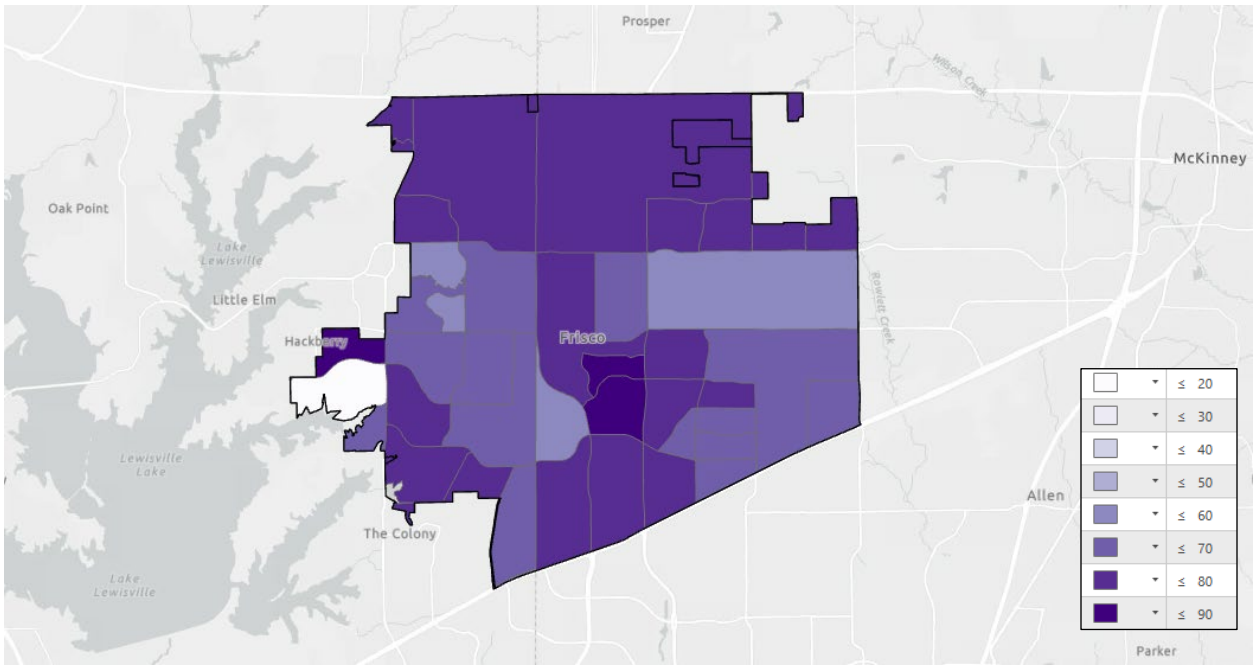

Figure 13, Diversity Index, Source: ESRI

A Diversity Index is used to understand the racial and ethnic makeup of a specific geography. The Diversity Index is based on the Census block group level and ranges from 0 (no diversity) to 100 (complete diversity). As described by ESRI, when using this data, "if an area's entire population belongs to one race group and one ethnic group, then an area has zero diversity. An area's diversity index increases to 100 when the population is evenly divided into two or more race/ethnic groups."
By examining Figure 13, one can observe significant disparities in diversity at the east part of the city. In this part of the city, diversity is relatively low (Index Score of 40), representing the predominance of a single race living in this area of the city. Meanwhile, the central portion of the city has significantly more diversity, with some block groups having a Diversity Index score above 80.[13]

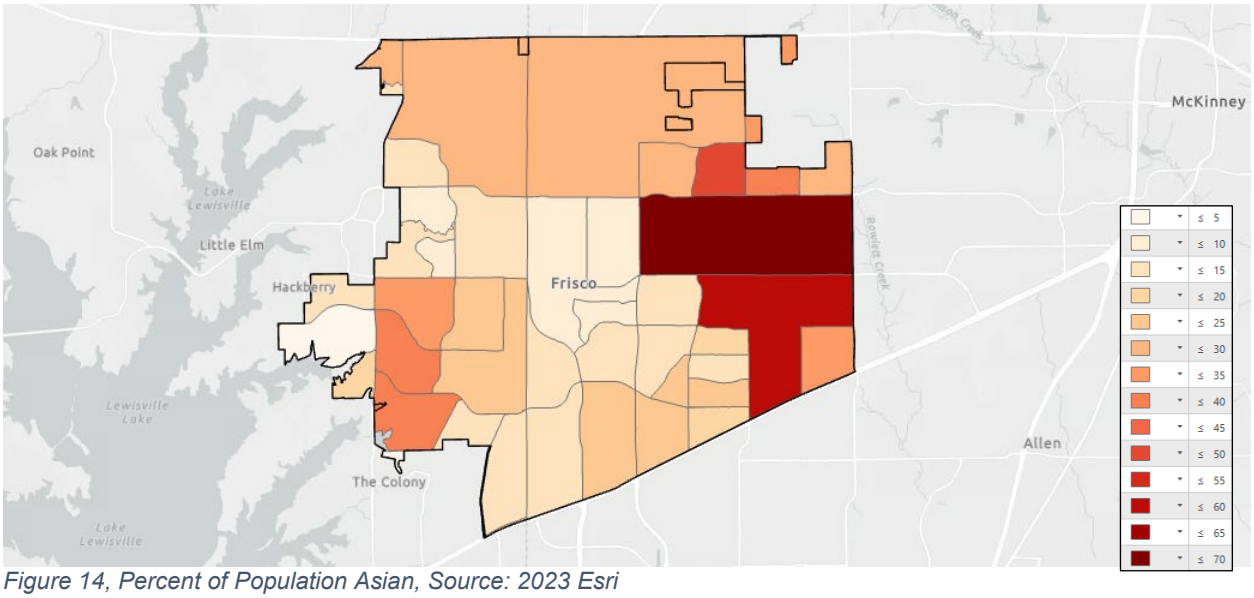

Figure 14, Percent of Population Asian, Source: 2023 Esri

[13] Esri 2023, Business Analyst.

The Diversity Index is a valuable tool for understanding the residential patterns of different racial groups within Frisco. However, another insightful approach is examining the population distribution by race. While Frisco boasts a growing Asian population, these figures highlight a racial composition that's still more segregated than other parts of the Metroplex.

Frisco leans heavily towards English as the primary language spoken at home. Estimates suggest that around 88% of Frisco residents speak English only. This number is slightly lower than the national average of 80.4% but higher than the growing trend of multilingual households in Texas.[14]

Households

According to the U.S. Census Bureau, Frisco boasts a thriving residential community with an estimated 81,781 households as of 2023. This represents a significant increase compared to previous years, highlighting Frisco's rapid growth. The average Frisco household size is around 2.86 residents, which is slightly lower than the 2019 figure of 3.03 but still above the state average of 2.59 individuals per household.[15]

Frisco's demographics are constantly evolving, with a mix of family and non-family households. Here's a breakdown of some key characteristics:

- **Families with young children**: Approximately 49.27% of Frisco households have children under 18, indicating a strong presence of young families in the city.
- **Senior citizens**: An estimated 9.1% of households have at least one resident over 65 years old.
- **Disability considerations**: Frisco strives to be an inclusive community. Roughly 6.7% of households have at least one member with a disability, which is defined as a physical, sensory, or cognitive impairment that limits a person's ability to perform major life activities.

ECONOMICS

Workforce Profile

Frisco's economy thrives on a dynamic and diverse workforce. 84.6% of the residents are working in white collar industry, 8.3% in services industry, and 7.2% in blue collar. Figure 15 shows 2023 employed population by job category. There are more than 30% in professional/tech or finance/insurance industry.

- **Professional Jobs**: Many Frisco residents hold positions in management, business, finance, and sales. This focus on professional occupations aligns with the city's image as a major business hub.
- **Education and Healthcare**: Education and healthcare sectors employ a significant portion of Frisco's workforce, reflecting the city's commitment to these crucial areas.
- **Balanced Economy**: There's no single dominant industry in Frisco. This diversification helps create a more stable and resilient economy.

When it comes to major employers, Frisco boasts a range of companies across various industries. Some of the city's leading employers include:

- **Technology**: Major tech companies like T-Mobile and NTT Data have a presence in Frisco, contributing to the city's growing tech sector.

2023 Employed Population 16+ by Job Category	
White Collar	84.6%
Services	8.3%
Blue Collar	7.2%
Professional/Tech	17.9%
Finance/Insurance	12.2%
Retail Trade	10.1%
Health Care	10.0%
Educational Services	8.1%
Manufacturing	7.4%
Accom/Food	5.5%
Other Services	3.9%
Transportation	3.8%
Information	3.8%
Construction	3.7%
Wholesale Trade	3.3%
Admin/Waste	2.8%
Real Estate	2.2%
Public Admin	1.8%
Arts/Entertainment	1.7%
Mining	0.9%
Management	0.5%
Utilities	0.3%
Agriculture	0.2%

Figure 15: 2023 Employed Population by Job Category, Source: Esri, Business Analyst 2023

[14] Census, 2021 Estimate, CP02: Comparative Social ... - Census Bureau Table.

[15] Census, 2021 Estimate, DP05: ACS Demographic and ... - Census Bureau Table.

- **Retail**: National retail chains like The Home Depot and IKEA have established themselves in Frisco, offering diverse
shopping options.
- **Healthcare**: Baylor Scott & White Medical Center and other healthcare providers contribute significantly to Frisco's medical infrastructure.
- **Logistics & Transportation**: Companies like FedEx and J.B. Hunt Transport Services play a vital role in Frisco's logistics network.

By fostering a diverse and skilled workforce, Frisco positions itself for continued economic success. The city's ability to attract major employers across various sectors creates a vibrant job market for its residents.[16]

Income

Frisco's Median Household Income (MHI) is substantially higher than that of the state's - $134,935 compared to $69,529. Frisco also has higher median incomes when compared to Collin County as a whole ($105,520) and the entire Country ($72,603). Accordingly, the percentage of households in low-income tier is also lower in Frisco (6.41 percent) than the County (8.75 percent) and state of Texas (18.11%).[17]

	City of Frisco	Collin County	Texas	United States
Median Household Income	$134,935	$105,520	$69,529	$72,603
Per Capita Income	$60,998	$52,448	$37,264	$41,310
Households in Low Income	6.41%	8.75%	18.11%	20.13%

Figure 16: Median Household Income, Source: Esri, Business Analyst 2023

According to Esri, average household incomes are expected to grow in Frisco between 2023 and 2028 by 11.57 percent, from $134,935 to $150,560. As a result, the percentage of households projected to be making less than $100,000 are expected to represent a smaller proportion of households across all income groups making less than that amount.

Income distribution by household in the City shows a large portion of households making $100,000 or more (65%). Around one-quarter of all households (25.9 percent) earn less than $75,000 annually, which is a smaller percentage of households than the state's 52.81 percent. **Over one-quarter of households (29.89 percent) earn more than $200,000 annually.** As seen in Figure 17 below, areas with households earning a higher median household income are in the southeastern parts of the city. Areas with a lower median household income are situated in the central portion of the city.[18]

	Frisco 2023	Frisco 2028	Texas (2023)
<$15,000	3.22%	2.74%	9.27%
$15,000 - $24,999	2.73%	2.08%	7.30%
$25,000 - $34,999	2.38%	1.95%	7.82%
$35,000 - $49,999	6.36%	5.44%	11.34%
$50,000 - $74,999	11.21%	10.14%	17.08%
$75,000 - $99,999	9.12%	8.38%	12.62%
$100,000 - $149,999	19.40%	18.99%	16.71%
$150,000 - $199,999	15.69%	17.87%	8.19%
$200,000+	29.89%	32.41%	10.60%
Average Household Income	$134,935	$150,560	$69,529

Figure 17: Income Distribution Source: Esri, Business Analyst 2023

[16] Esri 2023, Business Analyst.

[17] Esri 2023, Business Analyst.

[18] Esri 2023, Business Analyst.

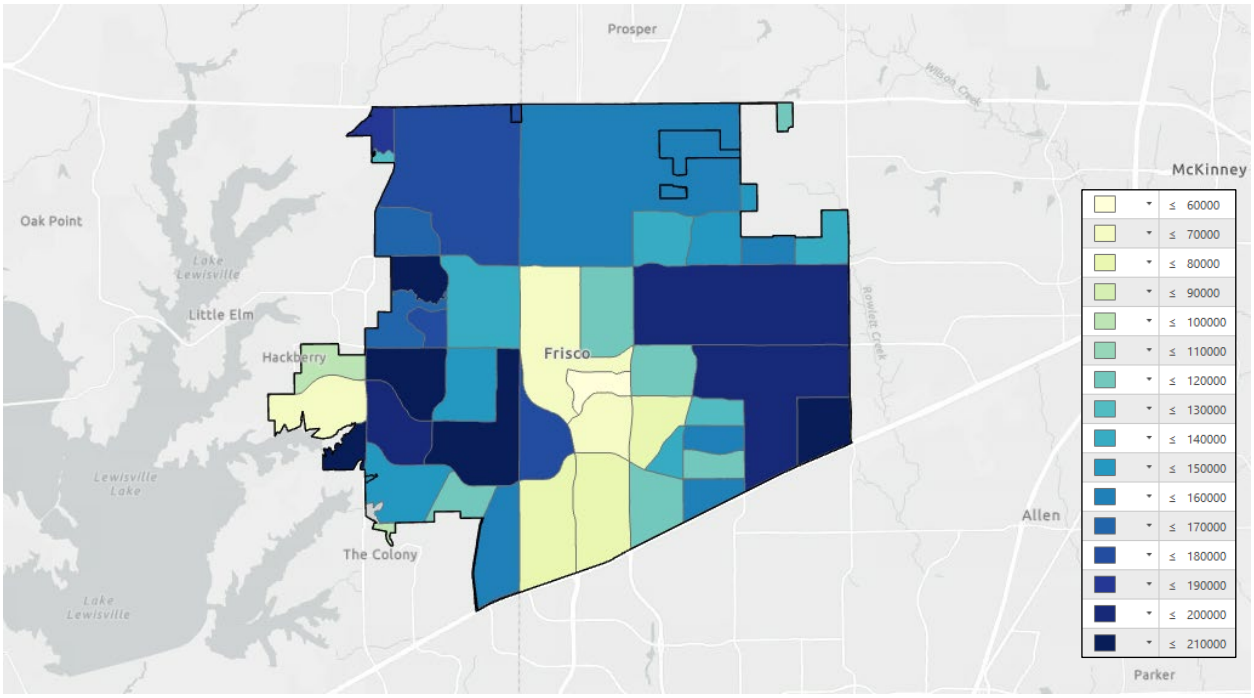

Figure 18: Median Household Income, Source: Esri Business Analyst, Design Workshop

Employment & Poverty

The City's unemployment rate is a key indicator of its economic health. Fortunately, the unemployment rate in Frisco (3.2%) is slightly below that of Collin County (3.6%), the state of Texas (4.1%) and the United States (4.3%), according to Esri 2023. The low unemployment rates are yet another economic indicator that **Frisco is performing above average from an economic perspective both within Collin County and the State of Texas**.[19]

Education and Technology

Frisco is home to two institutes of higher education, Collin College and UNT at Frisco. However, almost 70% of the resident has higher than bachelor's degree which is higher rate compared to Collin County, the state of Texas, and the United States.

	City of Frisco	Collin County	Texas	United States
Graduate/Professional Degree	28.51%	20.76%	12.09%	13.86%
Bachelor's Degree	41.47%	36.38%	22.79%	22.27%
Associate Degree	6.04%	7.79%	8.21%	9.52%
Some College/No Degree	11.75%	15.30%	18.41%	17.73%
High School Diploma	7.81%	12.76%	20.89%	22.89%
9-12th Grade/No Diploma	1.48%	2.50%	6.63%	5.54%
Less than 9th Grade	1.66%	2.62%	6.55%	4.09%

Figure 19: Educational Attainment, Source: 2023 Esri

[19] Esri 2023, Business Analyst.

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MEMORANDUM

To:	City of Frisco
From:	Design Workshop
Date:	07/18/24
Project Name:	Frisco PROS
Project #:	7324
Subject:	Visitation Demographics Analysis

Memorandum Purpose

This report is intended to document and analyze demographics data collected from Near Pinnacle tool indicating visitation to different parks in the city of Frisco, Texas. The Near Pinnacle© platform helps in collection of human movement data for an instant place-based insights like visitation count day-to-day, yearly visit count, dwelling time, demographics of the visitors. It will help identify gaps in existing assets within the parking systems. To create demographics, the near tool identifies the geographic boundaries used by the country's census data (in US = Census Block Groups) and maps the Common Evening Locations (CEL)[1] to those boundaries. A weighted average of demographics for a set of devices is calculated based on the number of devices with a CEL in the census geographic boundaries. In future, key information from this memorandum will be included in the Master Plan document.

Memorandum Content

- Summary
- Demographics of Frisco Park System according to visitation
    - Popularity Among Age Groups
        - >18
        - 18-24
        - 25-34
        - 35-44
        - 45-54
        - 55-64
        - 65+
    - Race Distribution
    - Education
    - Income Distribution
- Community Parks
    - Popularity Among Age Groups
    - Race Distribution
    - Education
    - Income Distribution

[1] This is the point/area where the device is most often seen in the evenings (6pm-6am) and/or on the weekends.

- Regional Parks
    - Popularity Among Age Groups
    - Race Distribution
    - Education
    - Income Distribution
- Greenbelt
    - Popularity Among Age Groups
    - Race Distribution
    - Education
    - Income Distribution
- Natural Area
    - Popularity Among Age Groups
    - Race Distribution
    - Education
    - Income Distribution
- Park Facility
    - Popularity Among Age Groups
    - Race Distribution
    - Education
    - Income Distribution
- Urban Park
    - Popularity Among Age Groups
    - Race Distribution
    - Education
    - Income Distribution
- Neighborhood Parks
    - Popularity Among Age Groups
    - Race Distribution
    - Education
    - Income Distribution

SUMMARY

1. **Popularity by Age Group:**

    - **Most Popular:** Parks near schools and neighborhoods are most popular among children under 18 (ex: Boulder Draw Park, Crescent Park).
    - **Least Popular:** The 18-24 age group visits the park the least compared to other age groups. This age group tends to favor parks near sports stadiums or downtowns (ex: Ballpark Plaza).
    - **Middle-aged Focus:** Community parks are popular with all ages, with higher visitation by 35-44-year-olds for sports and family activities (ex: Independence Practice Site).
    - **Senior Activity:** Older adults (65+) frequent parks near lakes and neighborhoods with walking paths (ex: Frisco Lakes Park).

2. **Race Distribution:**

   - **Overall Trend:** White demographics have an equivalent visitation rate than their 49% representation in Frisco, while African Americans and Hispanic have a higher visitation rate than their representation of 9% and 12% respectively. Asian demographics overall has lower visitation rate than their representation of 27% in the city.
   - **Park Preferences:** Certain parks are more popular among specific racial groups. For example, Asians visit Estate of Shaddock Park and Yucca Ridge Park more, while Hispanics favor Harvest at Frisco Commons.

3. **Education Level:**

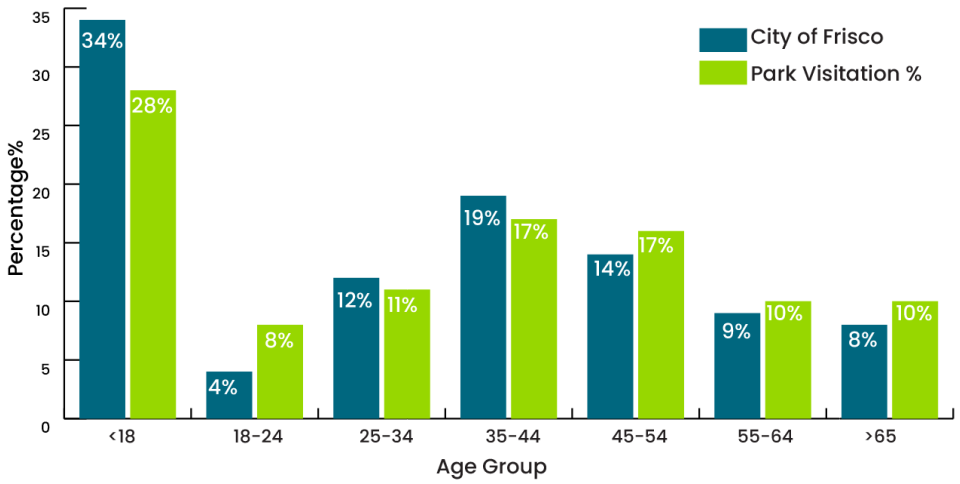
   - **Higher Education:** Parks tend to have a higher percentage of visitors with a lower education level compared to their representation in Frisco.

4. **Income Distribution:**

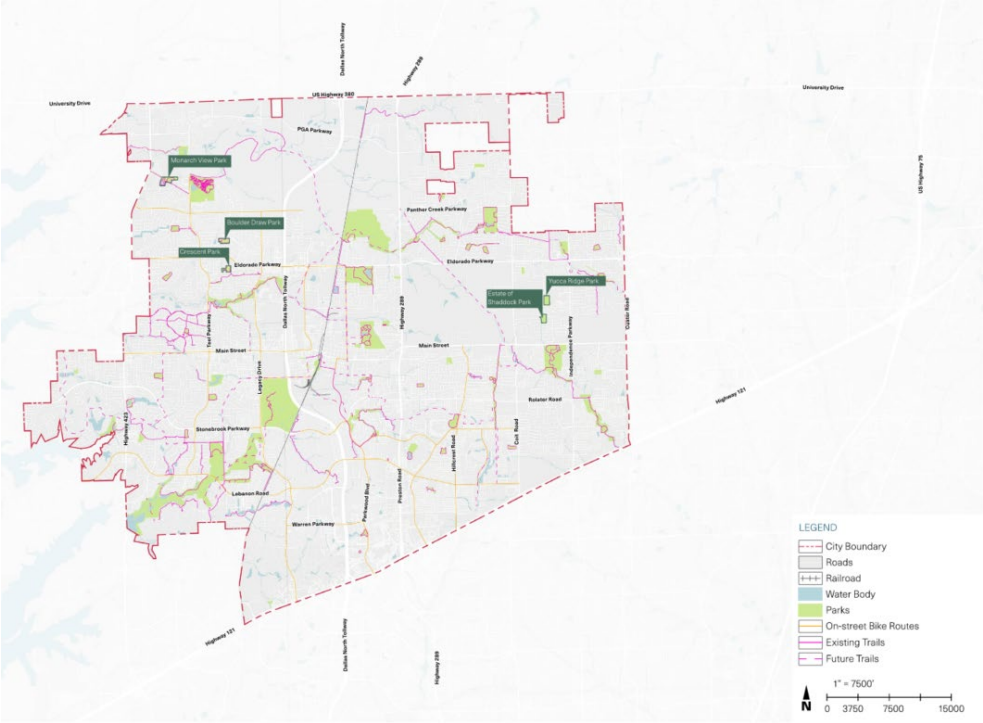
   - **Higher Income:** While higher-income residents make up a larger portion of the city's population, they visit parks at a lower rate.
   - **Accessibility:** Conversely, lower-income groups seem to utilize parks more frequently, exceeding their demographic representation. This disparity suggests that wealthier residents have other options for accessing recreation and outdoor spaces. Meanwhile, for lower-income groups, parks might be a more accessible and affordable leisure option.
   - **Middle-Income Focus:** Many parks are popular among middle-income residents (30K-99K).

DEMOGRAPHICS OF FRISCO'S PARK SYSTEM ACCORDING TO VISITATION

Popularity Among Age Groups:

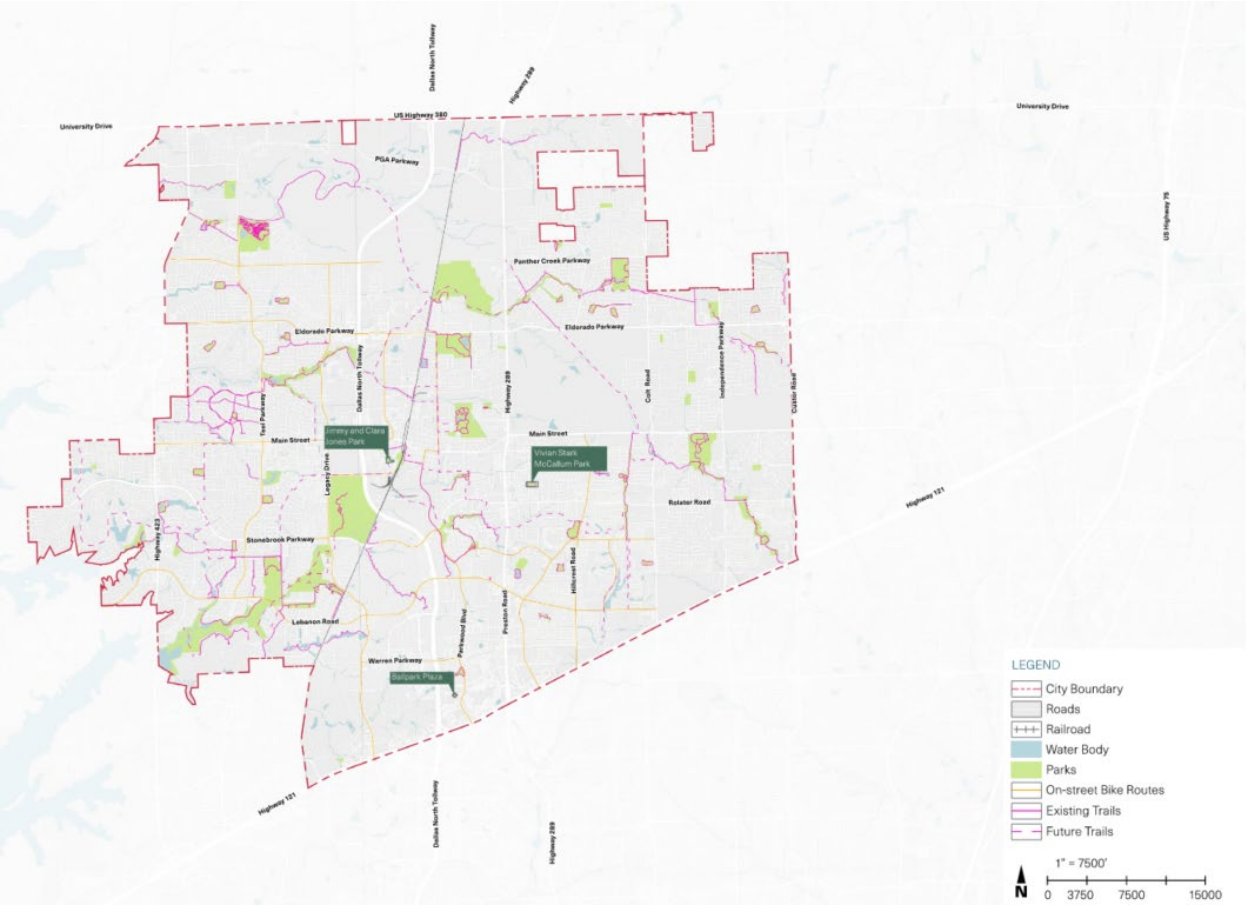


- **< 18:** Most popular parks among the age <18 are **Boulder Draw Park**, **Crescent Park, Grifin Park Trail, Stone Lake Trail, Monarch View Park, Yucca Ridge Park** and **Estates of Shaddock Park** with a total visitation of 28% compared to the city's demographics of 34%. These parks are all located either within a neighborhood or next to a school campus, indicating the demand for these parks system by this age group.



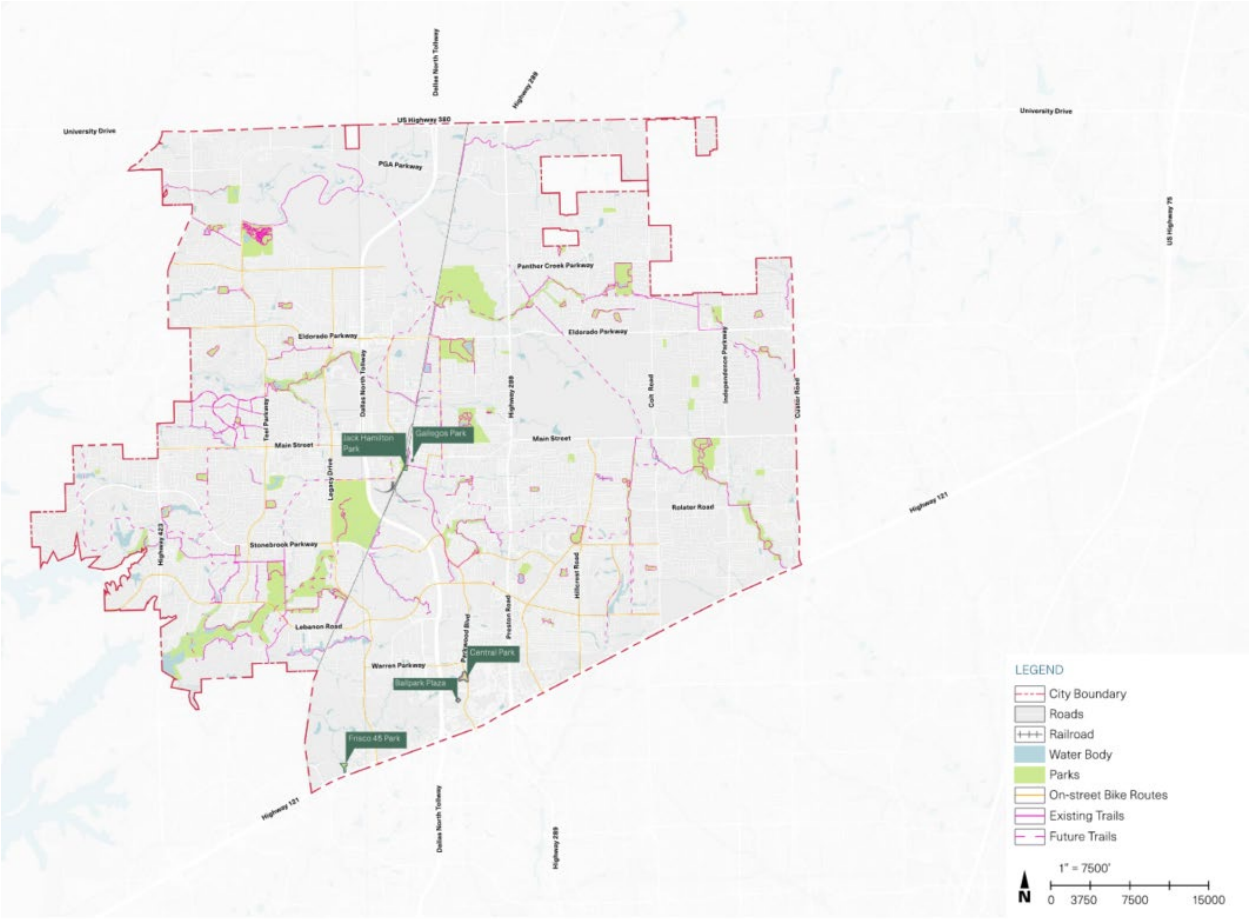
Map Indicating most visited parks by age <18 in Frisco.

- **18 -24:** This age group visits Frisco park system about 8% which is higher than its representation in city's demographics of 4%. The popular parks among the age 18 -24 are **Ballpark Plaza**, **Jimmy and Clara Jones Park, and Vivian Stark McCallum Park,** each with 10% visitation. These parks are all located either within downtown neighborhood or is next to sports stadium, indicating the demand of this typology of parks system by this age group.



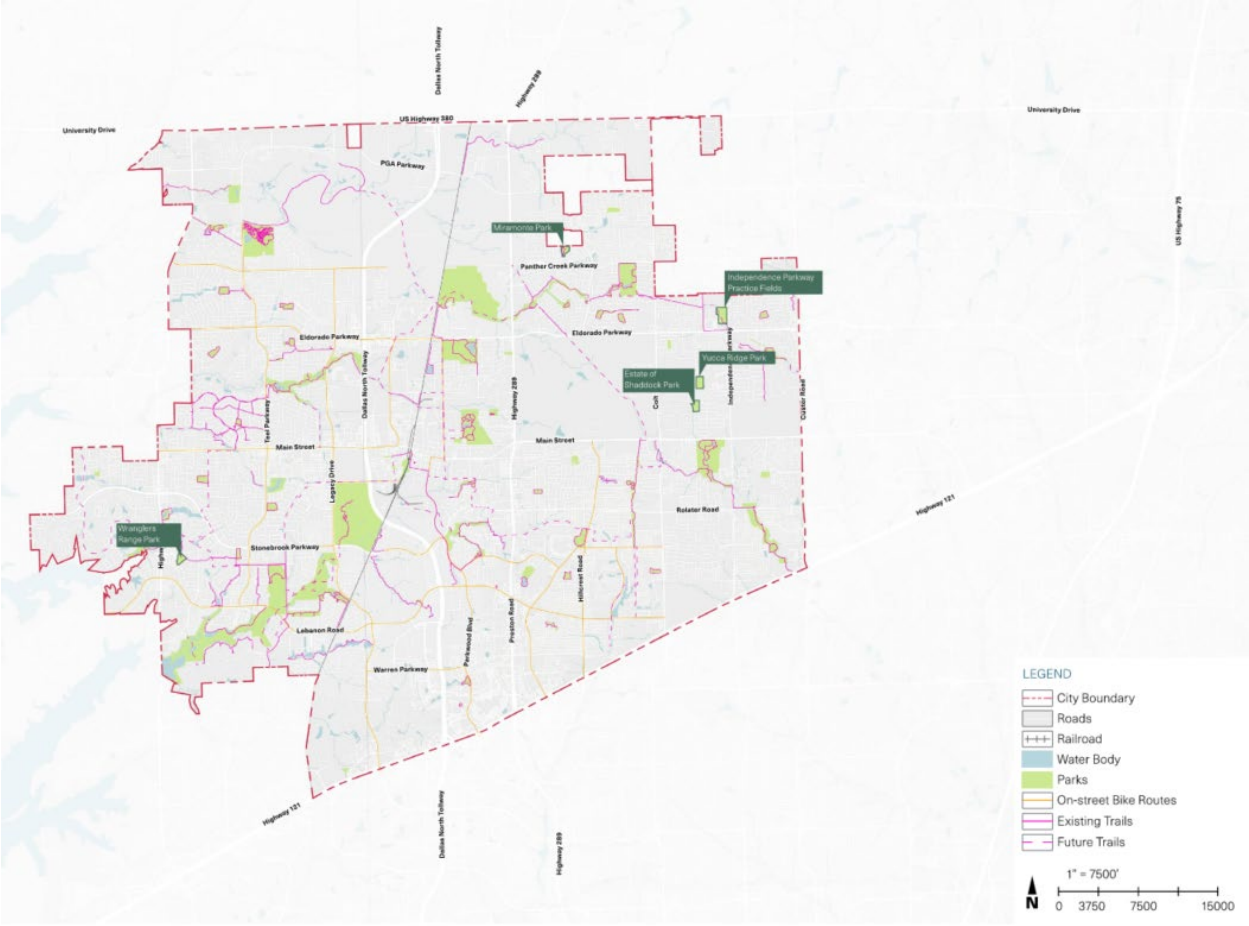
Map Indicating most visited parks by age 18-24 in Frisco.

- **25 -34:** This group takes 11% of park visitation which is similar to its representation within the city (12%). Most popular parks among the age 25 -34 are **Gallegos Park** and **Frisco 45 Park** with 16% visitation each**.** The other popular parks among this age group are **Jack Hamilton Park (15%), Central Park (15%), Ballpark Plaza (14%)** and **Jimmy and Clara Jones Park (14%)**. This age group is the young working group who mostly enjoy events and gatherings for recreation.



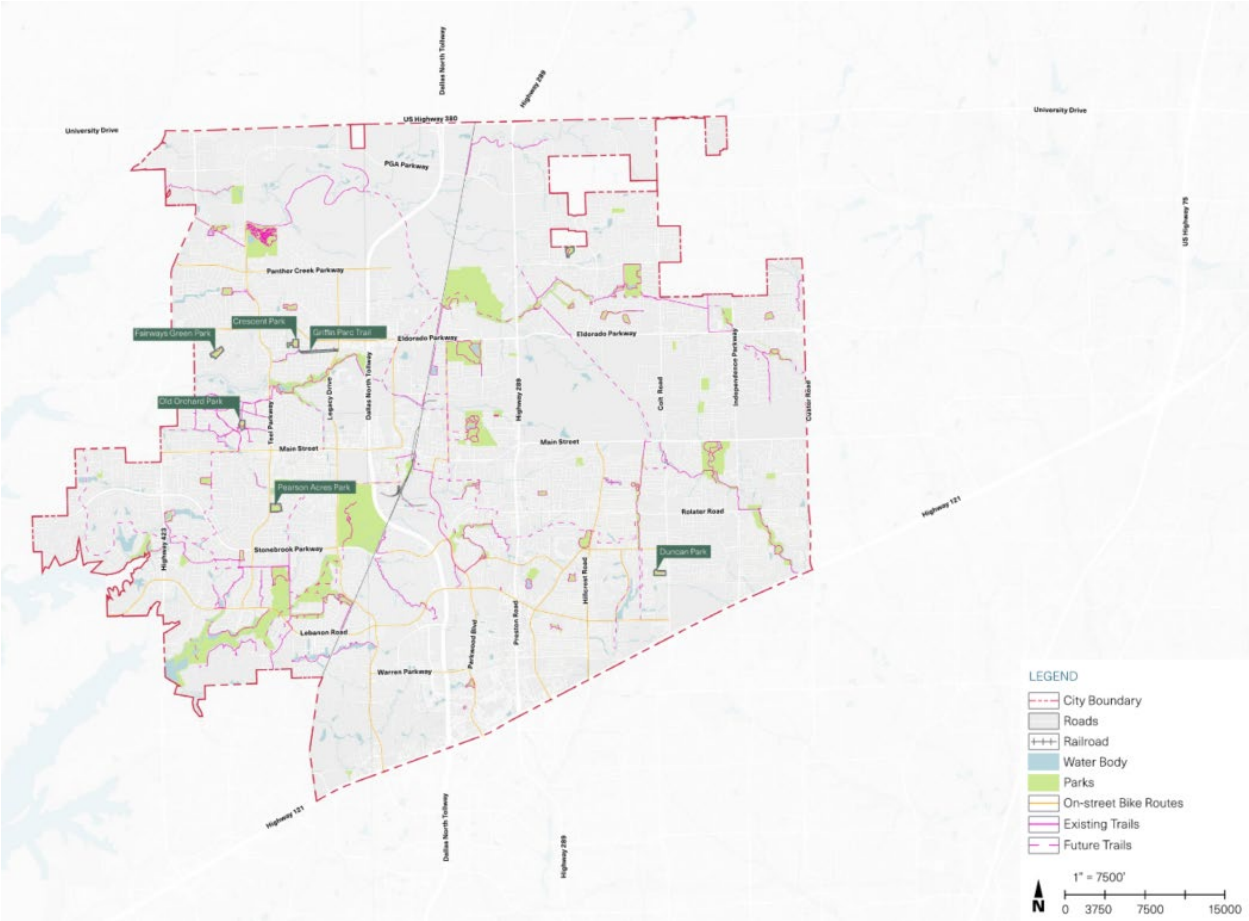
Map Indicating most visited parks by age 25-34 in Frisco.

- **35 -44:** 17% of park visitation demographic is in 35-44 age group. Most popular parks among the age 35 -44 are **Wranglers Range Park**, **Independence Practice Site, Estates of Shaddock Park, Yucca Ridge Park** and **Miramonte Park** with 20% visitation**.** This age group indicates young family adults taking their kids to play along with enjoying recreation amenities for their own health and wellbeing.



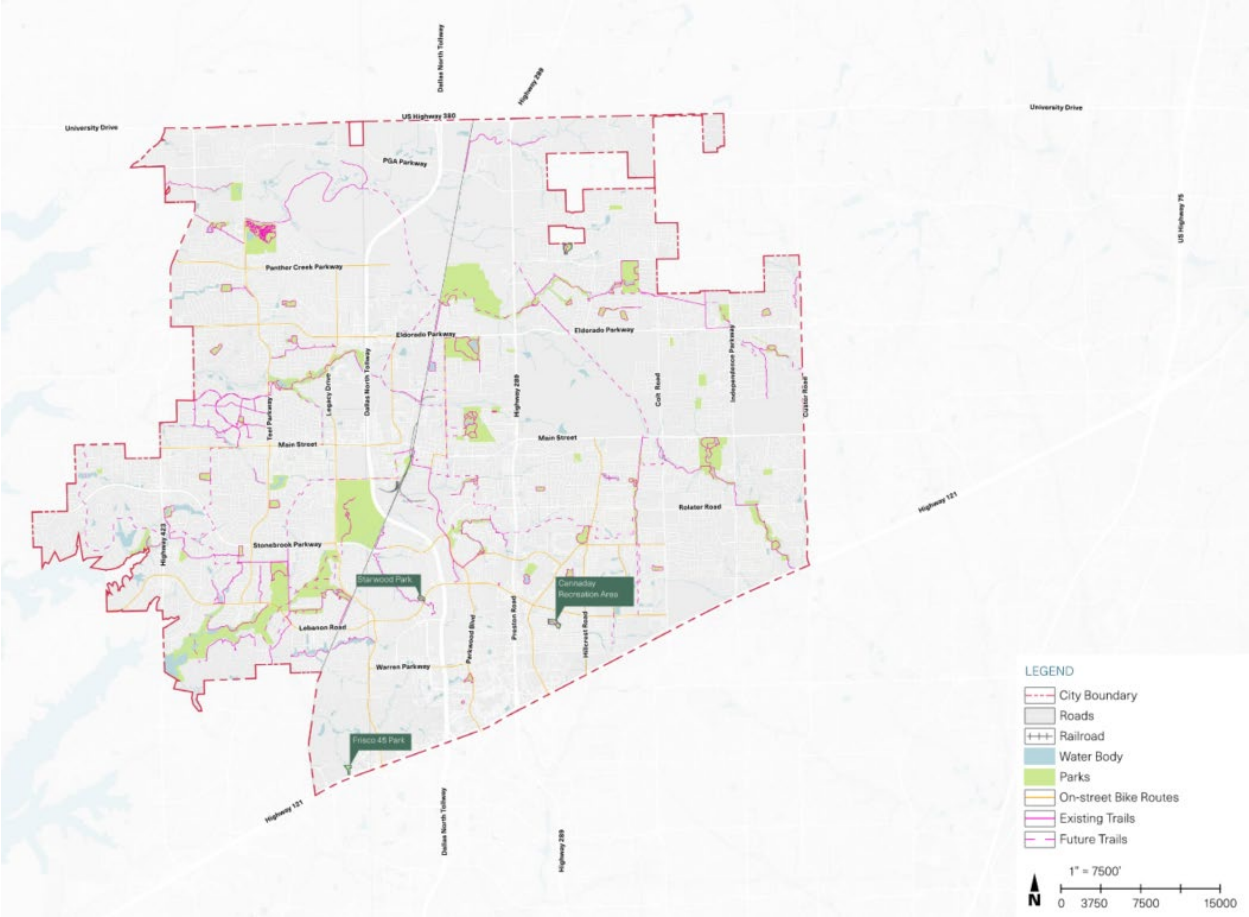
Map Indicating most visited parks by age 35-44 in Frisco.

- **45 -54:** The 45-54 age group is one of the demographic groups have higher percentage in visitation data (17%) than the representation in city's demographics (14%). Most popular parks among the age 45 -54 are **Duncan Park, Griffin Park Trail, Pearson Acres Park, Old Orchard Park, Fairways Green Park** and **Crescent Park** with 19% visitation each. This record indicates the age group enjoy recreation amenities within their neighborhood parks.



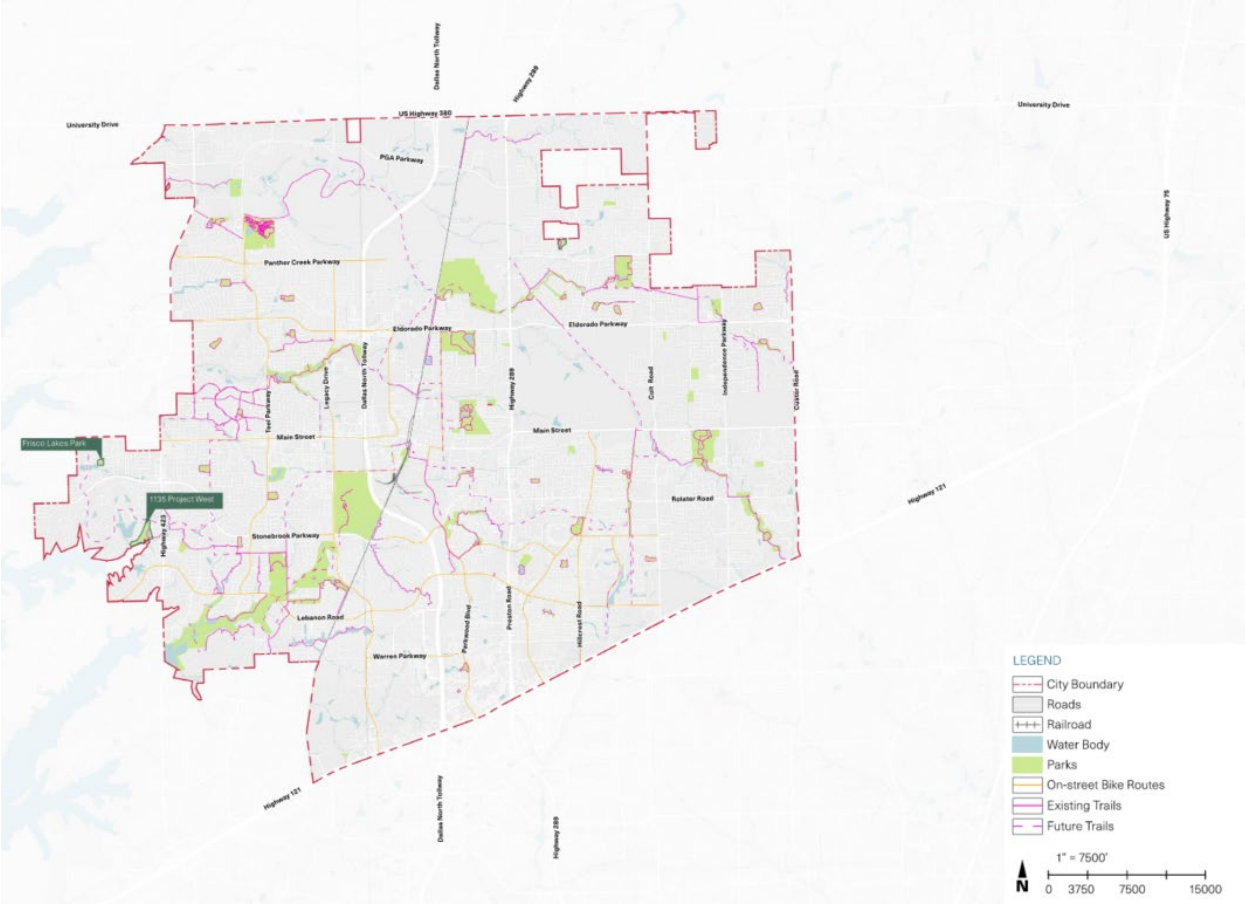
Map Indicating most visited parks by age 45-54 in Frisco.

- **55 -64:** 10% of park visitation is 55-64 age group. Most popular parks among the age 55 -64 are **Frisco 45 Park, Starwood Park** and **Cannady Recreation Area.** This similarly indicates the age groups interest usage of neighborhood parks.



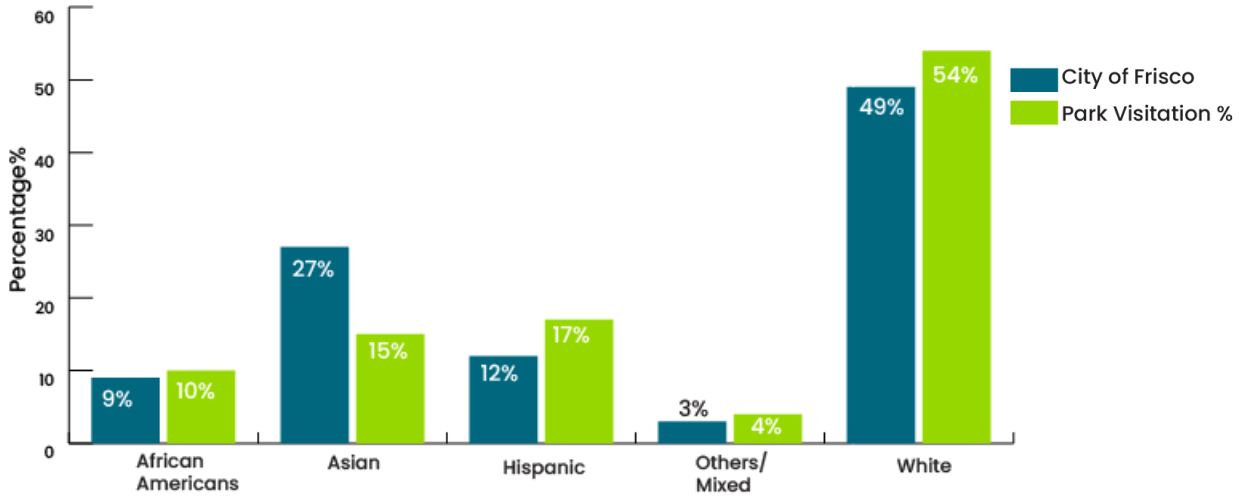
Map Indicating most visited parks by age 55-64 in Frisco.

- **65+:** In the City of Frisco, residents over 65 years old comprise 8% of the population, yet they account for 10% of all park visits. Most popular parks among the age 65+ are **1135 Project West** and **Frisco Lakes Park.** This park system lies west of Frisco along the lake area among the neighborhood with a golf course having an older population according to census records.



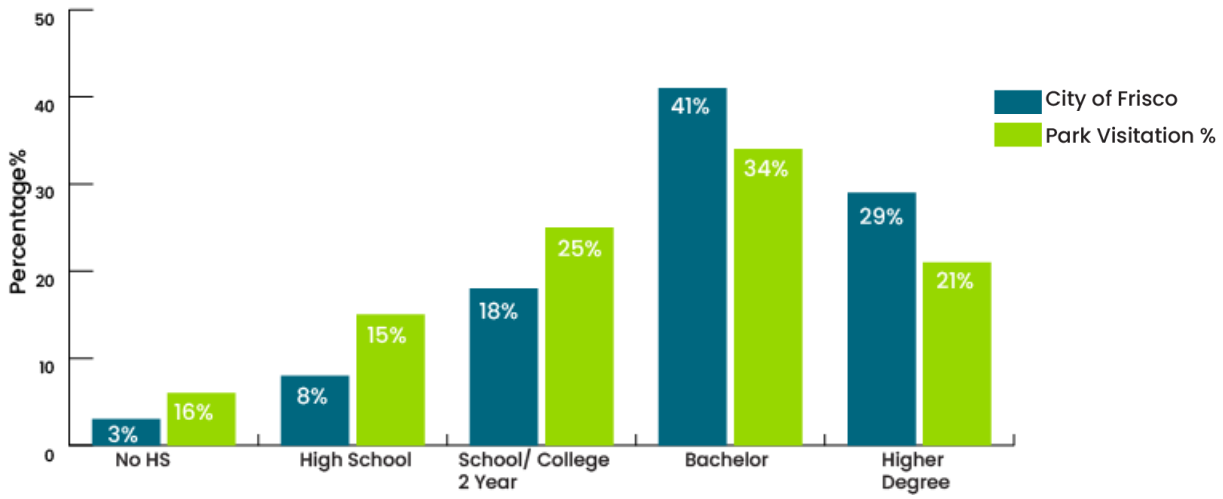
Map Indicating most visited parks by age 65+ in Frisco.

Race Distribution



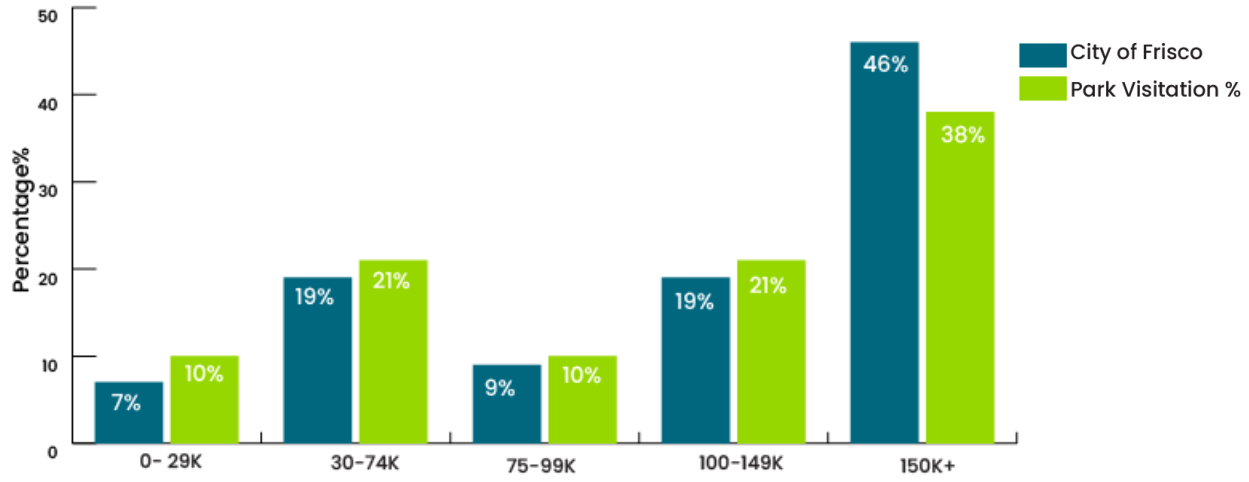
Overall White demographics presence is higher across most parks, as this community represent 49% of city's total population. The parks have higher representation of African American (10%) and Hispanic (17%) reflect a more diverse community visitation of park systems in Frisco compared to overall population of both demographic groups representation in city. The Asian demographics has specific high representation in certain parks, especially in **Future Site Estates of Shaddock Park** and **Yucca Ridge Park** show 33% and 31% respectively while overall has low visitation of 15% in Frisco Park system compared to 27% representation of Asian population in the city of Frisco.

Education



The percentage of individuals with degrees lower than some college degree has significantly higher visitation compared to overall city's demographic education distribution. While the population with bachelor's degree and higher education shows moderately lower visitation. This result is based upon US census block group statistic hence determination of based on various age groups education is not indicative.

Income Distribution

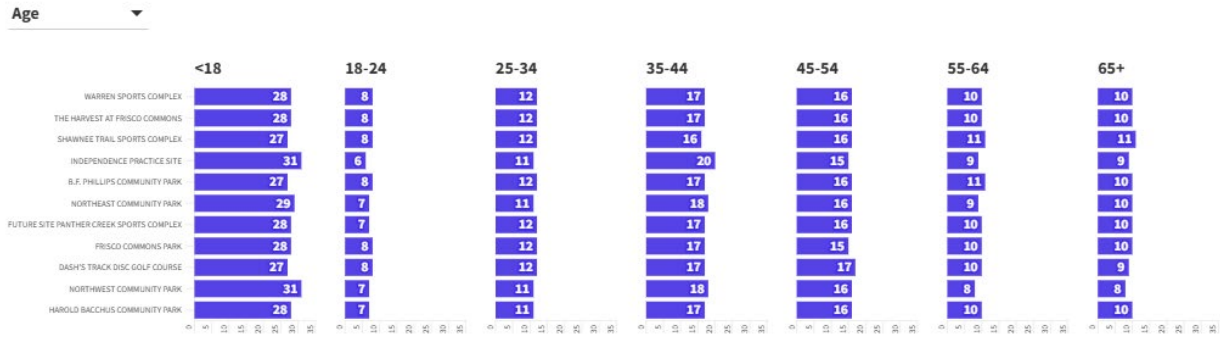


The lowest income bracket $0 -29K generally has the smallest representation in city demographics indicate higher visitation, with most parks showing values of about 10%. This is similar for low income and middle group brackets while several parks have a significant portion of the population earning above $150K+ but have low visitation

compared to city's demographic population. This result is based upon US census block group statistic derived from the household total income.

COMMUNITY PARK:

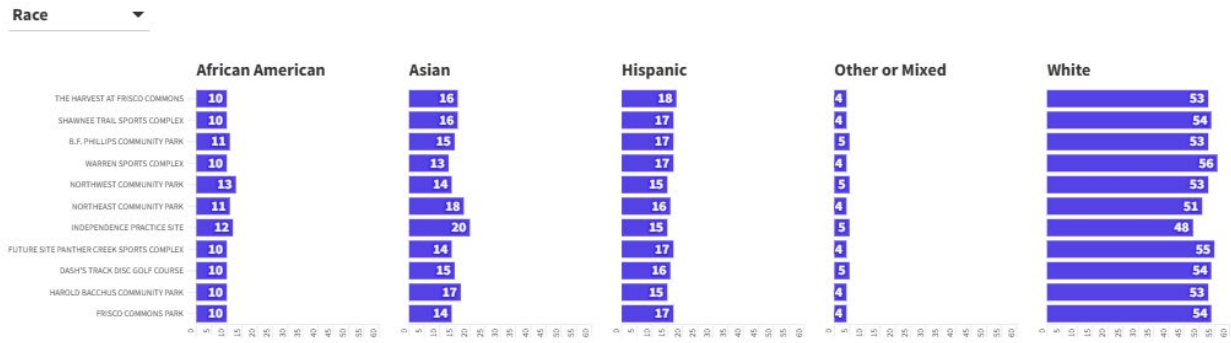
Popularity Among Age Groups:



This data suggests that most of the community parks are essential recreational spots for residents of **all ages** in Frisco, Texas, indicating the broader appeal. **Independence Practice Site and Northwest Community Park** are popular among the younger (<18) with 31% visitation. **Shawnee Trail Sports Complex and B.F. Phillips Community Park** also enjoy consistent popularity among all age groups, reflecting their versatile offerings. These parks highlight the importance of youth activities and sports at the same time maintain strong engagement from adults and middle-aged individuals, indicating their appeal for both family activities and personal fitness. The age groups 55+ frequent **Shawnee Trail Sports Complex** showing these parks are accessible and enjoyable for older residents.

The consistent popularity of community parks across all age groups suggests that these parks offer a wide range of facilities that meet the recreational needs of the entire community. In summary, the data indicates that while specific parks in Frisco, Texas, are universally popular, different age groups may have varying preferences and requirements, highlighting the importance of maintaining diverse amenities and programming to cater to all residents.

Race Distribution:

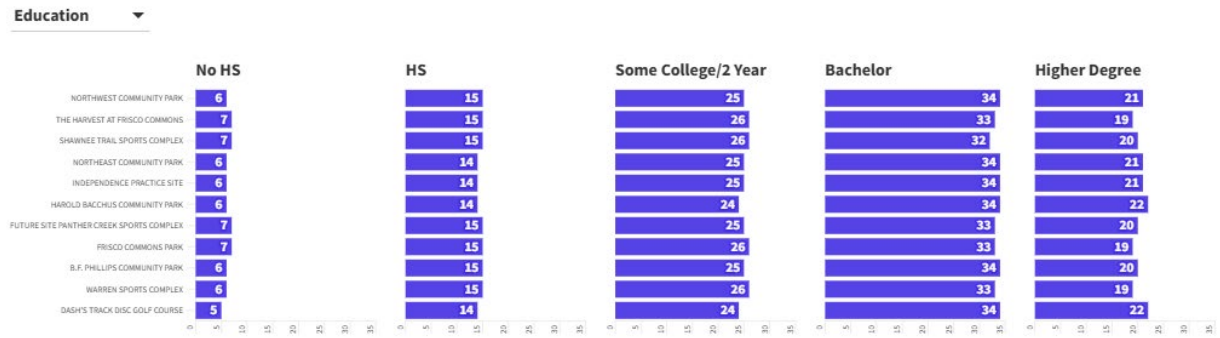


Park visitation in Frisco shows some interesting trends. White residents visit parks at a lower rate (around 35%) than their overall presence in the city (49%). Conversely, African Americans have a higher visitation rate (over 10%) compared to their representation in Frisco's population (9%). **Independence Practice Site** (20%) and **Northeast Community Park (18%)** are the notably visited parks by Asian demographics as both these parks have sports

facilities like Cricket pitches which is a favored recreation sport of this community. While **Harvest at Frisco Commons** is highly popular community park among Hispanic community reflecting the park's facility for community garden and community center.

The even pattern of visitation of most community parks by various demographics, specific parks like **Shawnee Trail Sports Complex, B.F. Phillips Community Park, and Warren Sports Complex** suggests that these are particularly important for all communities in Frisco, Texas.

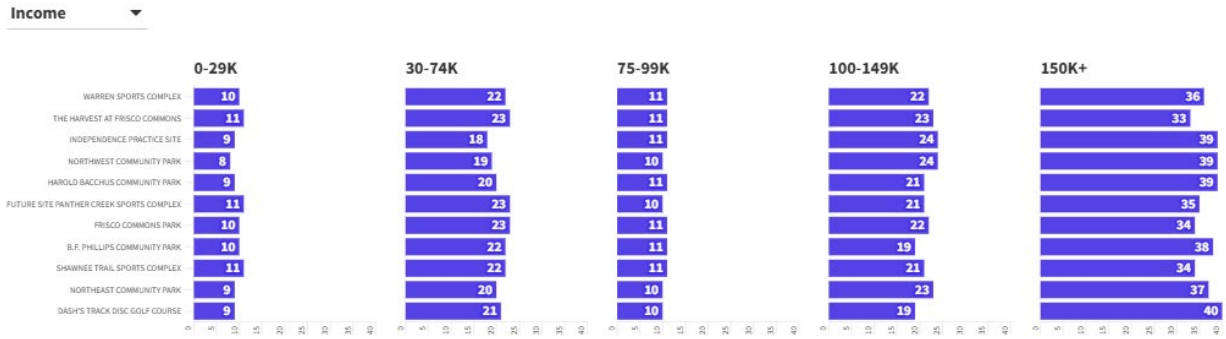
Education



The data indicates that the parks in Frisco, Texas, have inclusive facilities that cater to people with varying educational backgrounds, ensuring everyone can enjoy the community spaces.

Warren Sports Complex, Shawnee Trail Sports Complex, and B.F. Phillips Community Park: These parks are consistently popular across all educational levels, indicating these provide amenities and facilities appealing to a broad spectrum of the population.

Income Distribution



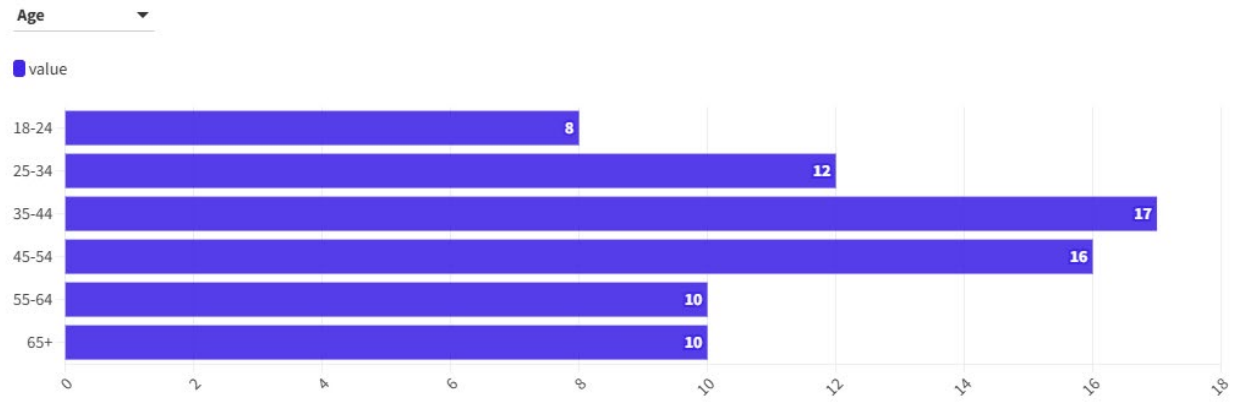
Parks like **Frisco Commons Park** and the **Harvest at Frisco Commons** show notable popularity among the $0-29K, $30-74K and $75-99K income groups. Overall community parks in Frisco are visited by all income groups below $150K+ indicating the inclusive access of park amenities available for all income groups in the city of Frisco ($0-29K = 7%, $30-74K = 19%, $75-99K= 9%, $100-149K=19%). While higher-income residents make up a larger portion of the city's population, they visit parks at a lower rate. Conversely, lower-income groups utilize parks more frequently, exceeding their demographic representation. This disparity suggests potential barriers for wealthier residents, such as park amenities not catering to their interests, or reliance on alternative forms of recreation. Meanwhile, for lower-

income groups, parks might be a more accessible and affordable leisure option. Understanding these usage patterns can help Frisco develop parks that are inclusive and cater to the diverse needs of all residents.

REGIONAL PARK:

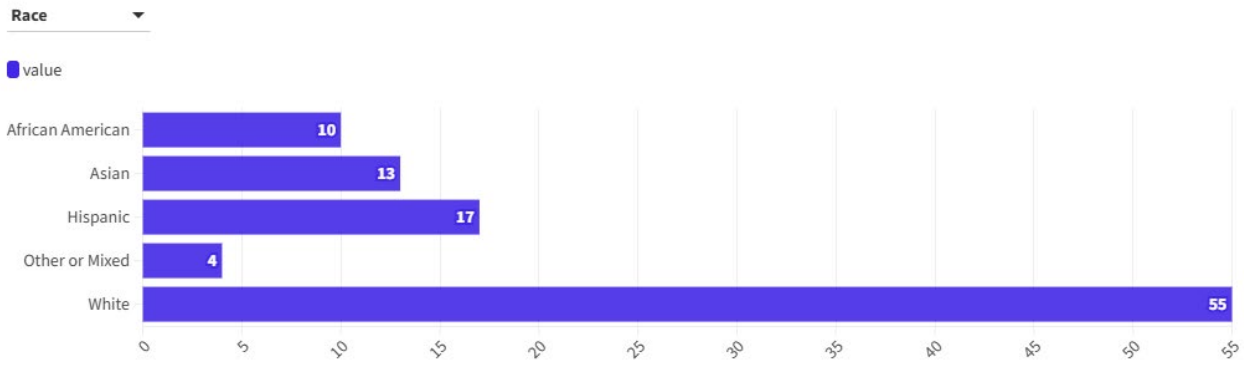
Grand Park is the only regional park of Frisco, which is currently under planning and design stage, while the park already has experienced total visitation in year 2023 of population 69015 which is about 30% city's population. The park is among the top 10 most visited parks in the city, indicates that the park's popularity among the community of Frisco.

Popularity Among Age Groups:



The age distribution data for Grand Park, shows that the park is most popular among the 45-54 age group (16%) compared to city's demographic representation (14%) of this age group, indicating that middle-aged adult who are visiting the park frequently due to the existence of Big Bluestem Trail currently while the park is being designed as per the approved community vision. Grand Park would have higher participation from other age groups after being completed.

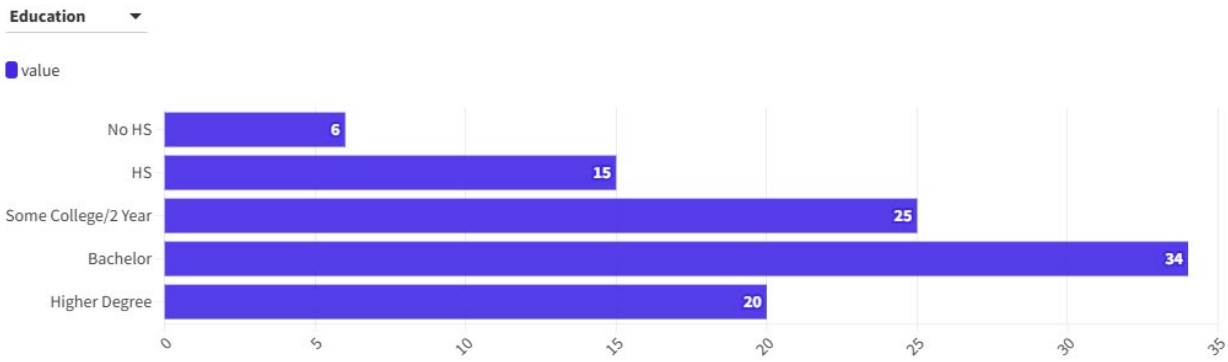
Race Distribution:



Grand Park currently has the highest representation among White visitors (55%), followed by Hispanic (17%), Asian (13%), African American (10%), and Other or Mixed ethnicities (4%), suggesting that the park's usage reflects a demographic skew towards the White population in the area. Significant representation is also seen in the Hispanic (17 %) and African American (10%) groups, highlighting their notable presence compared to these groups' representation in city's demographic profile. The Asian group has a moderate representation with 13%, while this

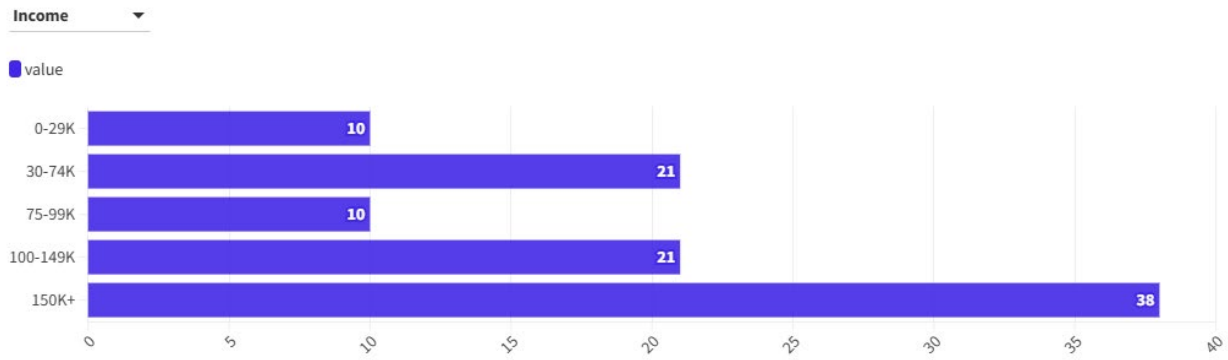
racial group has 27% representation in the city's demographics. The park would need facilities and amenities catering for all diverse groups to have more presence in the park after completion.

Education



The education level distribution for visitors to Grand Park, indicates that the majority of visitors hold a bachelor's degree (34%), followed by those with some college or a 2-year degree (25%) and those with a higher degree (20%), while visitors have only a high school diploma (15%) or no high school education (6%). This is an interesting record providing the understanding utilization of the upcoming regional park due to the presence of educational trail network called the Bluestem Trail connecting with the BF Phillips Community Park.

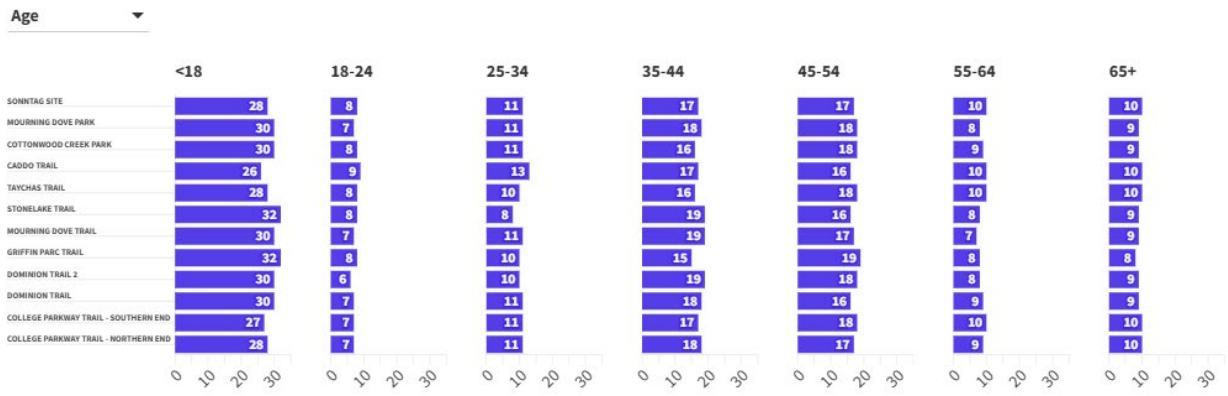
Income Distribution



This distribution suggests that park usage is skewed towards lower income distribution compared to their share overall population share. This visitation record in Grand Park while the park is currently in design planning stage, indicates the interest of various income groups for the upcoming project.

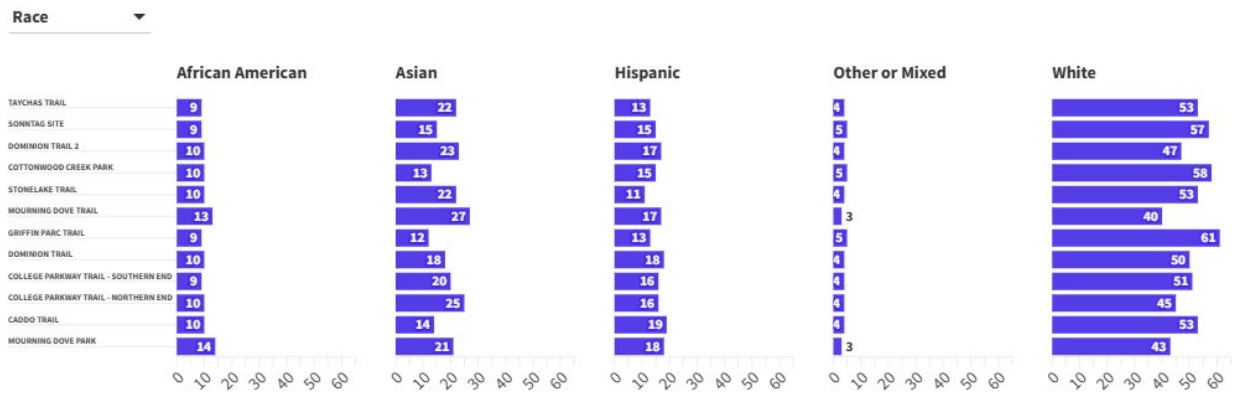
GREENBELT:

Popularity Among Age Groups:



The greenbelt is popular among all age groups compared to city's demographic representation. The <18 age group, with several trails such as **Stonelake Trail** and **Grifin Park Trail** has 32% visitation. The 35-54 age group also shows equivalent visitation, with **Stonelake Trail** (19%) and **Dominion Trail** (19%), indicates the greenbelts are favored by younger families. The 55-64, and 65+ age groups have more even distribution, with most trails attracting 10% of visitation indicating ease of accessibility for the older aged community. Greenbelts are most popular among 18-24 age groups having higher representation compared to the city's census records (4%) of this age group. **Caddo Trail** is the most popular greenbelt for the 18-24 age group, reflecting overall usage distribution compared to city's demographic distribution.

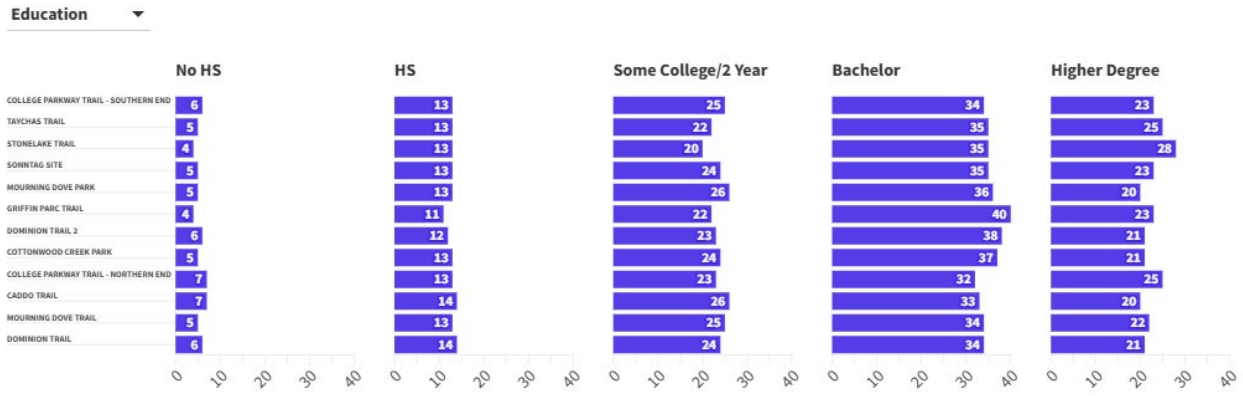
Race Distribution:



While the White demographic has the highest visitation comprising of city population of 49%, greenbelts are also important recreational spaces for Asian, Hispanic, and African American communities, emphasizing their role in providing inclusive public spaces. Asian demographics of 27% has equivalent visitation in greenbelts like **Mourning Dove Trail** (27%) indicating ease access for this racial group to this trail system. Hispanic visitors frequently use greenbelts such as **Caddo Trail** (19%), **Mourning Dove Park** (18%), and **Dominion Trail** (18%) which is moderately higher representation compared to the demographical record in the city (12%). African American visitors have

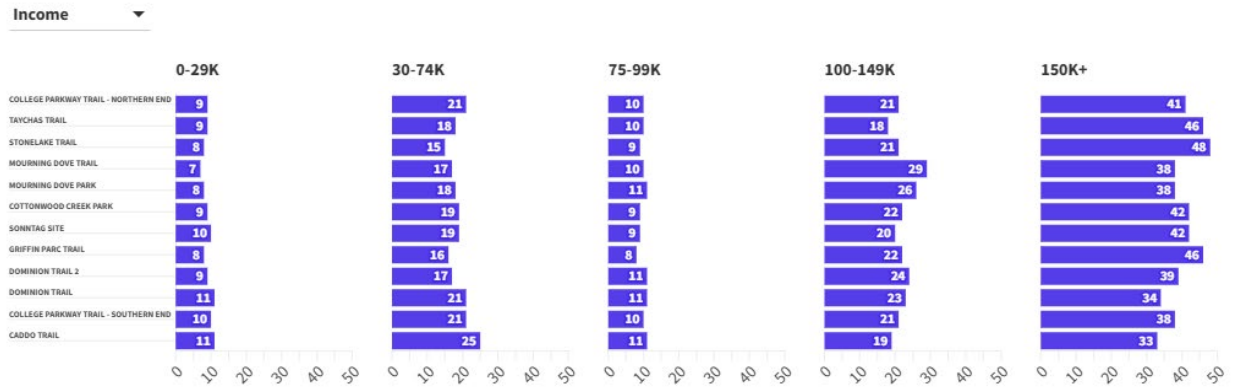
notable representation at **Mourning Dove Park** (14%) and **Mourning Dove Trail** (13%) indicating higher appeal of greenbelts among diverse racial groups.

Education



Individuals with high school or some college degree show higher usage rates, particularly favoring **Caddo Trail** and **Mourning Dove Trail**. Greenbelts serve as important recreational and education programming for all educational demographics as overall visitation is moderately higher or equivalent to the representation of education distribution groups in the city.

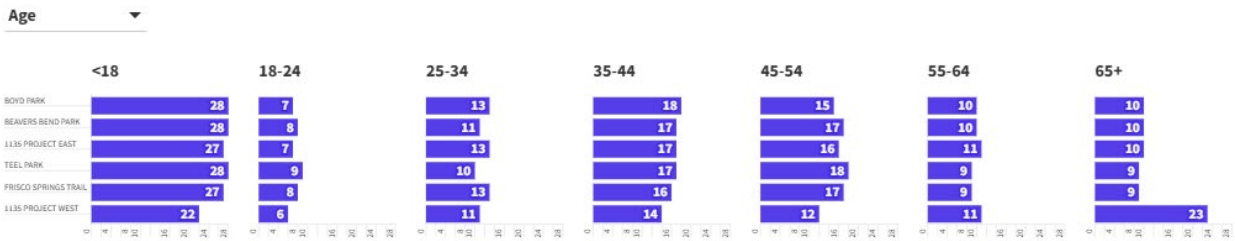
Income Distribution



Overall, greenbelts in Frisco are widely used by individuals across all income brackets, with $150K+ income group showing the equivalent visitation compared to city demographic profile (46%). **Caddo Trail** has the highest visitation from lower income groups ($0-29K =11%, $30-74K = 25% and $75 -99K = 11%), suggesting accessibility and appeal across all income levels specifically this trail system.

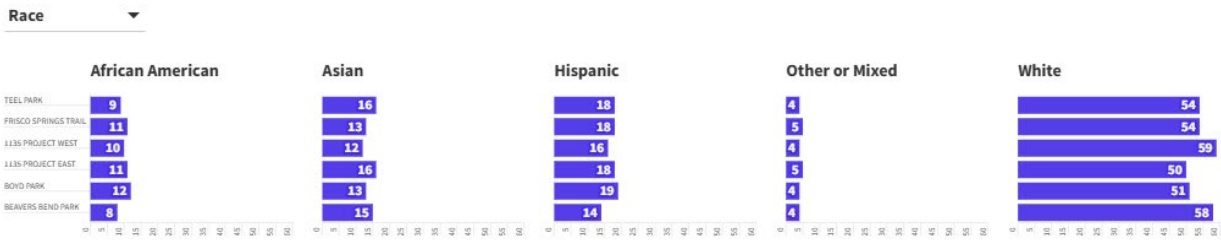
NATURAL AREAS:

Popularity Among Age Groups:



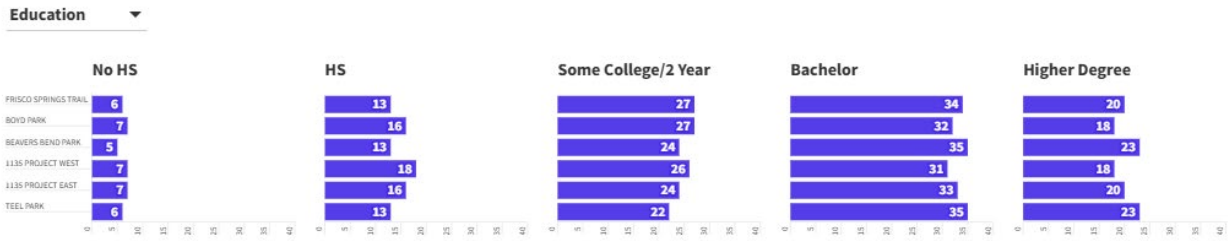
Natural areas see a significant popularity among the 18-24 age group, with **Teel Park** attracting around 9% of visitation, suggesting programming and recreational engagement from young adults compared to this age groups demographics in the City of Frisco (4%). **Boyd Park** shows consistent moderate popularity across the 25-34 and 35-44 age groups, each attracting between 13% and 18 % of visitors, reflecting steady usage by middle-aged adults. The significant popularity of **1135 Project West** among the 65+ age group, attracting 23% visitors from this age group, indicating this park features appeals to older age group. **Boyd Park, Beavers Bend Park and Teel Park** are highly popular among the under-18 age group, each attracting around 28% visitation respectively, though moderately low visitation compared to city's demographic record of this age group (34%). This indicates the need for the provision of more nature interactive programming to involve the younger individuals.

Race Distribution:



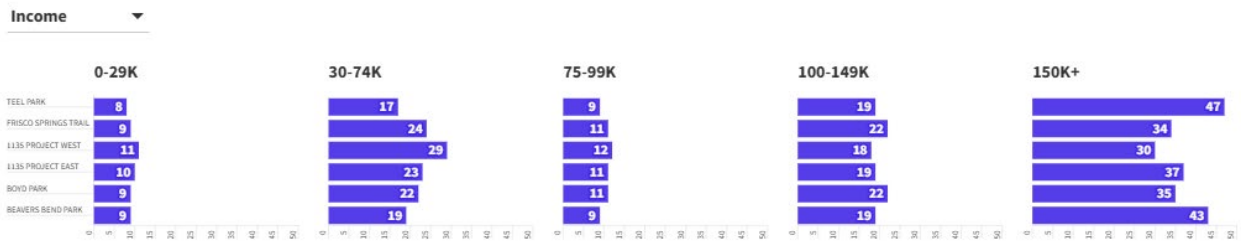
Natural areas in Frisco, Texas, attract a wide range of visitors across different racial groups. **Boyd Park** is particularly popular among African American and Hispanic visitors with visitation from each group 12% and 19%, respectively. The highest engagement is seen from White visitors, especially at **1135 Project West (59%) and Beavers Bend Park (58%)**. These insights highlight the inclusive nature of Frisco's natural areas, yet the need to cater to all diverse population specifically Asian population whose visitation to natural areas is moderately lower than its total demographic in the city (27%).

Education:



Overall, natural areas in Frisco, Texas, cater to a wide range of educational backgrounds, showing strong and consistent popularity across different educational groups. High school education background has higher visitation compared to city's demographic census data (8%) example the **1135 project west** has a visitation percentage of 18%. Similarly, some college/2 year compared to city's demographics (18%) has high visitation to natural areas like **Frisco Springs Trail and Boyd Park** each with visitation of 27%. This indicates this group enjoys recreation in nature.

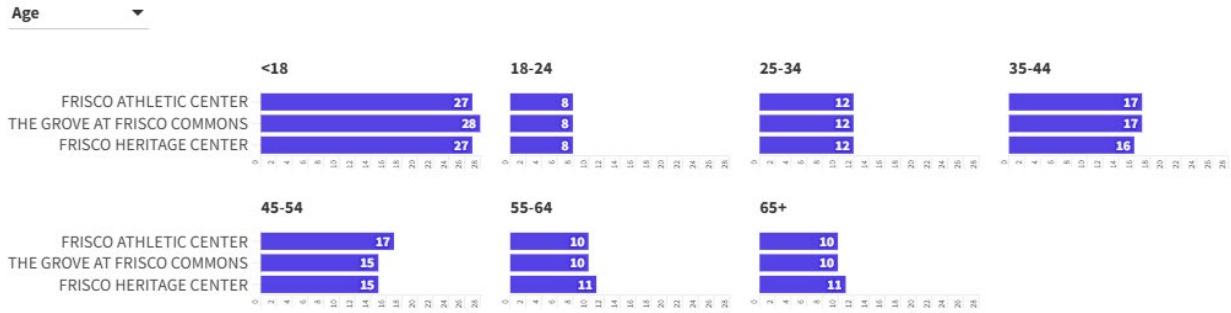
Income Distribution



The table above suggests that natural areas in Frisco, Texas, attract a diverse range of visitors across all income levels. High-income visitors ($150K+) show the highest engagement, especially at **Teel Park** of 47%. Natural areas like 1135 Project East and 1135 Project West are more frequently visited by lower-income groups.

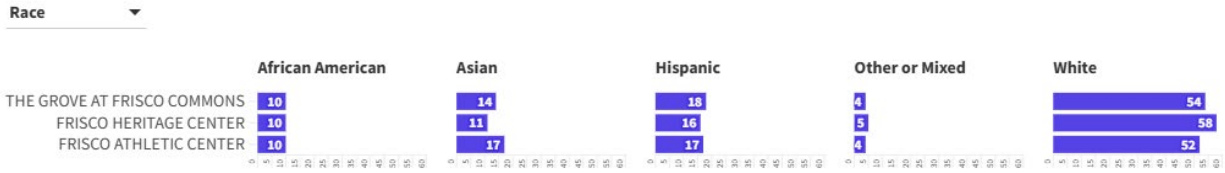
PARK FACILITIES:

Popularity Among Age Groups:



The Grove at Frisco Commons is consistently popular across all age groups, highlighting their broad appeal and importance as key recreational and social hubs in Frisco, Texas. Continued popularity among middle-aged and senior adults reflects these locations' ability to meet the needs of older populations, ensuring inclusive access for all ages.

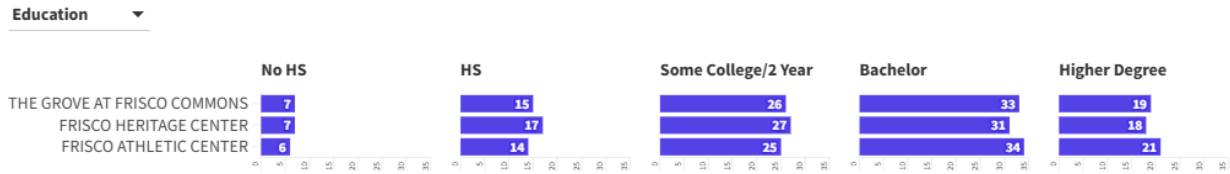
Race Distribution:



Overall, park facilities are popular among White community, higher level of participation from African American and Hispanic visitors at both facilities, suggesting these parks are popular among these groups. Efforts could be made to

increase engagement from Asian and Other or Mixed-race visitors to ensure these facilities serve the entire community inclusively.

Education



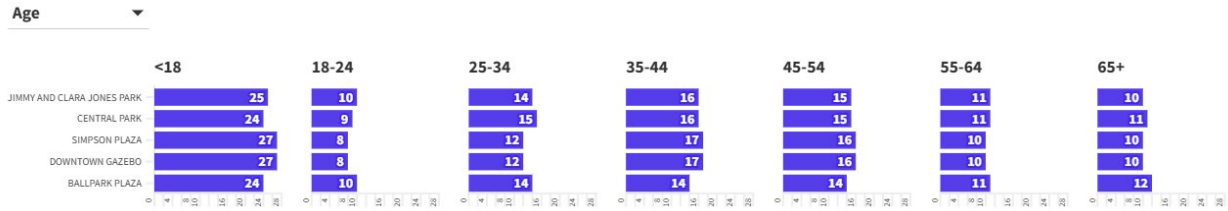
Frisco Heritage Center is popular among visitors with no high school degree and higher degrees, indicating these facilities' strong educational facility. The overall high usage of these facilities suggests these offer amenities and programs that attract a broad spectrum of educational backgrounds.

Income Distribution

Frisco Heritage Center, The Grove at Frisco Commons and the **Frisco Athletic Center** all are highly popular among visitors with incomes of $0-29k, $30-74k and $75-99k indicating these facilities' strong appeal to low-income individuals along with the high income groups.

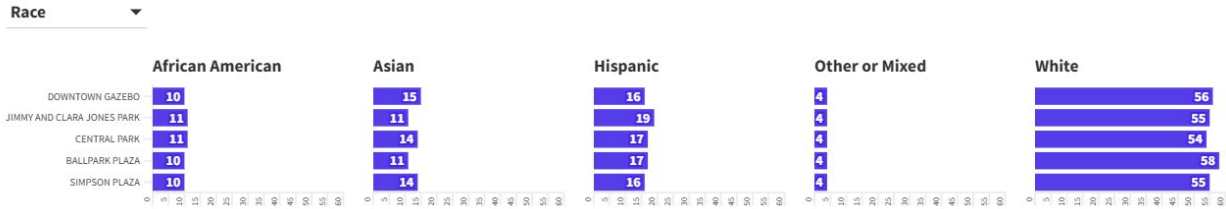
URBAN PARKS:

Popularity Among Age Groups:



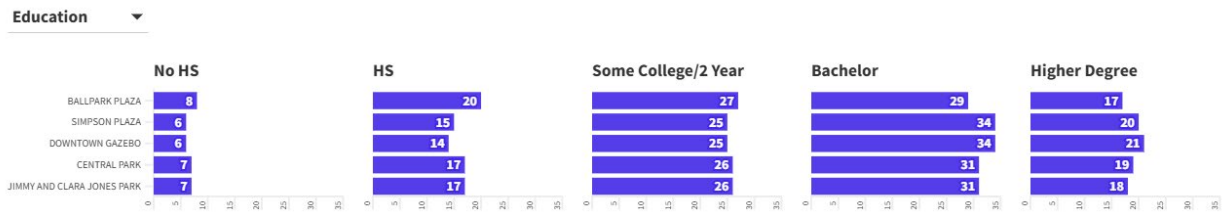
All urban parks show a consistent level of moderate usage across all age groups, indicating broad appeal and accessibility for a diverse range of visitors. The consistent usage patterns specifically medium to older age groups highlight the importance of urban parks as recreational and social spaces in Frisco, Texas.

Race Distribution:



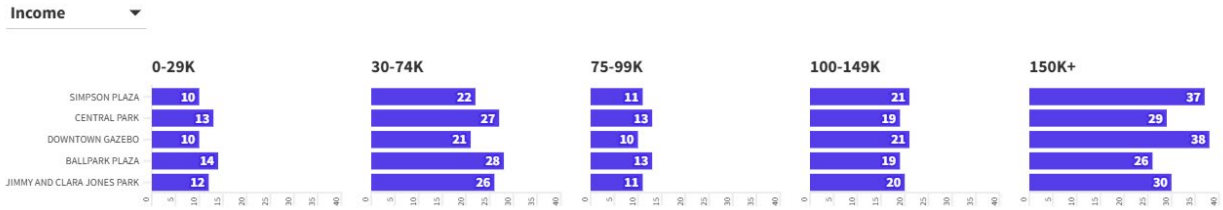
White visitors show the highest usage rates across all urban parks as this community comprises 49% of the city's demographic. Overall visitation of African American and Hispanic are higher compared to city's demographics ratio indicating Urban parks in Frisco, Texas has events and amenities which invites this group at large. While Asian demographic group has lower participation in urban parks compared to the community's representation in the city demographics profile which is about 27%. This indicates the city requires to have additional programming and events catering to this group in these urban parks.

Education



Visitors with High School education and some college/2 years has significantly higher visitation to **Ballpark Plaza** indicating the visitation being adjacent to a baseball stadium. **Simpson Plaza and Downtown Plaza** have high visitors from Bachelor and Higher Degree indicating the interest in participating in recreational events like music festival arranged by the City.

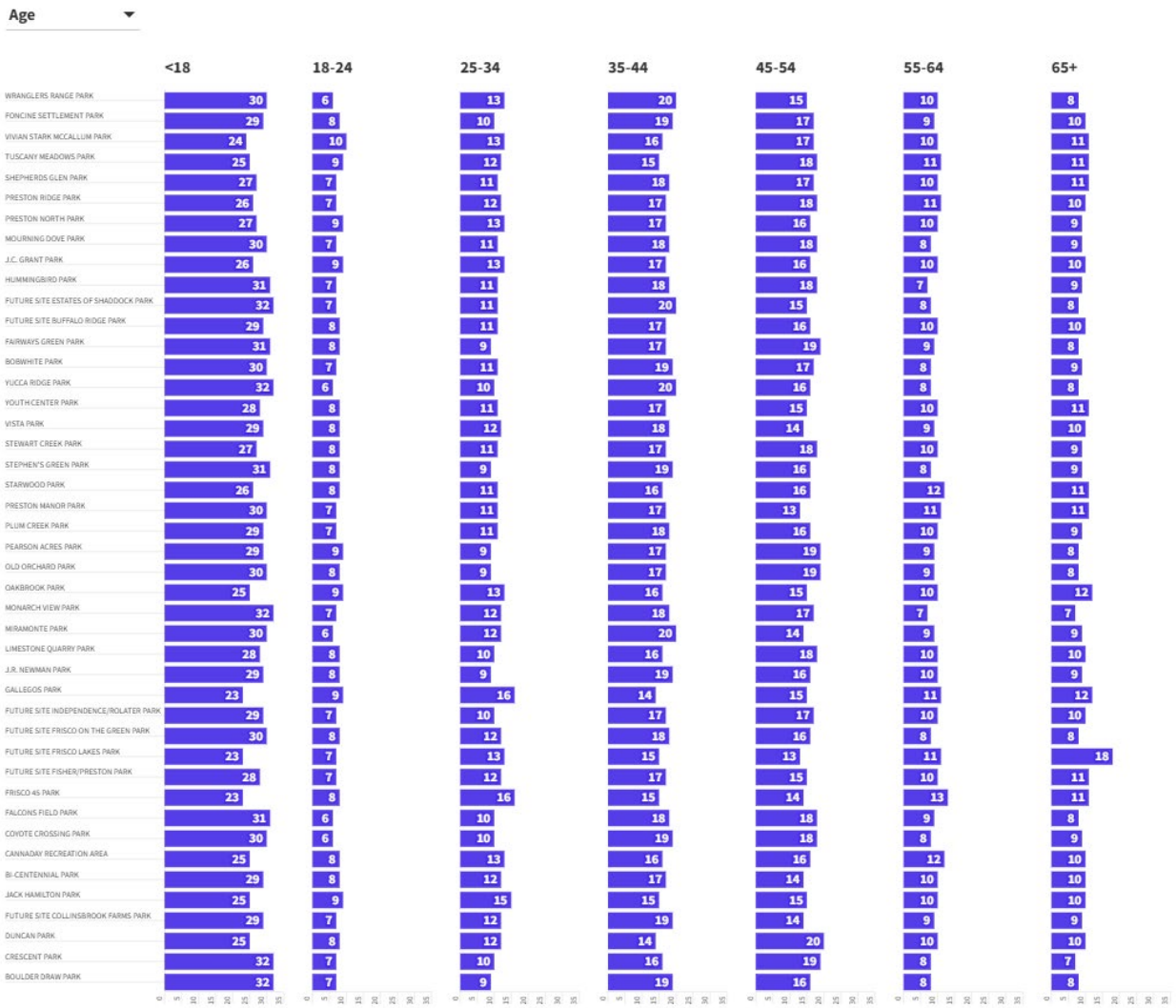
Income Distribution



Visitors with lower income groups show high usage across all urban parks compared to income distribution as per city's census record ($0-29K = 7% & $30-74K = 19%), showing significant participation indicating these facilities' strong appeal to lower income groups. The income bracket of $0-29K and $30-74K has higher visitation of 14% and 28% respectively in **Ballpark Plaza,** this plaza is next to baseball stadium called Frisco RoughRiders Field. While **Downtown Gazebo** and **Simpson Plaza** located in core downtown of Frisco is heavily visited by all income groups, indicating the participation of community in all the recreational events arranged by the city.

NEIGHBORHOOD PARK:

Popularity Among Age Groups:

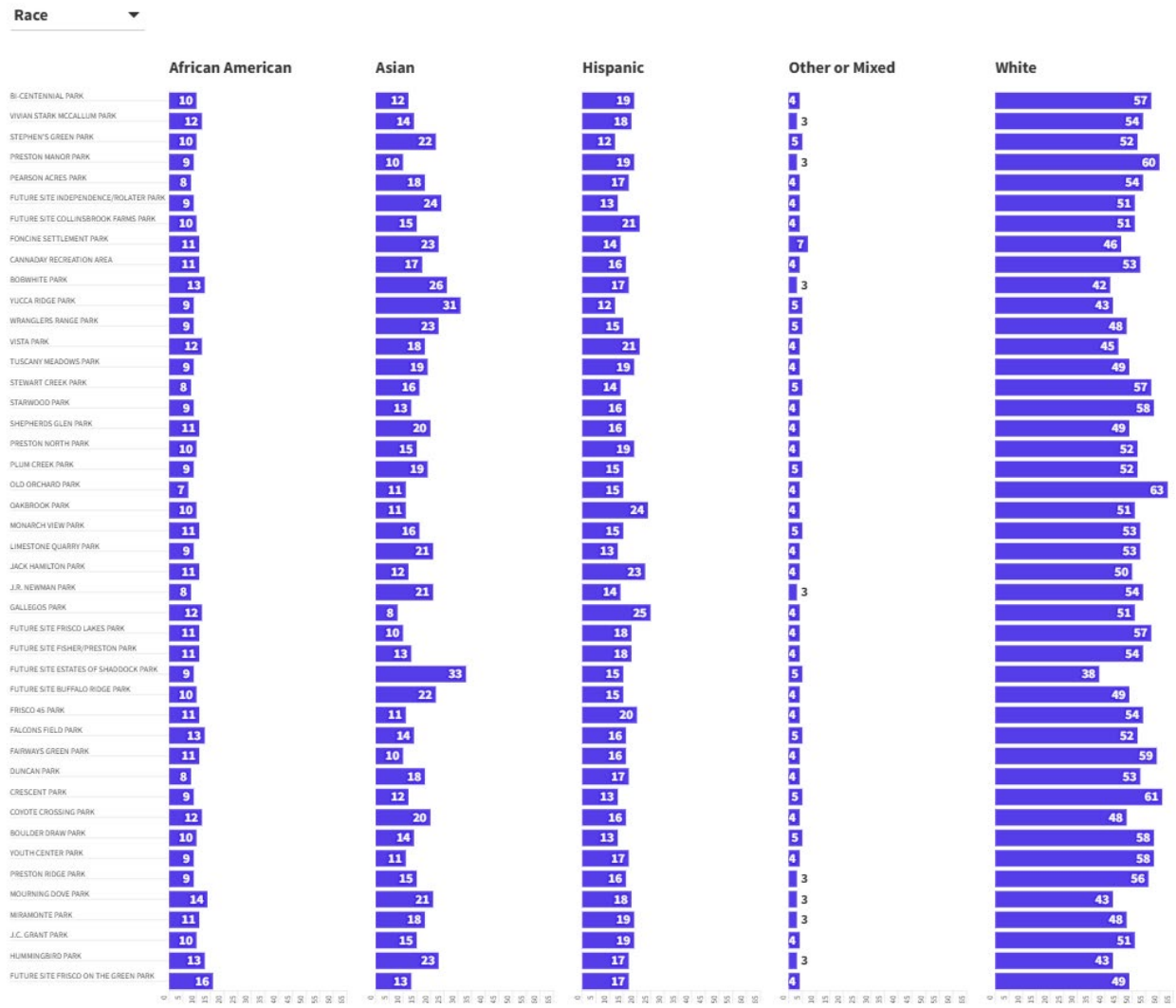


Most of the neighborhood parks is popular among the < 18 age group. Parks like **Estate of Shaddock Park**, **Yucca Ridge Park**, **Monarch View Park**, **Crescent Park** and **Boulder Draw Park** have visitation of 32%. This result indicates neighborhood parks next to FISD are heavily visited by age group <18. An even visitation to neighborhood parks by the 18-24 age group, with **Vivian Stark McCallum Park** having 10% visitation indicates popularity among this age group.

Gallegos Park and Frisco 45 have relatively higher visitation of 16% for the 25-34 age group. For the 35-44 age group, **Wranglers Range Park**, **Estate of Shaddock Park**, and **Miramonte Park** have moderately higher visitation of 20%. **Duncan Park** is more popular among other neighborhood parks, with visitation of 20% for the 45-54 age group. The 55-64 age group shows a preference for **Frisco 45 Park (13%), Cannady Recreation Area (12%)**, and **Starwood Park (12%)**.

For the 65+ age group, **Frisco Lakes Park (18%)** has the highest visitor count among other parks. This distribution indicates this neighborhood has more older age group demographics.

Race Distribution

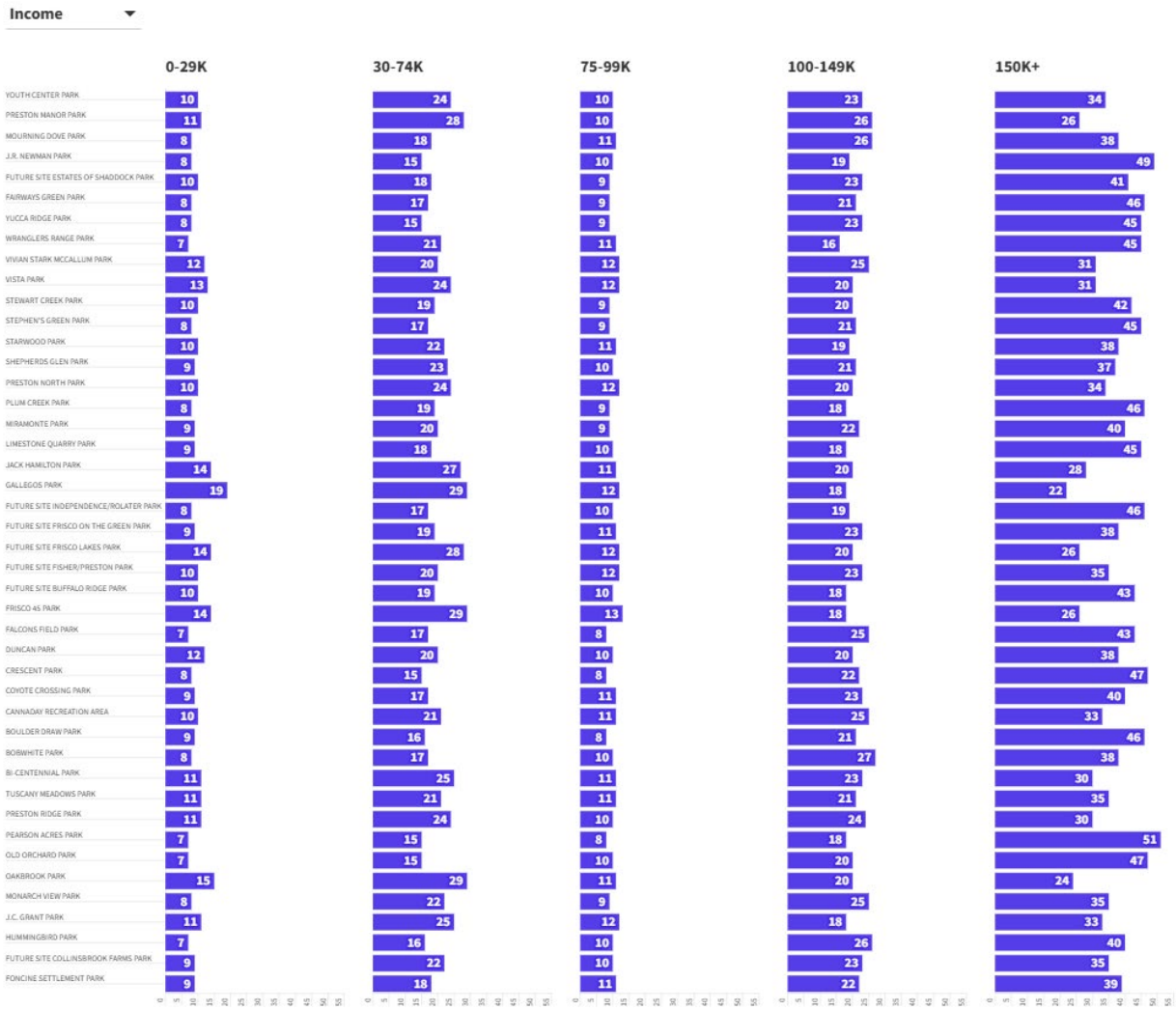


The White demographic is dominant across most parks, as this group represent nearly half of Frisco's population (49.1%), some parks show a higher percentage of Asians visitors than other parks such as **Estate of Shaddock Park** and **Yuca Ridge Park.** The percentage shows 33% and 31% of Asian population respectively, this result also aligns with demographic profile study of this US census block group which has more than 70% Asian population. In case of Hispanic visitors, this community make up a larger proportion (17.25%) of visitors to the neighborhood parks compared to Frisco's overall Hispanic population (12.36%). Similarly Future site Frisco on the Green Park has 16% visitation of African American community compared to city's demographics representation of 9%. This indicates certain neighborhood parks cater to specific racial groups which have neighborhoods indicating higher diversity of that community.

Education

The percentage of individuals with a bachelor's degree is generally higher compared to other education levels, as it represents 41% of City's population. **Crescent Park** shows a higher percentage of people with a bachelor's degree (40%) and a significant percentage with higher education (23%). Most parks have a higher percentage of individuals with no high school education and lower than bachelor's degree, compared to city's population data for these education groups. Note this result is based upon US census block group statistic hence determination of based on various age groups education is not indicative.

Income Distribution



The lowest income bracket $0-29K generally has a high representation compared to city's income distribution data (7%), with most parks showing values above 10%. Notably, **Gallegos Park** has 19%, and **Oakbrook Park** has 15%. The income bracket $30- 74K has high visitation to Gallegos **Park**, **Oakbrook Park and Frisco 45** having 29% visitation each. Additionally, middle income bracket $75-99K has a moderate representation in most parks compared to the lower income brackets like **Frisco 45 Park** show 13% representation.

Many parks show a substantial visitation percentage of middle-income group $100-149K range, with parks like **Bobwhite Park** (27%), **Preston Manor Park** (26%), **Hummingbird Park** (26%) and **Mourning Dove Park** (26%). The population earning over $150K+ has the highest visitation to parks like Pearson **Acres Park** (51%) and **J R Newman Park** (49%) compared to other neighborhood parks. This high visitation in certain neighborhood parks by different income groups may indicate the income of each neighborhood these parks are located within.

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MEMORANDUM

To: City of Frisco

From: Design Workshop

Date: 08/26/2024

Project Name: Frisco Plan Your Play

Project #: 7324

Subject: Parks and Recreation Needs Assessment

Copy To:

Memorandum Purpose

- The purpose of this memorandum is to describe the methodology, inputs and findings for the internal project team consideration and feedback. The findings will later be summarized in the Parks and Recreation Plan.
- The Frisco Parks and Recreation department is committed to ensuring that every resident in the city has access to parks and recreation opportunities and is active. The quality-of-life outcomes for Frisco are dependent on inclusive parks and recreation provisions. With the right support and resources, the Parks and Recreation department can play a powerful role in creating welcoming spaces and programs to promote positive health outcomes for everyone.
- Inclusion in the context of parks and recreation refers to the process of identifying and eliminating any barriers that prevent people from participating in parks and recreation programs and services. The importance of creating parks that are physically and culturally inclusive for all residents was emphasized. This means ensuring everyone has a park they can go to and enjoy, regardless of race, background, belief, ability, or income. Equitable distribution of parks for inclusive walking access within neighborhoods is one way to examine inclusivity of parks and recreation offerings.
- The Needs Assessment is a critical component of the Plan Your Play because it identifies gaps in inclusion within the city boundary and provides the Parks and Recreation department with a resource to guide future park-related decisions.

Introduction

Community at Risk: This is a term defined by the Environmental Justice Index (EJI) (cdc.gov), National Risk Index, and Center for Disease Control and Prevention examining two factors:

- **Vulnerability to social aspects**: This definition refers to a geographic area, like a neighborhood or town, which socioeconomic data indicates it experiences high rates of adverse outcomes like poverty, unemployment, crime, poor health outcomes, or lack of education. These challenges can create a cycle that makes it hard for the community members to thrive.
- **Vulnerability to environmental hazards**: This definition refers to a community that faces a high risk of natural disasters or human-caused events. This could include places at risk of wildfires, floods, hurricanes, poor air quality or environmental contamination.

Community Economics at a Glance:

- Median Household Income: $134,935 (compared to $72,603 nationally)

	City of Frisco	Collin County	Texas	United States
Median Household Income	$134,935	$105,520	$69,529	$72,603
Per Capita Income	$60,998	$52,448	$37,264	$41,310
Households in Low Income	6.41%	8.75%	18.11%	20.13%

Figure 1: Median Household Income, Source: Esri, Business Analyst 2023

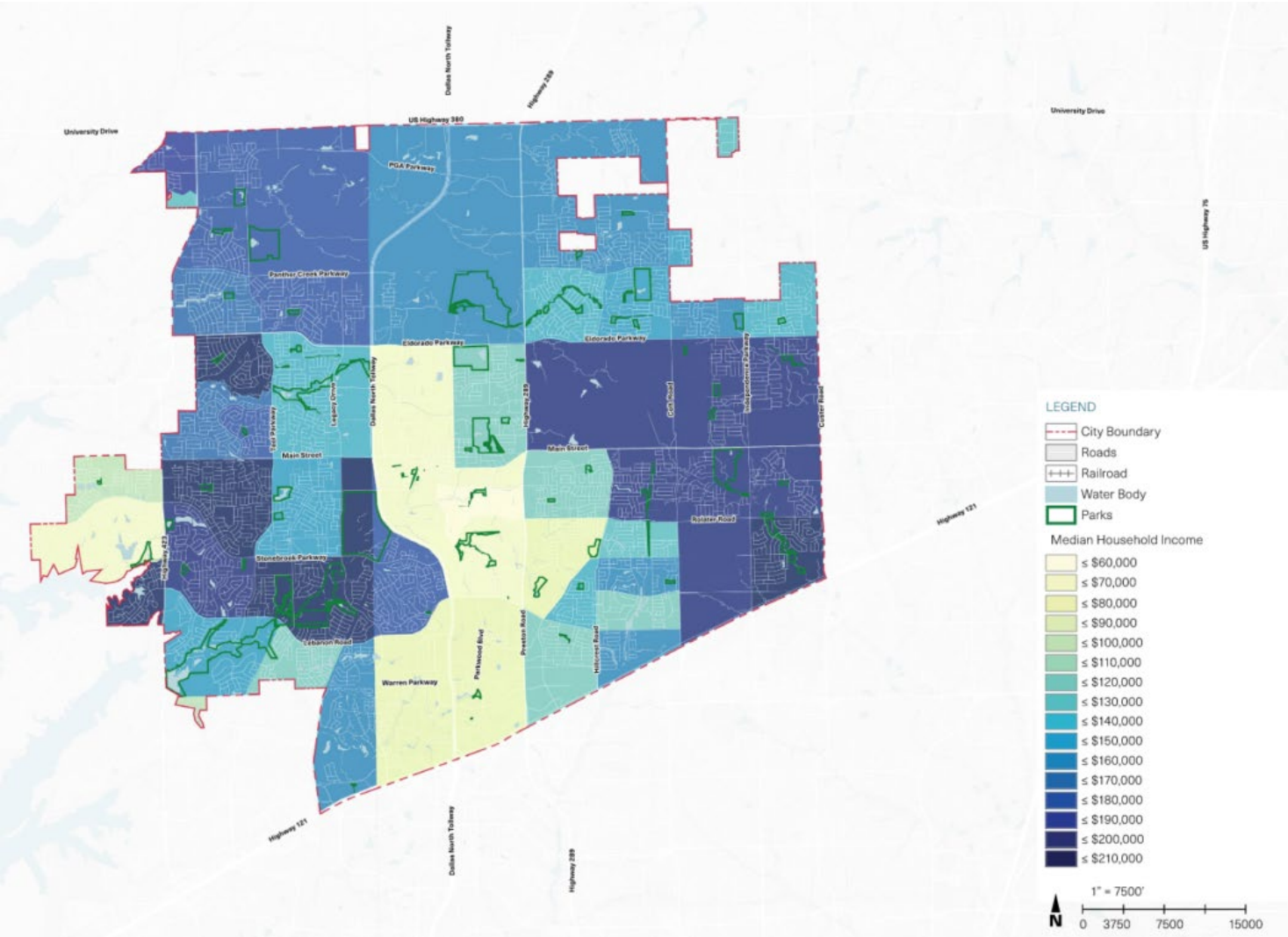


Figure 2: Median Household Income, Source: Esri Business Analyst, Design Workshop

- Median Gross Rent: $1,803 (compared to $1,372 nationally)
- Poverty Rate: Persons in Poverty: 2.9% in 2023 - 3.1% in 2022 (+6,400 people)[1] (compared to 12.8% nationally)

[1] 2022 American Community Survey

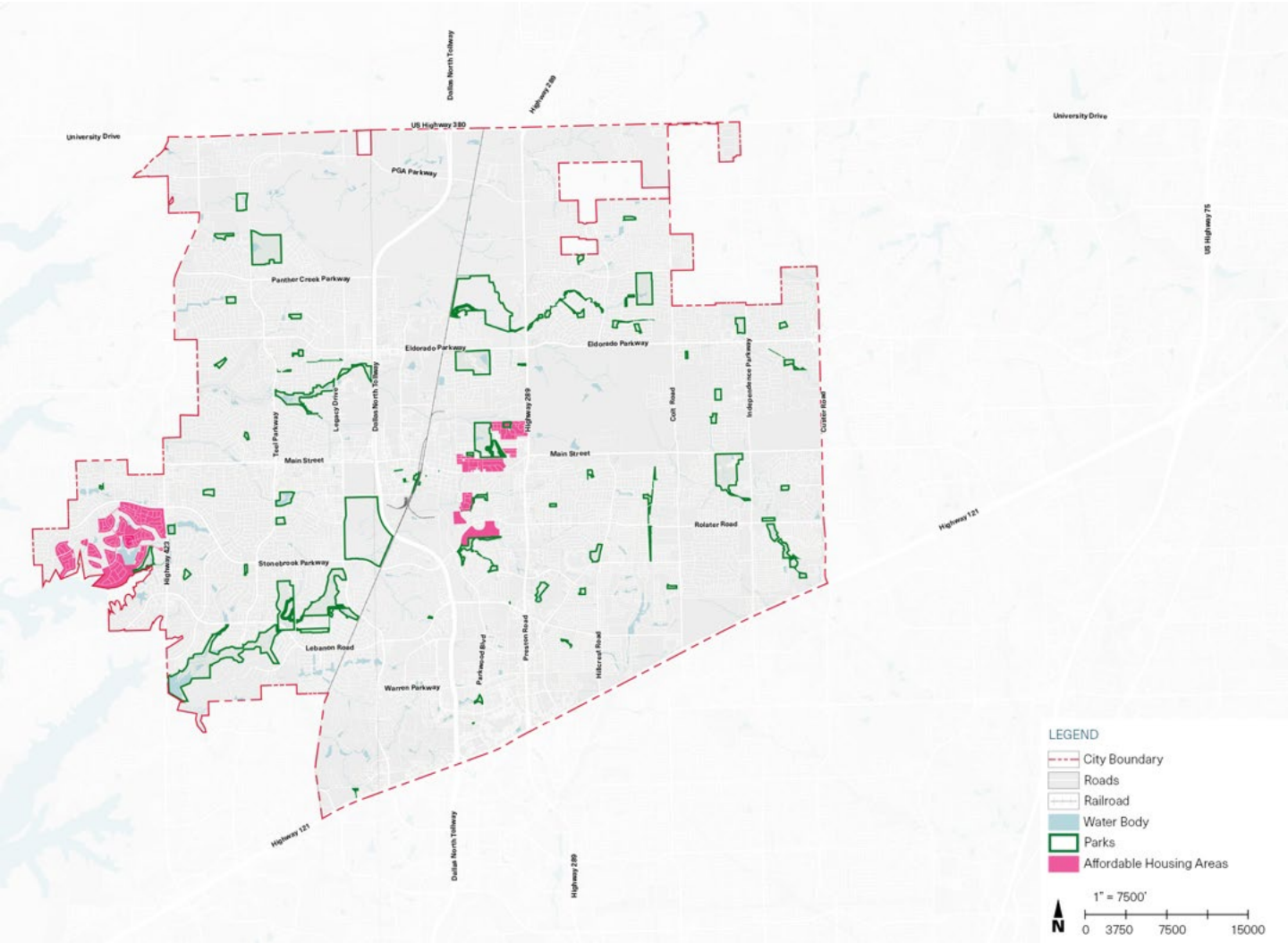


Figure 3: Frisco Affordable Housing, Source: Esri Business Analyst, Design Workshop

Residents overall have a higher level of wealth than the national average and a smaller percentage (2.9%) in the city is below the poverty line. The city of Frisco addresses this disparity by providing affordable housing as shown in the locations marked in figure 3.

Locations of the affordable housing[2]:

- North Court Villas ("unique case" - an affordable-housing development, is so popular it has a waiting list of 500 people)
- The Brook
- The Enclave at Stonebrook
- Stonebrook Estates
- Oakbrook Park
- Hickory Springs
- Stonebrook Addition
- Condos on Hickory
- Crestview
- Meadowbrook
- Collinsworth
- Ranch Estates
- Creekside Village
- Preston Manor
- Preston Trace
- Golden Gate Village
- Frisco Lakes - Del Webb Retirement Community

[2] Frisco Housing Authority

Community Health Factors at a Glance [3]

Below are some community health factors that have a closer relationship with parks and recreation.

- Estimated prevalence of disabilities (population above 18 years old): 18.4% (compared to 28.3% nationally)
- Estimated prevalence of obesity (population above 18 years): 28.9% (compared to 33.0% nationally)
- Estimated prevalence of depression (population above 18 years): 21.4% (compared to 19.5% nationally)
- Mental Health Distress in the area east of the Dallas North Tollway has a percentage ranging from 15-20% which is considered high nationally. (National Average: 17%)
- Physical Inactivity in the central part of Frisco is significantly high, ranging from 20% to 25% but overall lower than the national average of 26.4%.

[3] CDC Local Data for Better Health (2021)

Vulnerability to Social Problems

Social Vulnerability Index (SVI)[4]:

As per Center for Disease Control (CDC) and ATSDR[5] Social Vulnerability Index uses U.S. Census data to determine the social vulnerability of every census tract. It is a tool used to identify communities that may need support before, during, or after disasters. Census tracts are subdivisions of Counties for which the Census collects statistical data. The CDC/ATSDR SVI ranks each tract on 15 social factors and groups them into four related themes. Each tract receives a separate ranking for each of the four themes (Socioeconomic Status, Household Characteristics, Racial and Ethnic Minority Status, Housing Type and Transportation), as well as an overall ranking.

Understanding the Social Vulnerability Index (SVI) is crucial for parks and recreation planning for several reasons.

- **Equitable Access and Resource Allocation:** The SVI helps identify communities with higher social vulnerability, which may face barriers to accessing parks and recreational facilities due to factors like low income, lack of transportation, or disability. Parks and recreation departments can use this information to prioritize investment in underserved areas, ensuring equitable access to recreational opportunities for all residents.
- **Targeted Programming:** By understanding the specific vulnerabilities of different communities, parks and recreation departments can tailor programs and services to meet their unique needs. For example, they may offer language-specific programs for communities with limited English proficiency, or adaptive recreation programs for individuals with disabilities.
- **Disaster Preparedness and Response:** Parks and recreation facilities often serve as emergency shelters and distribution centers during disasters. The SVI can help parks and recreation departments identify vulnerable populations who may need additional support during these times, such as transportation assistance, language interpretation services, or accessible facilities.
- **Community Engagement and Partnerships:** The SVI can inform community engagement efforts by helping parks and recreation departments understand the demographics and needs of different communities. This can facilitate the development of meaningful partnerships with community organizations to address specific challenges and improve recreational opportunities.
- **Health and Well-being:** Parks and recreation play a crucial role in promoting physical and mental health. By understanding social vulnerability, parks and recreation departments can develop programs and facilities that address health disparities and improve the overall well-being of vulnerable populations.

A. **Socio Economic Status**: Socioeconomic status in the SVI is represented by five variables.
   1. **Below 150% poverty**: Percentage of the population living below the federal poverty line. This indicates a higher proportion of individuals and families with limited financial resources, potentially impacting their ability to evacuate, obtain supplies, and rebuild after a disaster.
   2. **Unemployed**: Percentage of the civilian labor force aged 16 and older that is unemployed. High unemployment rates can signal economic instability and reduce a community's resilience to disasters, as individuals may lack the financial means to prepare for or recover.
   3. **Housing Cost Burden**: Percentage of housing units with occupants spending more than 30% of their income on housing costs (rent or mortgage payments, utilities, taxes, etc.). A high housing cost burden can strain household budgets, leaving less for savings, emergency funds, and disaster preparedness.
   4. **No high school diploma**: Percentage of the population aged 25 and older without a high school diploma or equivalent. Lower educational attainment often correlates with lower income and employment opportunities, making it more difficult for individuals to access resources and support after a disaster.

[4] GRASP Social Vulnerability Index (cdc.gov)
[5] Agency for Toxic Substances and Disease Registry

5. **No Heath Insurance**: Percentage of the population without health insurance coverage. Lack of health insurance can create barriers to accessing necessary medical care, particularly during and after a disaster when healthcare needs may increase.

Conclusion about Socio Economic Vulnerability in Frisco: While Frisco enjoys high socioeconomic status per the five variables listed above, pockets of vulnerability exist in the central and western portions of the city, particularly near Hackberry.

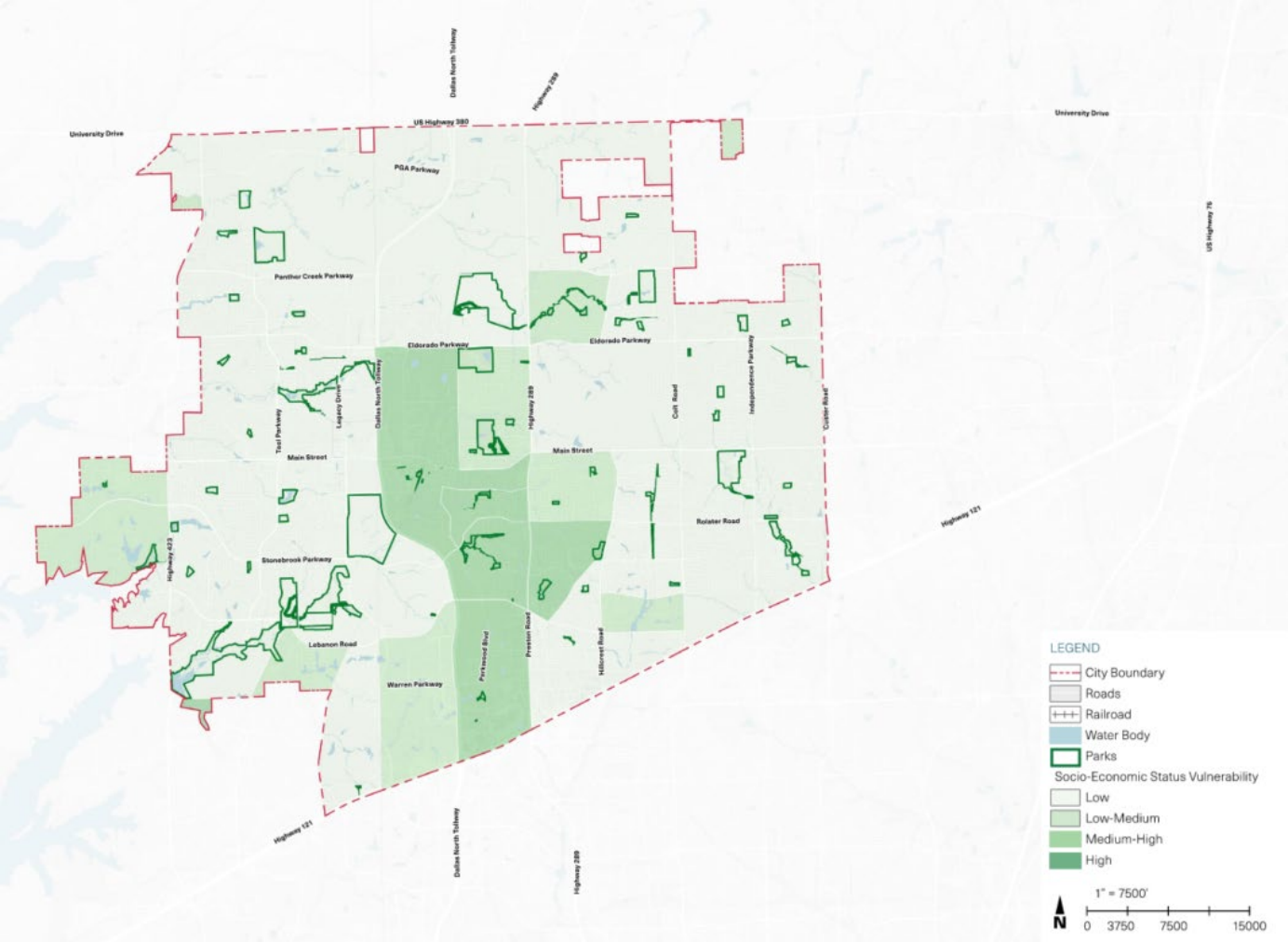


Figure 5: Socio Economic Vulnerability of Frisco, Source: CDC, ATDSR, Design Workshop

B. **Household Characteristics**: These five factors below relate to the composition of households and the potential vulnerabilities of their members.

1. **Age 65 & Older**: Percentage of the population aged 65 and older. This group may have increased healthcare needs and mobility challenges, making them more vulnerable during disasters.
2. **Aged 17 & Younger**: Percentage of the population aged 17 and younger. This group may be more dependent on others for care and support, making them vulnerable during emergencies.
3. **Civilian with a Disability**: Percentage of the civilian noninstitutionalized population with a disability. This group may have specific needs for evacuation, shelter, and medical care during disasters.
4. **Single-Parent Households**: Percentage of households with a single parent. These households may have limited resources and support systems, making them more vulnerable during times of crisis.
5. **English Language Proficiency**: Percentage of the population aged 5 and older with limited English proficiency. This group may face challenges in accessing information and services during disasters.

Conclusion on the Vulnerability of Household Characteristics in Frisco: The central part of Frisco has the highest concentration of factors of household vulnerabilities. The northeastern part of the city has a low to medium concentration of such households, while the area around Frisco Commons Park has a medium to high concentration.

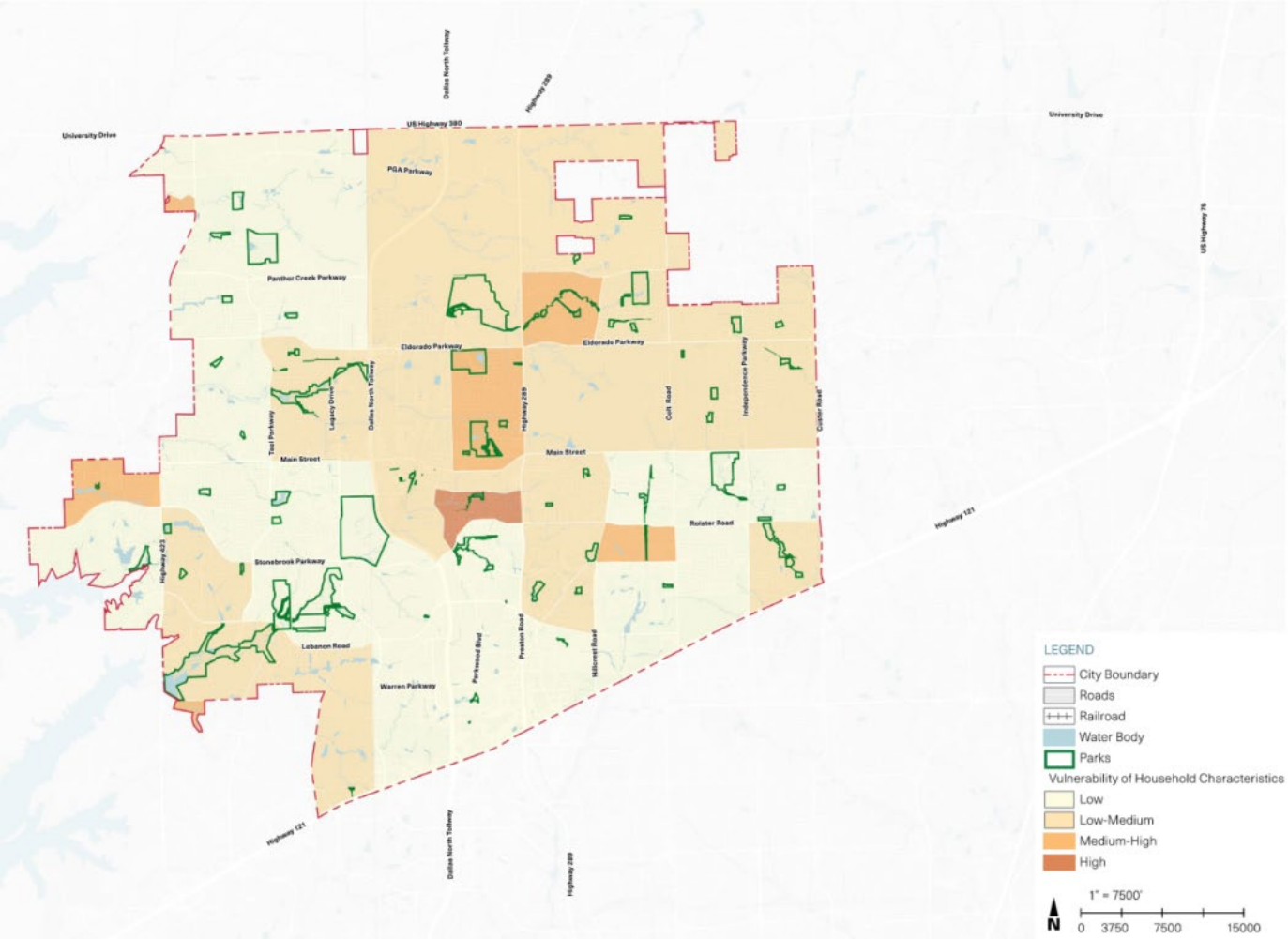


Figure 6: Vulnerability of Household Characteristics in Frisco, Source: CDC, ATSDR, Design Workshop

C. **Racial and Ethnic Minority Status**: This theme considers the representation of racial and ethnic minorities within a community. It is based on the understanding that these groups have faced systemic disparities and require adaptations to encourage inclusivity.

1. Hispanic or Latino
2. Black and African American, Not Hispanic or Latino
3. American Indian and Alaska Native, Not Hispanic or Latino
4. Asian, Not Hispanic or Latino
5. Native Hawaiian and Other Pacific Islander, Not Hispanic or Latino
6. Two or More Races, Not Hispanic or Latino
7. Other Races, Not Hispanic or Latino

Racial Diversity	City of Frisco	Collin County	Texas	United States
White	49.01%	54.09%	48.96%	60.62%
Black/African American	8.82%	9.89%	12.49%	12.48%

American Indian/Alaska Native	0.51%	0.74%	0.97%	1.14%
Asian	27.09%	17.35%	5.78%	6.25%
Pacific Islander	0.07%	0.07%	0.12%	0.21%
Hispanic	12.36%	16.79%	39.68%	19.42%
Other Race	3.81%	6.00%	13.78%	8.72%
Two or More Races	10.70%	11.86%	17.90%	10.58%

Figure 7, Race and Hispanic Origin, Source: Census, Census, 2019 ACS 5-year estimates.

Conclusion on Vulnerability of Racial and Ethnic Minority Status in Frisco: Most of the area in Frisco has above medium level of vulnerability of racial and ethnic minority status. There is only one tract on the west end of the city has low level.

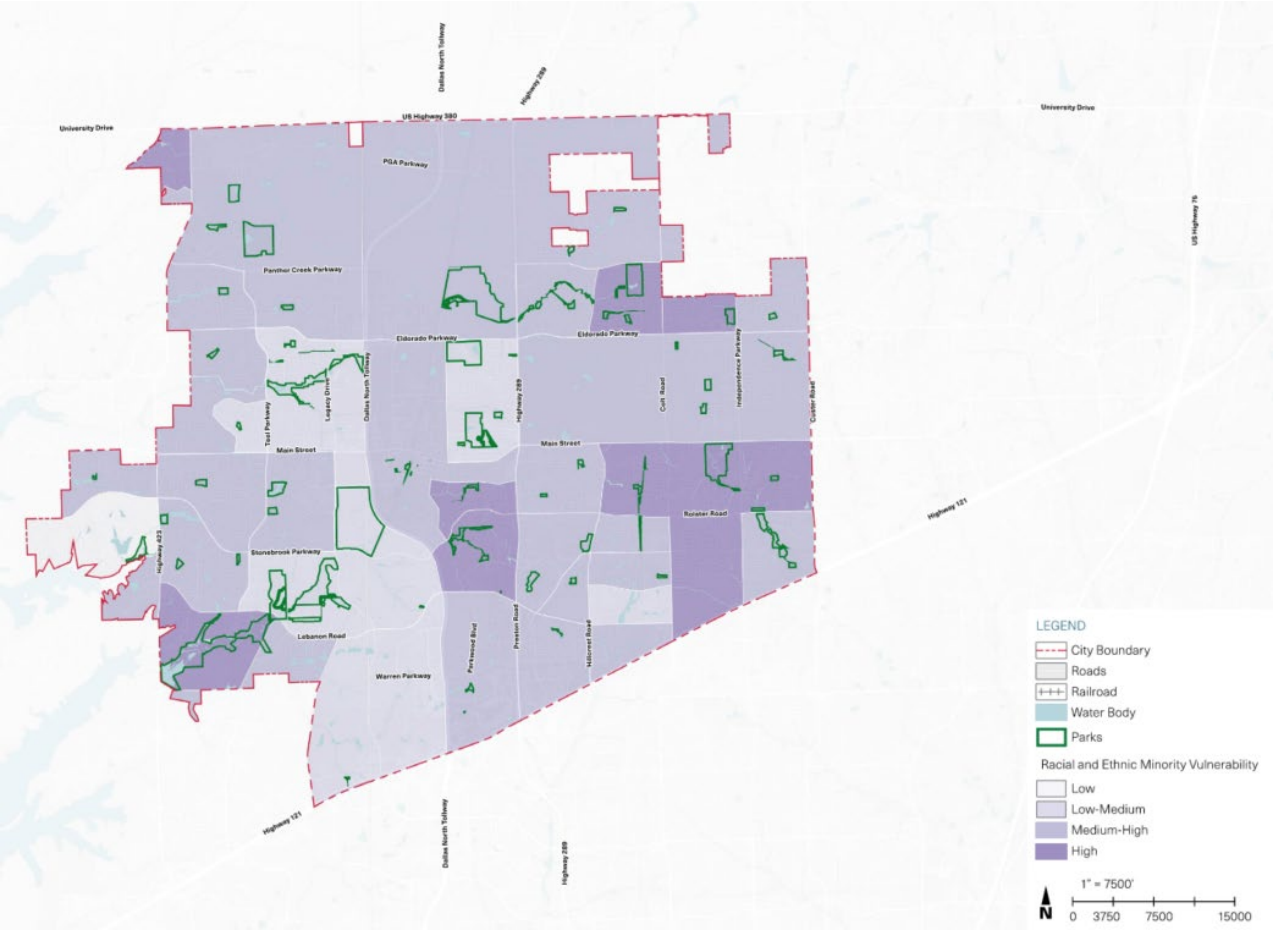


Figure 8: Racial and Ethnic Minority in Frisco, Source: CDC, ATSDR, Design Workshop

D. **Housing Type and Transportation**: This theme examines housing conditions and access to transportation, both of which can significantly impact a community's vulnerability to disasters. The five factors below will have higher impact on the low income groups in the community.

1. **Multi-unit Structure**: Percentage of housing units in multi-unit structures with 10 or more units. Residents of these structures may face challenges with evacuation and access to resources during a disaster.
2. **Mobile Homes**: Percentage of housing units that are mobile homes. Mobile homes are often more vulnerable to damage from natural disasters like hurricanes, tornadoes, and floods.
3. **Crowded Housing**: Percentage of housing units with more than one occupant per room. Crowded housing conditions can increase the risk of disease transmission and make it difficult to maintain hygiene and sanitation, particularly during and after a disaster.
4. **No Vehicle**: Percentage of households without a vehicle. Lack of access to transportation can hinder evacuation efforts and limit access to essential resources like food, water, and medical care during a disaster.
5. **Group Quarters**: Percentage of the population living in group quarters (e.g., nursing homes, college dormitories, correctional facilities). Residents of group quarters may have specific needs for evacuation and shelter and may be more reliant on institutional support during a disaster.

<u>Conclusion on Vulnerability of Housing Type and Transportation in Frisco:</u> Most of the city has low level vulnerability on housing type and transportation. East part of Dallas North Tollway has higher level than others and near Frisco High School area has the highest level in Frisco.

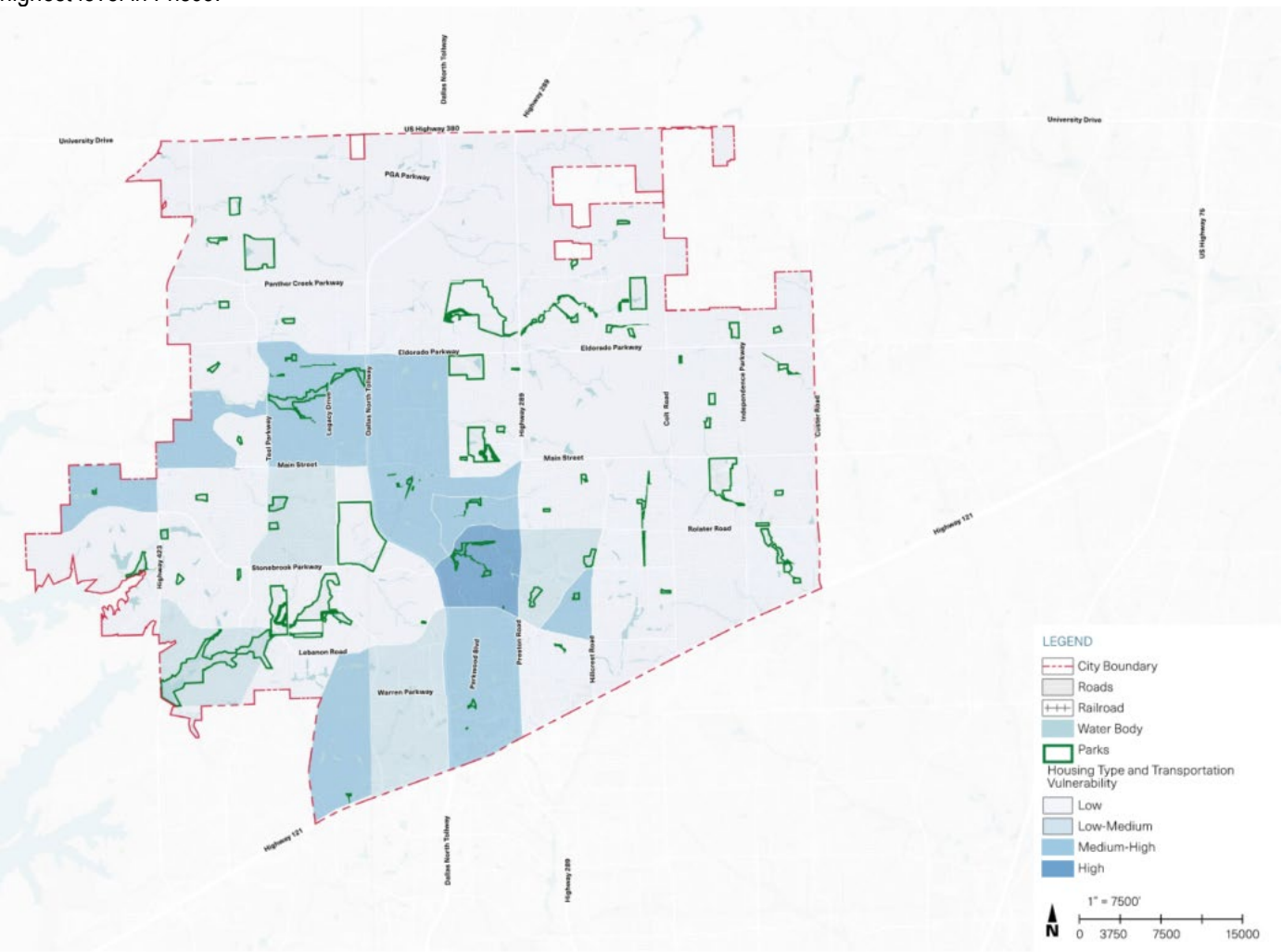


Figure 9: Vulnerability of Housing Type and Transportation in Frisco, Source: CDC, ATSDR, Design Workshop

Community Health & Well-being

Mental Health Distress:
The connection between mental health distress and public park systems is well-established and supported by numerous studies. Public parks have the potential to significantly impact mental well-being in both positive and negative ways. The prevalence of mental health distress between 15-20% is considered high. This range indicates a significant portion of the population is experiencing mental health challenges, which can have substantial impacts on individuals, families, communities, and society as a whole. The area east of the Dallas North Tollway has a percentage of 15-20%. By addressing the high prevalence of mental health distress, the city can create a healthier and more supportive environment for all its residents.

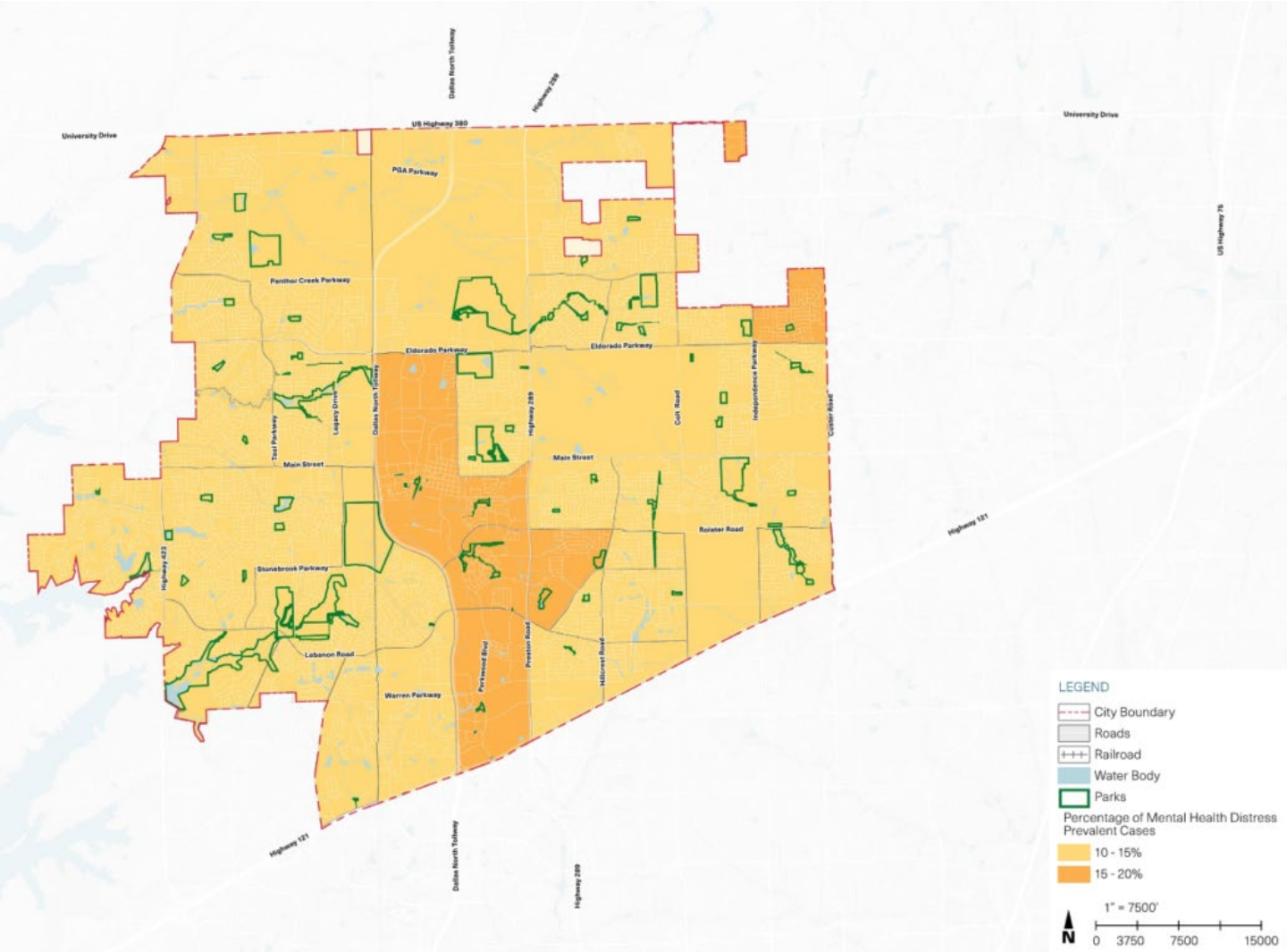


Figure 10: Mental Health Distress in Frisco, Source: CDC, Design Workshop

Physical Inactivity:
The relationship between physical inactivity and public park systems is complex and intertwined. Numerous studies suggest that access to well-designed and maintained public parks can significantly decrease physical inactivity levels. In the city of Frisco, most of the population experiences physical inactivity rates between 10% and 15%. This means that 10-15 out of every 100 people in Frisco are not doing enough physical activity to meet recommended health guidelines. However, the central part of Frisco has significantly higher rates of physical inactivity, ranging from 20% to 25%. The high inactivity rates in the central area may raise concerns about the health and well-being of residents in that area. This could be due to various factors such as limited access to parks and recreation facilities, safety concerns, or lack of awareness about the importance of physical activity. This information could be used to develop targeted interventions aimed at reducing physical inactivity in the central area. This might involve improving access to parks and recreation facilities, promoting physical activity programs, or addressing safety concerns.

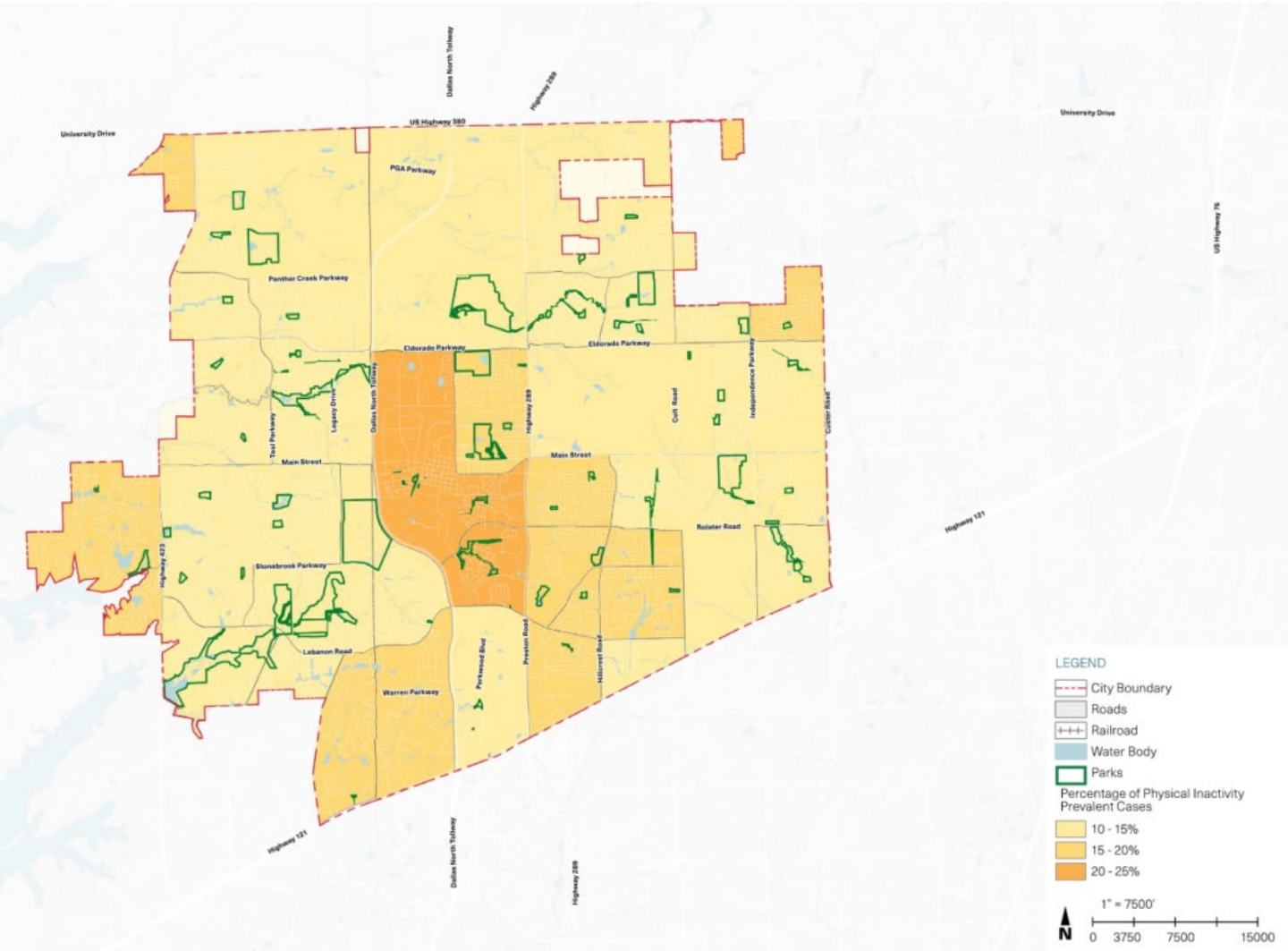


Figure 11: Physical Inactivity in Frisco, Source: CDC, Design Workshop

Crime

The Crime Concentrations data is part of the Frisco's Police Department Crime Report Dataset[6]. This dataset aggregates crime data to the associated census tract for a "Total Count" of crimes in the area. The crime data is a compilation of the past year, recorded from 01/01/2024 through 07/14/2024. By analyzing crime data in these various ways, policymakers, researchers, and community organizations can gain valuable insights into social vulnerabilities and develop targeted interventions to address them. This can involve strategies like improving economic opportunities, enhancing social services, promoting community policing, and addressing root causes of crime. It is important to note that crime data should be interpreted cautiously, as it may not capture the full extent of social issues. Additionally, using crime data responsibly and ethically is crucial to avoid stigmatizing communities or perpetuating stereotypes.

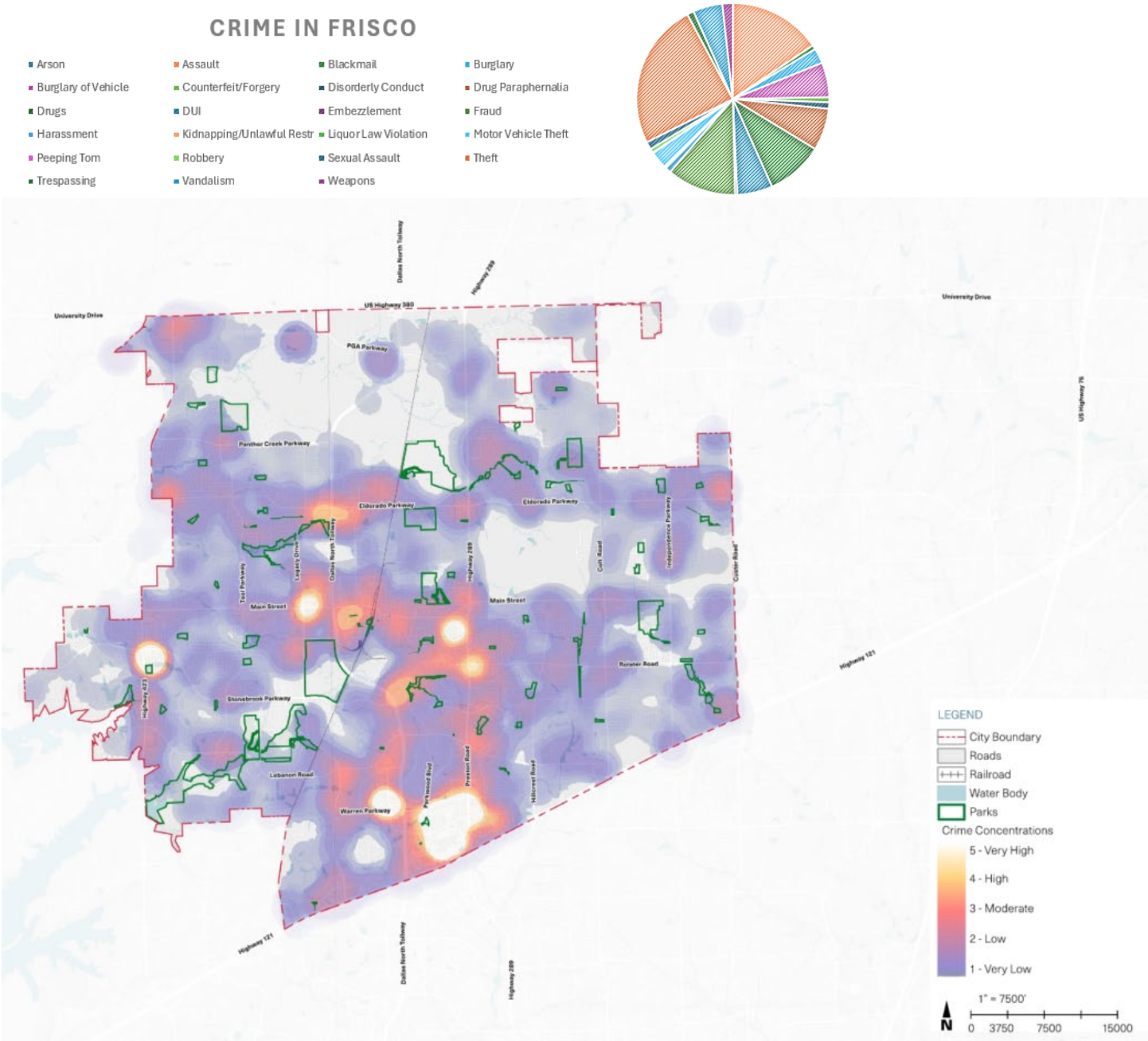


Figure 12: Crime in Frisco, Source: CDC, Design Workshop

[6] Frisco Police Department Crime Reports

Gaps in Distribution and Access

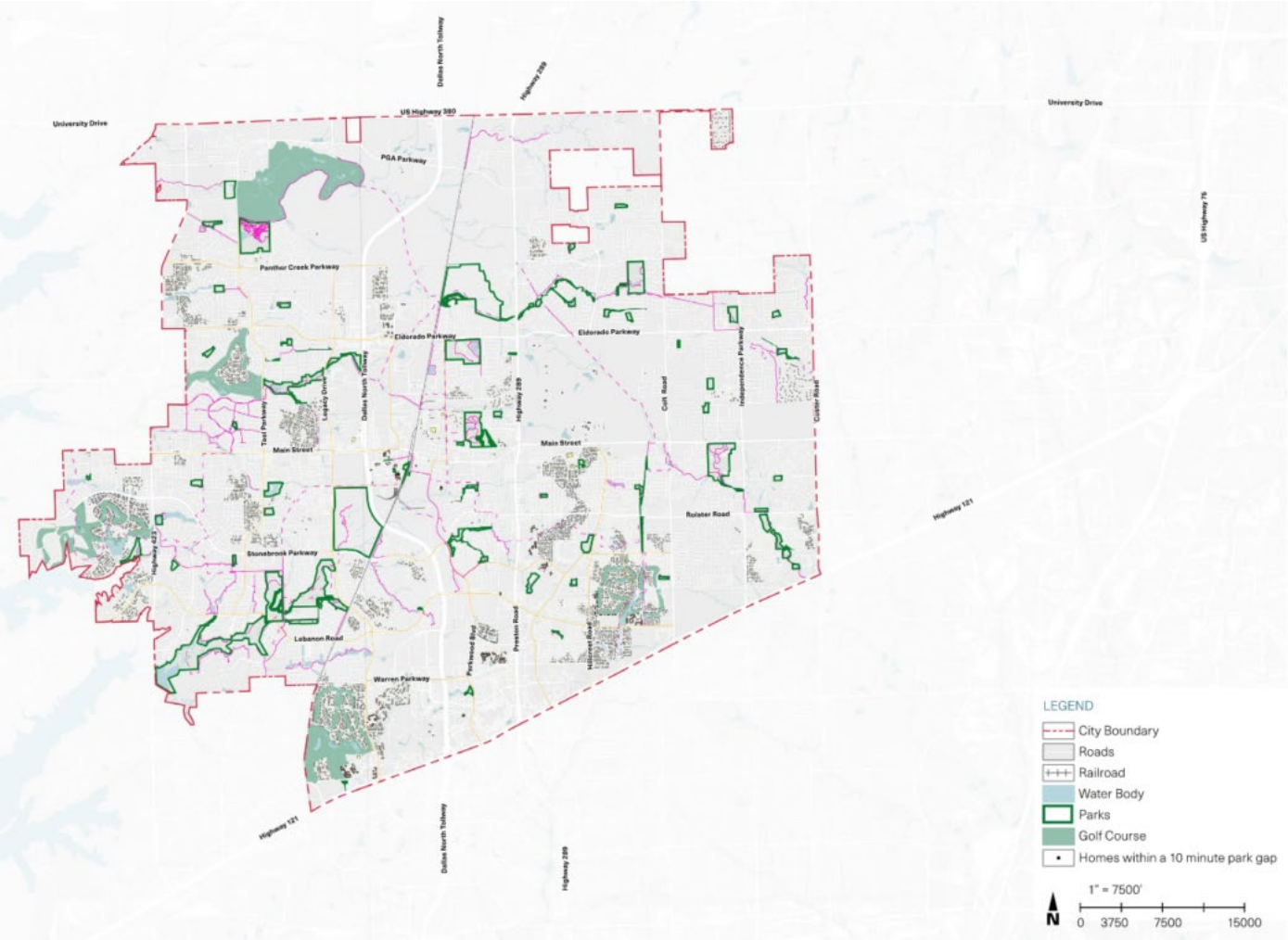


Figure 11: Accessibility analysis of residential address points within/outside Frisco's Park walkshed, Source: Design Workshop

To analyze the park accessibility for households, layering residential addresses over the walkshed reveals specific residential types within park access gaps, providing a deeper understanding of these underserved areas. The following residential addresses fall under this category:

- Red Bud Estates
- Estates at Cobb Hill
- Village at Cobb Hill
- Gray Hawk
- The Fairways
- Heather Ridge Estates
- Kings Garden
- Westfall Village
- Heritage Village
- Pearson Farms
- Landing at Waterstone
- Starwood
- Frisco Square Townhomes (Multifamily Housing)
- Stonebriar of Frisco Apartments (Multifamily Housing)

- Willow Pond
- Cypress Lake at Stonebriar (Multifamily Housing)
- Plantation Springs
- The Vineyards Apartments (Multifamily Housing)
- Sedona
- Preston
- Cluster Creek Farms
- Mirasol Eldorado Apartments (Multifamily Housing)
- Marquis at Stonebriar (Multifamily Housing)
- The following subdivisions with golf courses are located within this 10-minute gap area. While these golf courses are not part of Play Frisco, they still provide additional recreation opportunities to the community. Therefore, although they may not be classified as 'high-priority gap areas' at this time, their importance is recgnized and will be continuing to assess their recreational needs. Frisco Lakes – Del Webb Retirement Community
- Plantation Resort Lake Brook Farms
- Stonebriar Country Club Estates
- The Fairways at The Trails

Additional areas lacking 10-minute walking access to public parks include those between Preston Road and Hillcrest Road, below The Trails of Frisco Golf Club, and west of Falcons Field Park.

Social Vulnerability Analysis Result:

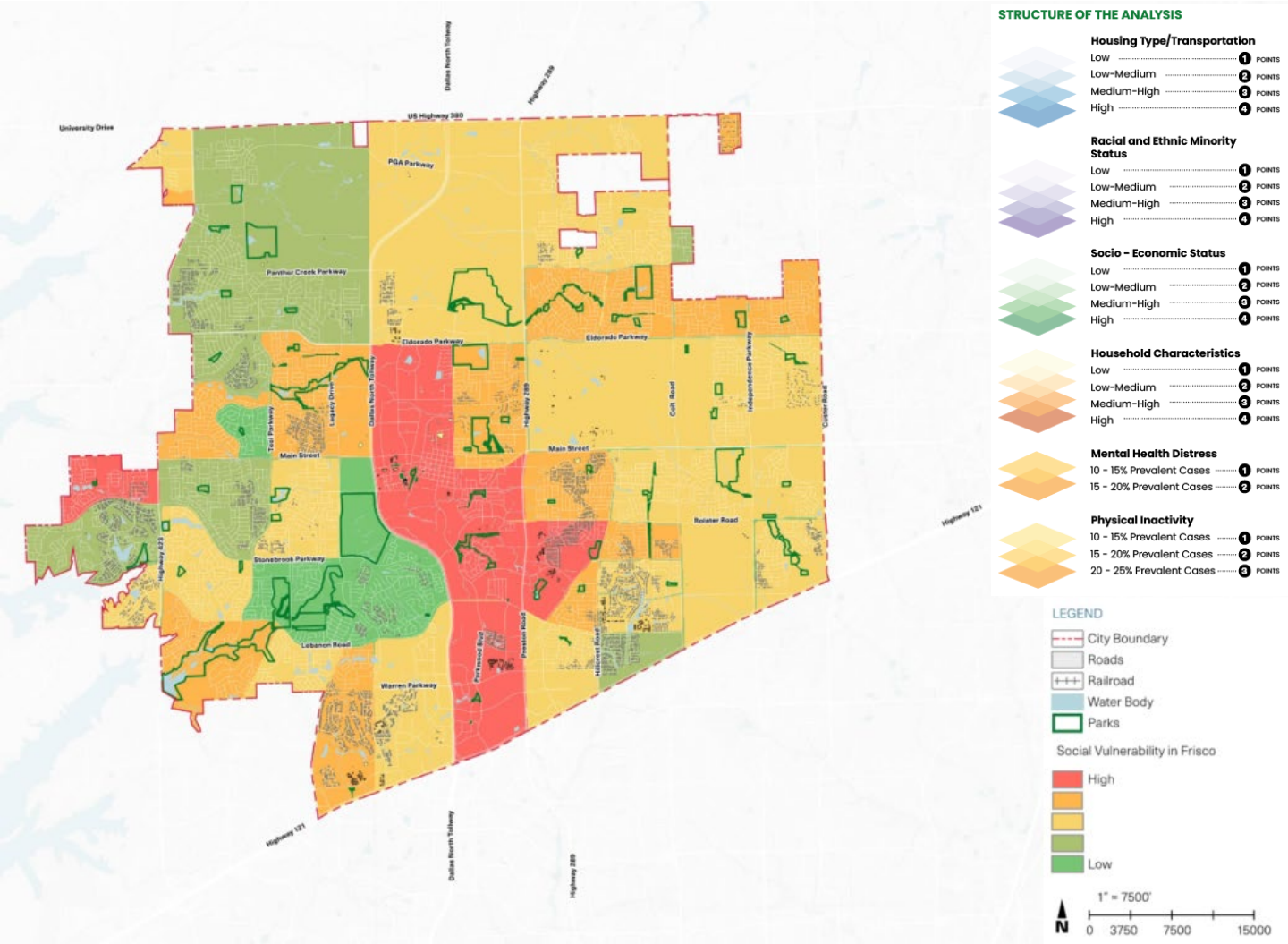


Figure 12: Social Vulnerability Index, Source: Design Workshop

The map provides a clear picture of how social vulnerability is distributed across Frisco. By using a color gradient that ranges from red (more vulnerable) to green (less vulnerable), we can easily identify the areas that face the greatest challenges. A closer look reveals that the central and western parts of Frisco are particularly vulnerable, while the area around Grand Park appears to have fewer factors of vulnerability.

In addition to the social vulnerability data, the map also includes a layer that highlights residential buildings located more than a 10-minute walk from a park. This additional information is crucial because it sheds light on the barriers that some residents face in accessing green spaces, which are essential for physical and mental well-being. For those already experiencing social vulnerability, the lack of nearby parks can further exacerbate their challenges.

By combining these two layers of information, the analysis gives a deeper understanding of the complex issues facing Frisco. The social vulnerability is not evenly distributed across the city and certain areas require more targeted support. We also recognize that access to amenities like parks plays a significant role in shaping the overall well-being of residents.

This map is a valuable tool for the future of Play Frisco. It provides a starting point for conversations about how to create a more equitable and inclusive Frisco, where everyone has the opportunity to thrive.

Vulnerability to Environmental Hazards

Environmental Risk

Tree Coverage:

The Tree Canopy Coverage Map [7]uses census tracts to provide evaluation of tree and shade coverage in Frisco with tree canopy footprint from USA NLCD Tree Cover data. Frisco's Tree Canopy coverage is 13.25% of the city. The city is reaching its buildout by 2040, and as per Texas A&M[8] study 1334 acres of tree canopy is at risk attributed due to housing density increase projection through 2030. It is noted the census tract with highest percentage of tree canopy cover of 28% is also the tract which is highest priority for EPA IRA Disadvantaged Community[9].The city has an Urban Forestry program which promotes proper tree choice and plantation along with protecting the existing trees. The city has stewardship programs promoting planting trees in neighborhood and community parks.

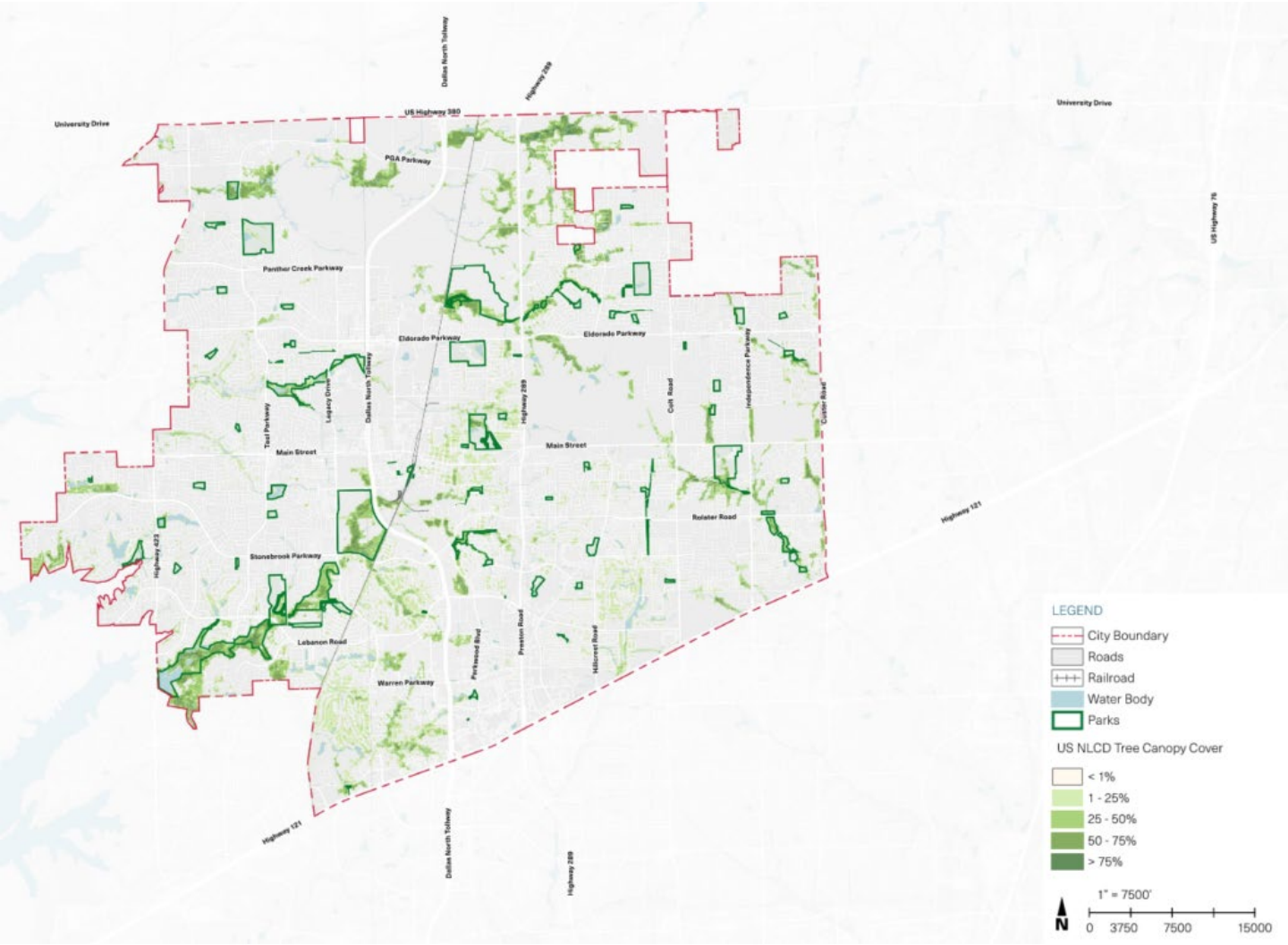


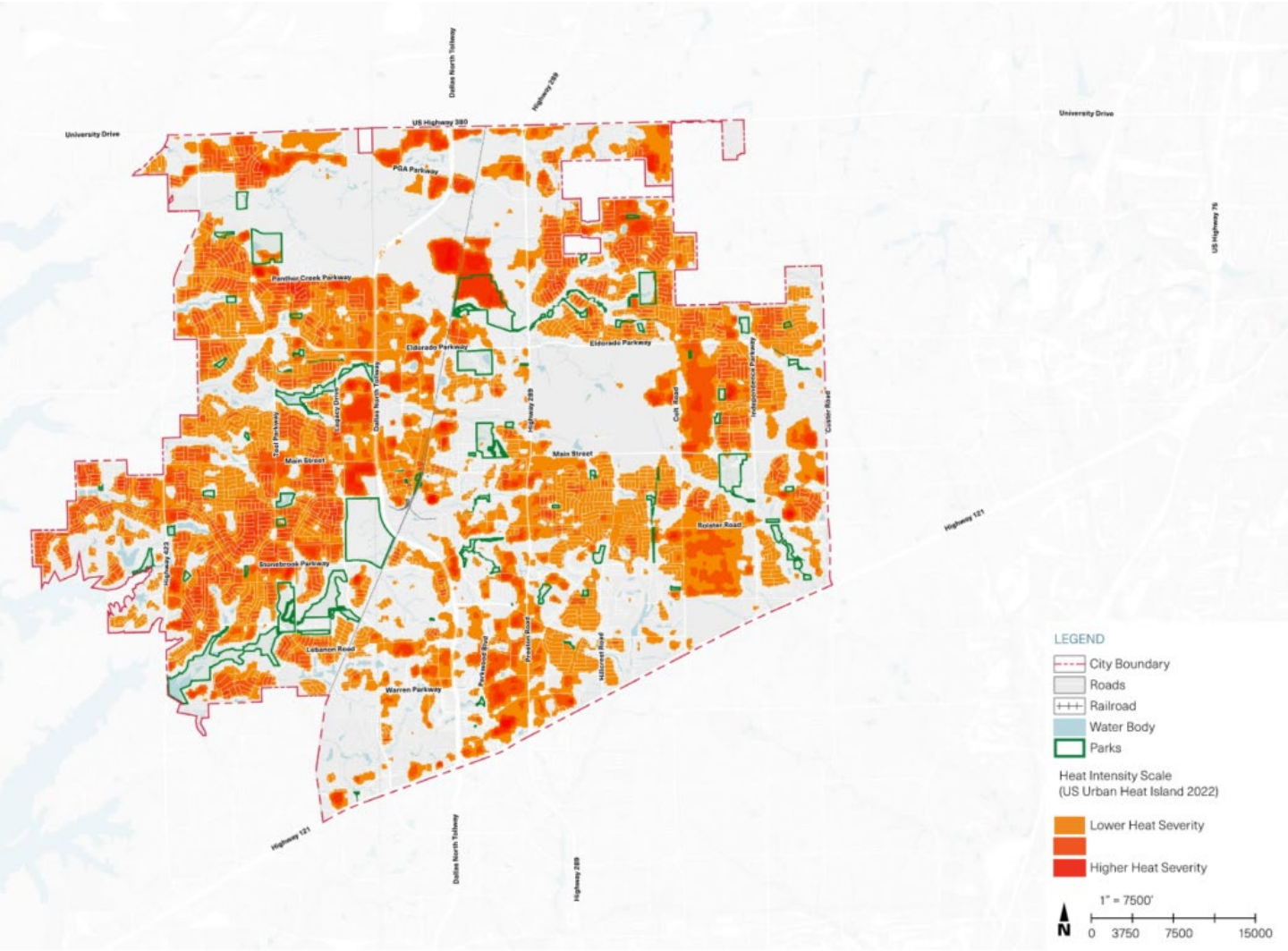
Figure 13: Tree Canopy Coverage, Source: USA NLCD Tree Canopy, Design Workshop

[7] Tree Equity Score helps communities develop projects for funding through Federal Justice 40 Initiative (www.treeeqityscore.org)
[8] www.Texasforestinfor.tamu.edu
[9] EPA IRA disadvantaged community assist disadvantaged communities in the Climate and Economic Justic Screening tool.

Urban Heat Island:

The above map indicates Heat Severity Index as per Landsat 8 imagery band from summers of 2022 which is measured on a scale of 1 to 5 with 1 being a mild heat area and 5 being a severe heat area. The dataset is for a nationwide study developed by the Trust of Public Land[10] which helps in identifying the heat risk zones and work towards mitigating the Heat Island effect. This is measured by calculating the impact of higher temperature and relative humidity that is experienced in an area. Areas with hard landscapes hold on to heat for longer and are more susceptible to heat-related health risks as a result.

Frisco experiences **Higher heat severity** in certain areas which helps in determining areas with above average temperatures, also indicating the areas with urban impervious coverage. The data shows heat severity with a scale of lowest heat score (slightly above the mean for the city) and severe heat area (significantly above the mean). This data weighing over census data helps to determine the communities affected by maximum heat disparity.



[10] 2024 Trust for Public Land, www.tpl.org

Impervious Surfaces

The above map indicates the urban impervious cover[11] including roads, parking lots, and rooftops which prevent water from infiltrating into the soil and recharging groundwater supplies. The city overall has mostly has above 50% imperviousness levels while the downtown area and Stonebriar neighborhood of city has above 80% impervious cover percentile. According to the City of Frisco 2023 Development Activity report about 18% of land is vacant with no active construction and the city aims to reach its build out by 2030.

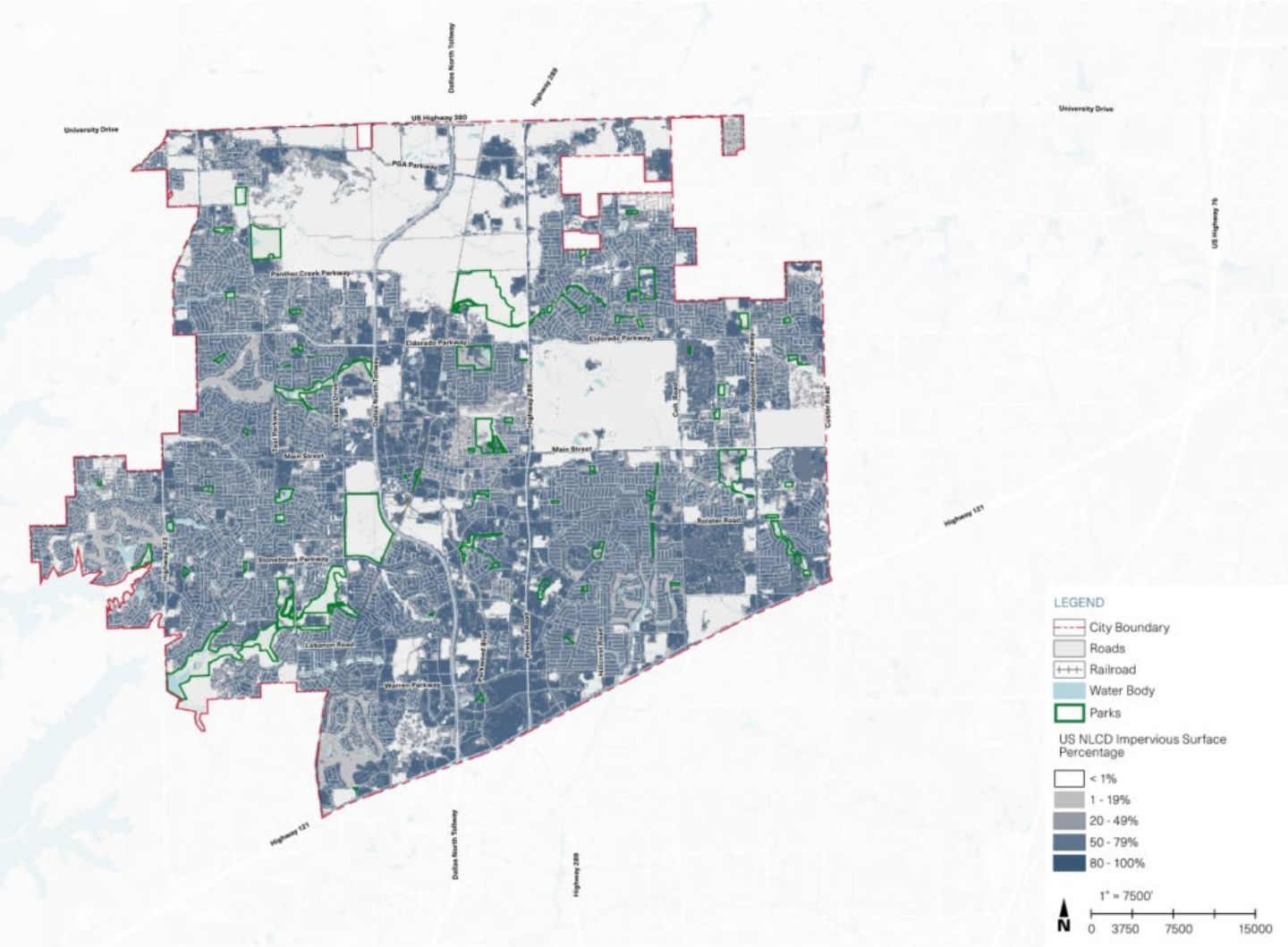


Figure 15: Impervious Cover, Source: USA NLCD Impervious Surfaces, Design Workshop

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[11] US NLCD Impervious Surface percentage

Flooding exposure and Drainage:
The map indicates the areas prone to flooding using FEMA 100 and 500-year flood risk[12] and SSURGO Soil Drainage Map indicating the city mostly has **Well Drained Soil to Moderately Drained Soil.** According to the 2023 Development Activity report 2% of total land in the city designated under flood plain is required to continue recharge the groundwater and infiltrate the precipitation.

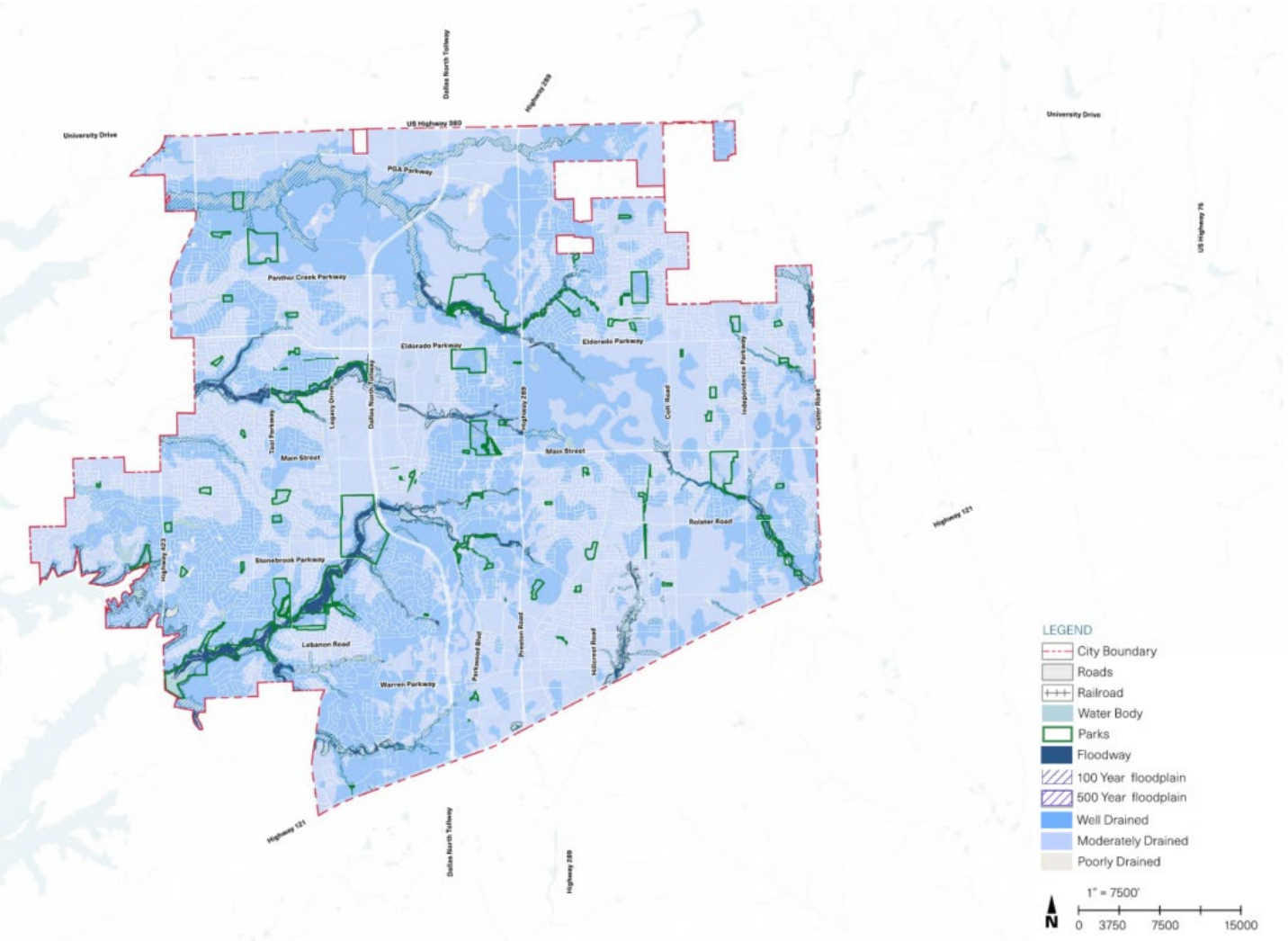


Figure 16: Drainage and Flooding Map, Source: FEMA, Design Workshop

[12] As per FEMA ,100-year floodplain is defined as the areas with a 1% annual chance of flooding, whereas a 500-year floodplain is defined as the areas with a 0.2% annual chance of flooding.

Wildfire:
Most of the city lies within exceptionally minimal risk of wildfire according to Texas Wildfire Risk. Though certain HOA falls under moderate – elevated risk. Identifying and understanding the risks of wildfire will help in preventing and preparing the city for future disaster. City parks and HOA parks should consider planning landscaping with fire resistant materials and can act as fire breaks.

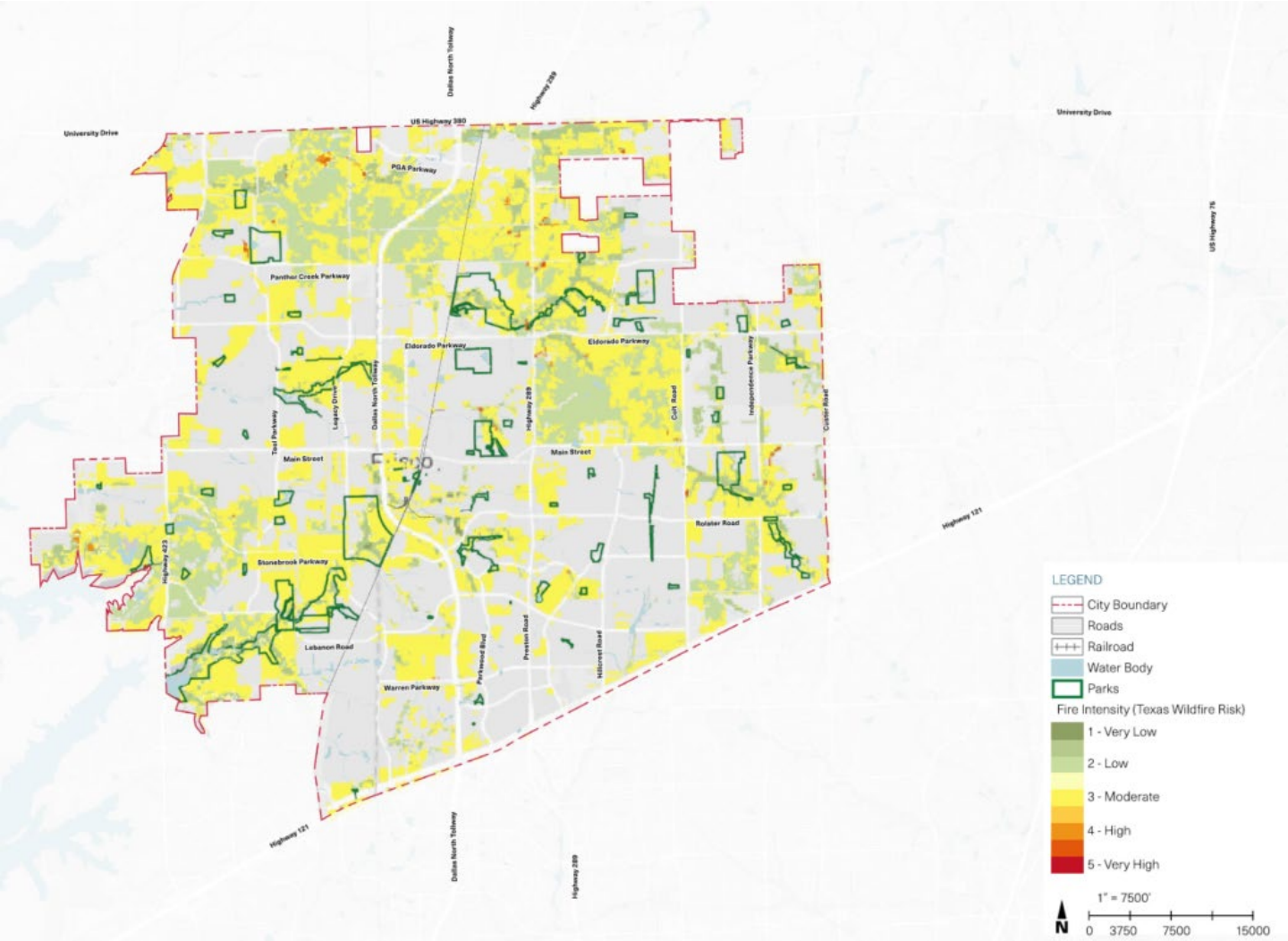


Figure 17: Wildfire intensity, Source: Texas Wildfire Risk, Design Workshop

Expected Annual Financial Loss for All Natural Hazards

Impact of natural hazards as per National Risk Index[13] there are total of eighteen listed natural hazards[14] identified. The above map indicates the Expected Annual Loss[15] of Frisco which impacts the community financially resulting from composite risk analysis of the listed natural hazards in NRI each year.

Certain census tracts in the east side of Frisco have **Very High EAL** compared to rest of the city which has **Relatively High EAL**. While very few census tracts in Frisco fall under the **Relatively Low EAL** category. The EAL of each of these census tracts within Frisco is composite analysis of the impact by 14 out of 18 applicable listed natural hazards, specifically **Hail, Tornado and Heat Wave** has major impact to these communities. This score indicates a higher risk index for these communities.

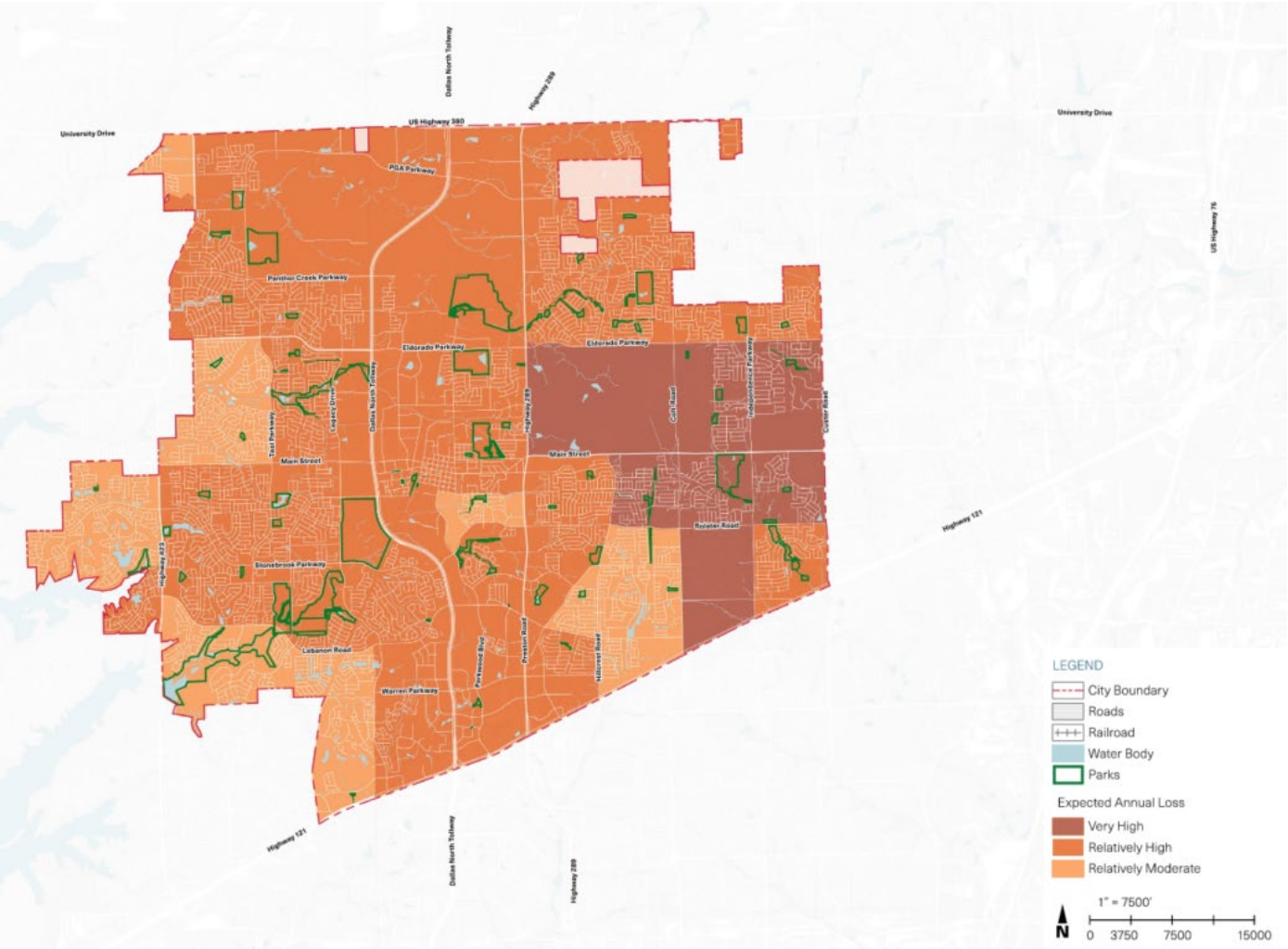


Figure 18: Expected Annual Financial Loss for All Natural Hazards, Source: National Risk Index, Design Workshop

[13] National Risk Index (NRI) is a dataset that enables communities to visually understand the risk of potential negative impacts of 18 natural hazards both individually and as composite analysis. It is derived from 3 components: Expected Annual Loss, Social Vulnerability and Community Resilience which is based on US Census Tract and County data. It was designed and built by FEMA in close collaboration with local, state, and federal government.

[14] 18 natural hazards in NRI are: Heat Wave, Hurricane, Ice Storm, Landslide, Coastal Flooding, Cold Wave Drought, Earthquake, Hail, Avalanche, Lightning, Riverine Flooding, Strong Wind, Tornado, Tsunami, Volcanic Activity, Wildfire and Winter Weather.

[15] Expected Annual Loss (EAL) represents the average economic loss in dollars resulting from natural hazards each year. The EAL score quantifies loss of buildings, people, and agriculture for each community (county and US census tract). This is calculated with data of exposure to natural hazard, annualized frequency, and historic loss ratio.

Vulnerability in Environmental Hazards Result:

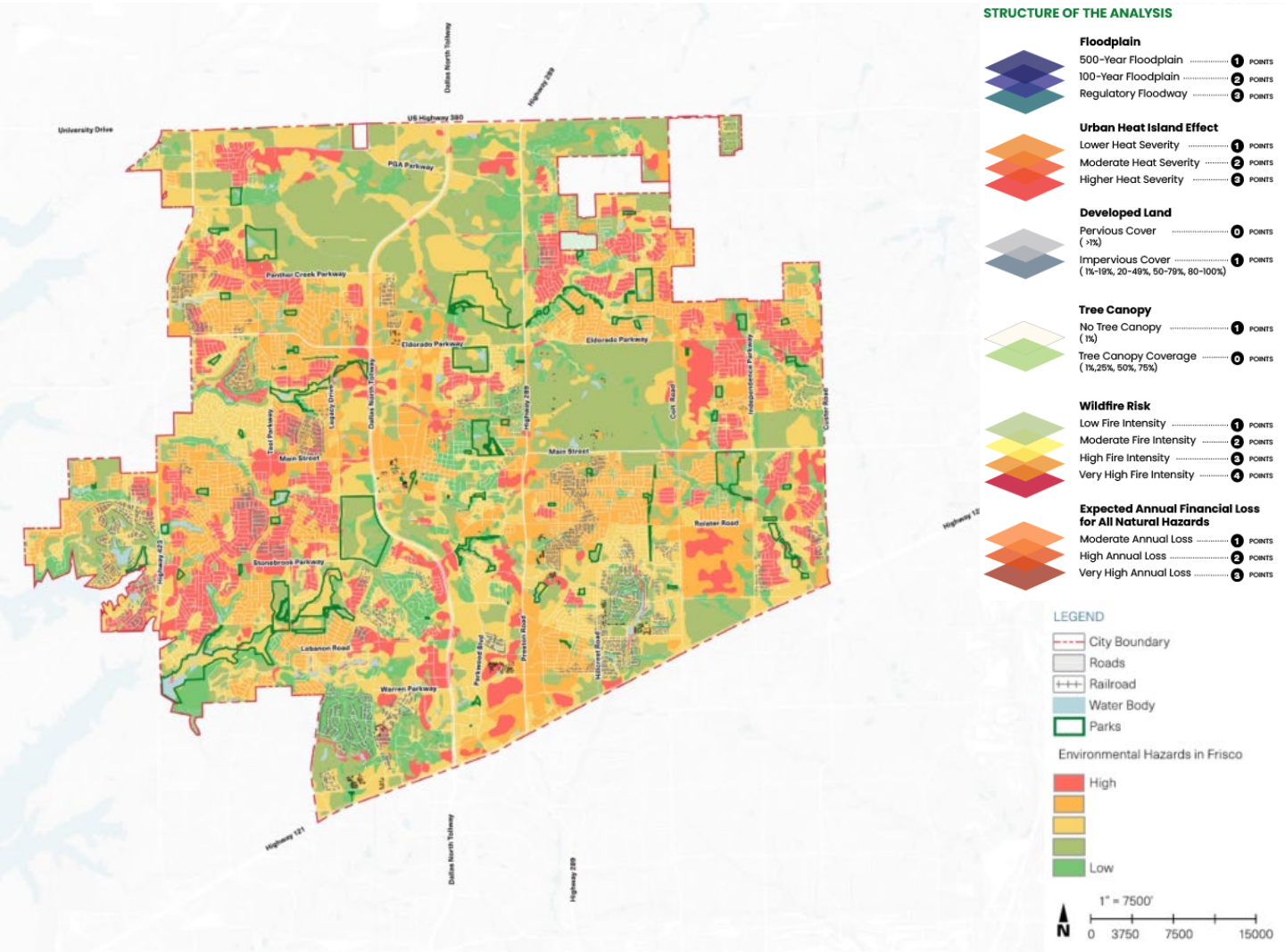


Figure 19: Environmental Vulnerability Index, Source: Design Workshop

The map presents a comprehensive overview of the environmental hazards present in the city, incorporating multiple layers of data to assess vulnerability. These layers include tree canopy coverage, impervious surface area, flood hazard zones, expected annual financial loss from natural hazards, heat island effect intensity, and wildfire risk. By combining these diverse factors, the map paints a detailed picture of the area's most vulnerable to environmental threats.

A color gradient ranging from green (low vulnerability) to red (high vulnerability) is used to visualize the degree of risk. The areas with the highest vulnerability tend to be concentrated along the periphery of the city boundary. This map serves as a valuable tool, providing critical insights into the spatial distribution of environmental hazards. By identifying the most vulnerable areas, the city can prioritize resources and implement targeted interventions to mitigate risks and enhance community resilience. Additionally, the map can inform future development decisions, ensuring that new projects are designed with environmental sustainability in mind.

Frisco, TX | Plan Your Play Report

Introduction

The *Play Your Play* engagement survey aimed to gather community feedback on Frisco's parks and recreation priorities. This report provides an overview of participant demographics, key themes from budget submissions, and insights from public comments.

---

1. Survey Participation and Demographics

Total Submissions: The survey received **274** responses, demonstrating strong community engagement.

- **Pageviews:** The survey page was viewed **2,143** times.
- **Submission Rate: 13%** of visitors completed the survey
- **Residency:**
  - The majority of respondents are **Frisco residents**.
  - A small portion of participants are from surrounding areas (e.g., ZIP codes 75078, 75036).
- **Age Distribution:**
  - Respondents span various age groups, with notable participation from **35-44 years** and **55-64 years** age brackets.

---

2. Key Themes in Budget Submissions

The budget engagement included ranked recommendations and open-ended feedback on various park policies. The following insights emerged:

a. Investment Priorities

- **High-Interest Areas:**
  - Expanding **green spaces and trails**
  - **More sports fields** (e.g., soccer, baseball)
  - Enhancing **park safety and traffic calming**
- **Low Engagement Areas:** Topics like **educational elements in parks** received less engagement.

b. Policy Recommendations and Feedback

- **Promoting Safe Access:** Traffic calming measures ranked **moderately important**, but detailed comments were limited.
- **Minimum Amenity Standards:** Some participants emphasized the need for **basic infrastructure** (e.g., restrooms, seating, shade).
- **Green Infrastructure:** While some interest was noted, fewer responses ranked this as a top priority.

---

3. Analysis of Public Comments

The comments section provided more detailed qualitative insights. Major recurring themes included:

1. **Sports and Recreation Needs**
    - Requests for **more youth baseball and soccer fields**.
    - Concerns over **field quality and availability** due to population growth.
2. **Trail and Park Enhancements**
    - Strong interest in **shaded trails**, especially near rivers and streams.
    - Calls for **better maintenance and expansion** of existing walking paths.
3. **Community Safety and Traffic**
    - Some residents raised concerns about **traffic near park areas**.
    - Interest in policies that ensure **safe pedestrian access**.
4. **Growth and Infrastructure Challenges**
    - Concerns about **Frisco's rapid development** impacting green spaces.
    - Requests for more **balanced growth planning** with parks integrated.

---

4. Recommendations for Future Planning

Based on survey feedback, the following recommendations can help guide Frisco's parks and recreation planning:

1. **Expand Sports Field Availability**
    - Invest in **multi-purpose sports complexes**.
    - Upgrade and maintain **existing fields** to meet demand.
2. **Enhance Trail Systems**
    - **Increase shaded trails** to improve usability.
    - Improve **connectivity between parks and neighborhoods**.
3. **Improve Park Amenities & Safety**
    - Implement **minimum standards for restrooms, seating, and shade**.
    - Introduce **traffic calming measures** near parks.
4. **Sustainable Growth & Green Infrastructure**
    - Develop **long-term strategies** to balance urban development with green spaces.

- Encourage **eco-friendly designs** in future park projects.

Overall:

Top 12 Projects Selected:

1. Mitigate Extreme Heat
2. Preserve Tree Canopy
3. Create Last-Mile Trail Connections
4. Provide Additional Recreation Facilities
5. Collaborate on Regional Parks and Trails System
6. Expand Existing Recreational Facilities
7. Restore Habitat
8. Promote Intergenerational Play
9. Establish Preservation Zones
10. Design Resilient Parks
11. Design for Safety and Comfort
12. Invest in Health-Promoting Amenities

Bottom 5 Projects Selected:

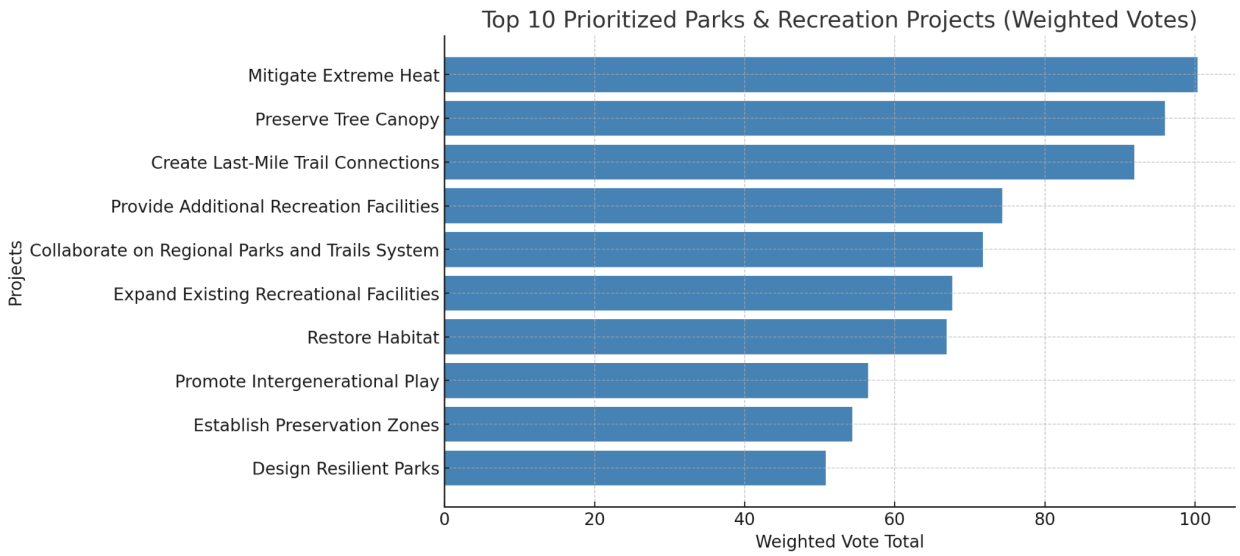
1. Amend the Park Dedication Fund
2. Define Partnership Tiers
3. Encourage Professional Development
4. Update Population Figure in Park Development Fee Calculation
5. Standardize Costs in Park Development Fee Calculation

Conclusion

The *Play Your Play* engagement survey provided valuable insights into community needs and priorities for Frisco's parks and recreation system. By addressing key areas such as **sports field access, trails, safety, and infrastructure**, the city can ensure that parks continue to meet the needs of a growing and engaged community.

Based on the weighted vote totals from the images, here is the ordered list of projects from highest to lowest priority:

Ranked Priorities by Weighted Vote Totals



Full list:

1. **Mitigate Extreme Heat - 100.31**
2. **Preserve Tree Canopy - 95.96**
3. **Create Last-Mile Trail Connections - 91.90**
4. **Provide Additional Recreation Facilities - 74.35**
5. **Collaborate on Regional Parks and Trails System - 71.73**
6. **Expand Existing Recreational Facilities - 67.65**
7. **Restore Habitat - 66.91**
8. **Promote Intergenerational Play - 56.46**
9. **Establish Preservation Zones - 54.31**
10. **Design Resilient Parks - 50.79**
11. **Design for Safety and Comfort - 50.41**
12. **Invest in Health-Promoting Amenities - 50.26**
13. **Build Connectivity Through Easements - 49.81**
14. **Design Multi-Use Sports Facilities - 49.19**
15. **Link Public Services - 48.35**
16. **Promote Value-Enhancing Park Improvements - 45.79**
17. **Acquire Conservation Land - 45.18**

18. **Invest in High-Quality Park Amenities - 43.08**
19. **Encourage Active Mobility - 41.69**
20. **Design Dedicated Dog Areas - 40.18**
21. **Promote Resilience Through Material Selection - 39.40**
22. **Program Parks to Minimize Resource Disturbance - 38.09**
23. **Promote Safe Access Through Traffic Calming - 37.78**
24. **Partner to Boost Property Values - 37.38**
25. **Establish Minimum Amenity Standards - 35.78**
26. **Nurture Relationship Between FISD and Sports Organizations - 34.26**
27. **Develop Guidelines for Green Infrastructure - 33.78**
28. **Coordinate Lighting and Signage Design - 30.82**
29. **Prioritize Accessibility for All - 28.86**
30. **Expand Volunteer Programs - 28.55**
31. **Consistently Deploy Non-Resident Fee - 28.52**
32. **Promote Maintenance and Stewardship - 28.42**
33. **Raise Awareness of Parks and Recreation Opportunities - 25.96**
34. **Invest in Cultural Gathering Spaces - 25.29**
35. **Create Inclusive Environments - 24.50**
36. **Secure Funding for Utility Land Development - 24.07**
37. **Develop Wildfire Mitigation Strategies - 23.96**
38. **Partner with Community Organizations - 22.39**
39. **Add Linear Park to Park Typologies - 21.78**
40. **Improve Monitoring and Evaluation - 21.62**
41. **Acquire Easements - 21.43**
42. **Facilitate Sponsorships - 21.02**
43. **Prioritize Health-Focused Programming - 20.78**
44. **Partner with Health and Wellness Organizations - 20.71**
45. **Create a Sustainable Funding Plan - 20.33**
46. **Partner with Healthcare Providers - 19.31**
47. **Leverage Parks for Tourism and Economic Development - 17.77**
48. **Incorporate Educational Elements - 17.37**
49. **Balance Natural and Artificial Turf - 17.02**
50. **Plan for Strategic Program Growth - 16.57**
51. **Develop a Business Case for Park Investments - 15.82**
52. **Explore Business Sponsorship Opportunities - 15.53**
53. **Develop Natural Asset Inventory - 15.50**
54. **Identify Potential Partners - 15.42**
55. **Negotiate Public-Private Partnerships - 15.07**
56. **Create Inclusive Programming Guidelines - 14.82**
57. **Be a Leader in Accessibility - 14.44**
58. **Conduct Vulnerability Assessment - 13.86**
59. **Incentivize Businesses to Locate Near Parks - 12.52**
60. **Engage Youth Council - 12.37**
61. **Develop Guidelines for Economic Development Use - 11.53**

62. **Foster Stewardship - 11.41**
63. **Collaborate on Joint Programs - 11.37**
64. **Conduct Economic Impact Studies - 9.64**
65. **Add Maintenance Facilities - 9.25**
66. **Strengthen Friends of, Foundations, and Conservancies - 9.11**
67. **Partner to Address Regional Demand - 8.91**
68. **Review Park Development Fee Annually - 8.44**
69. **Increase Park Development Fee - 7.37**
70. **Strengthen Partnerships - 6.25**
71. **Train Staff on Health and Wellness Best Practices - 5.96**
72. **Coordinate with Other Planning Initiatives - 5.74**
73. **Improve Agility in Program Offerings - 5.74**
74. **Standardize Costs in Park Development Fee Calculation - 5.43**
75. **Update Population Figure in Park Development Fee Calculation - 5.11**
76. **Encourage Professional Development - 4.59**
77. **Define Partnership Tiers - 4.00**
78. **Amend the Park Dedication Fund - 1.83**

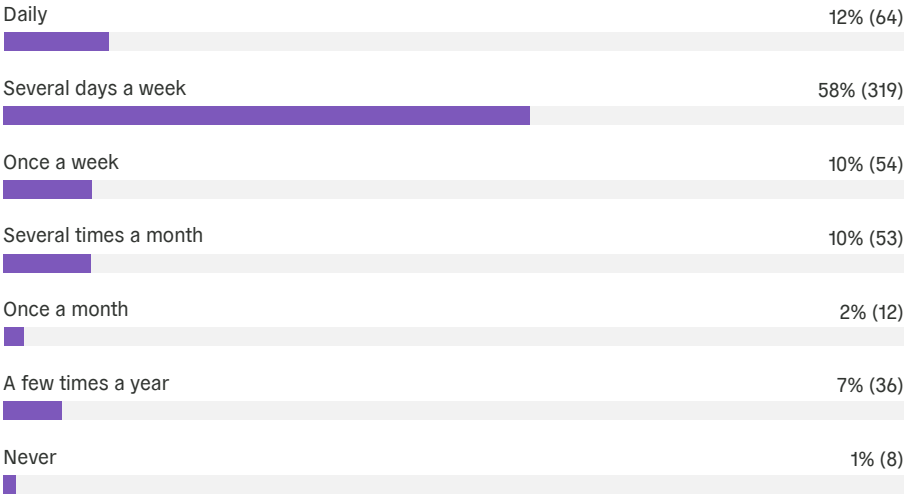
Polco

Frisco Parks and Recreation Survey 2024

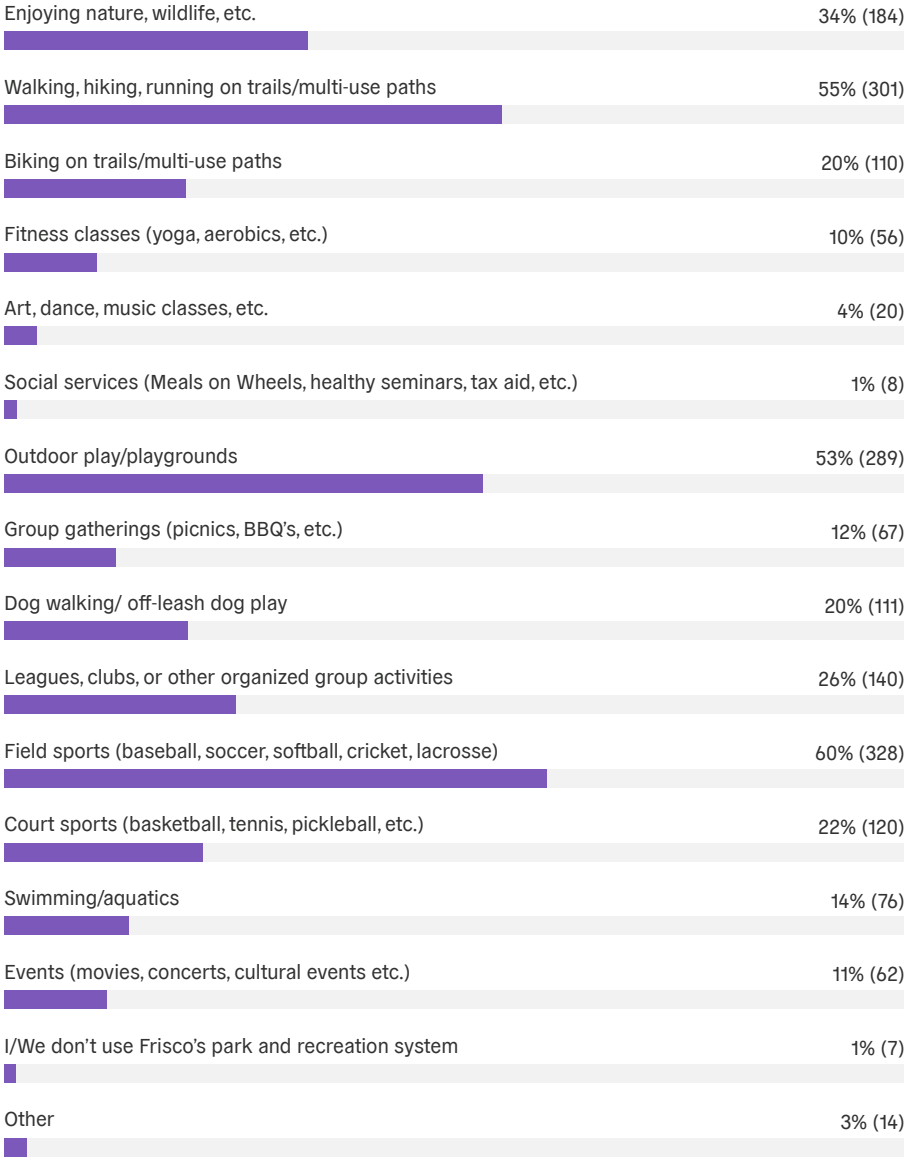
Survey Results
FINAL

08/06/2024

How often do you visit Frisco's parks or recreation facilities?



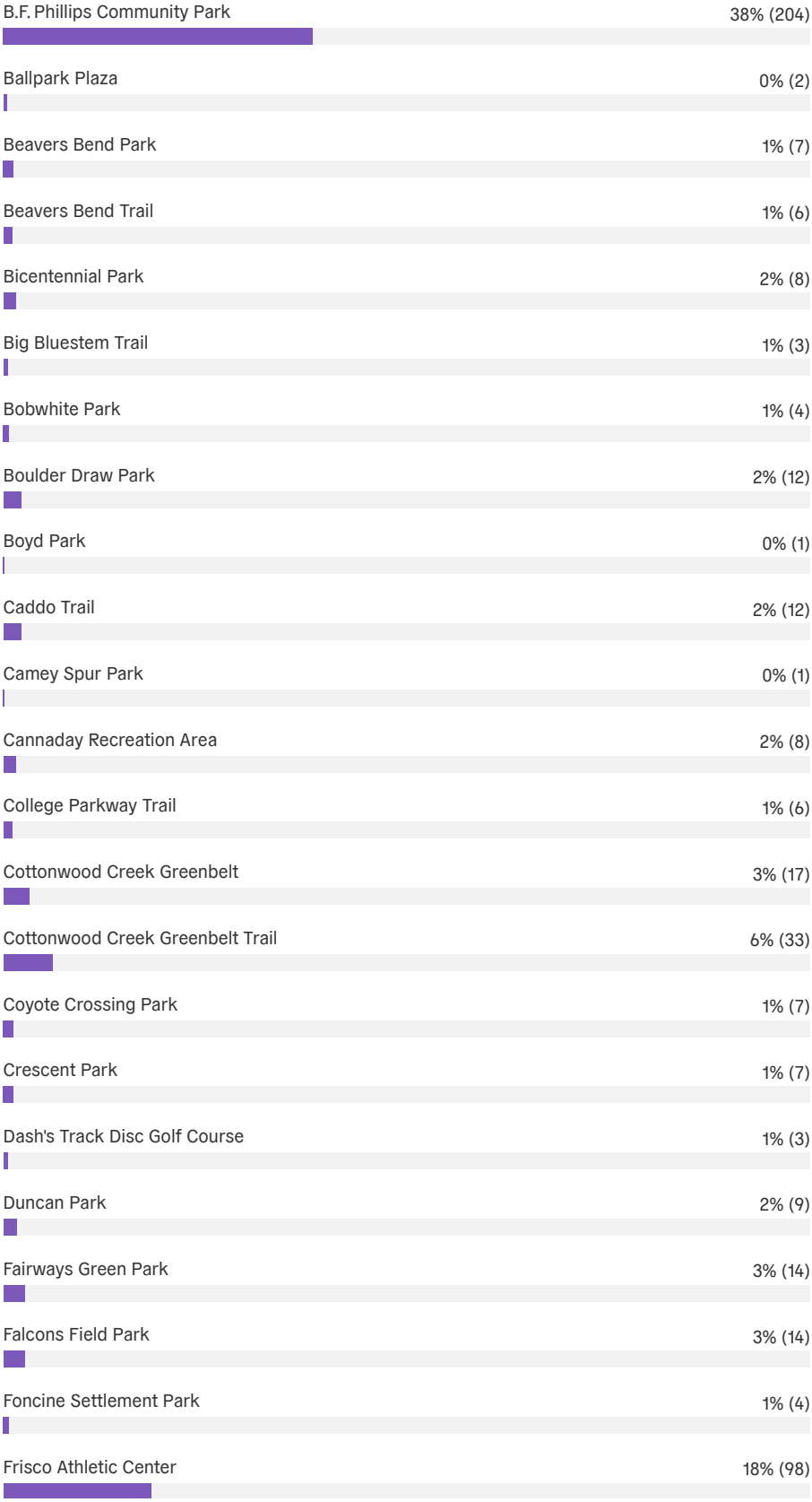
What are the most common ways you or someone in your household uses Frisco's parks and recreation system? Select all that apply.

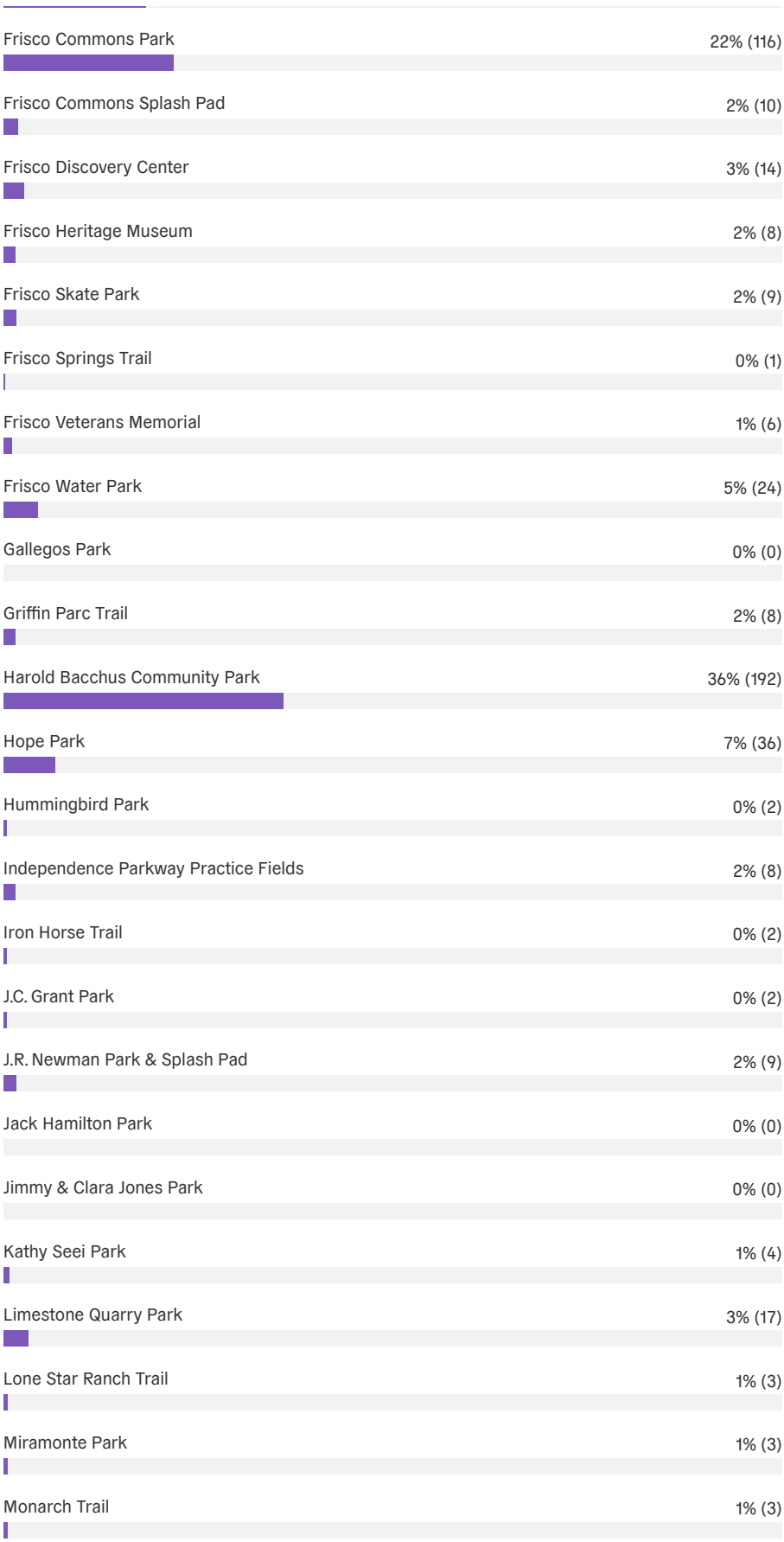


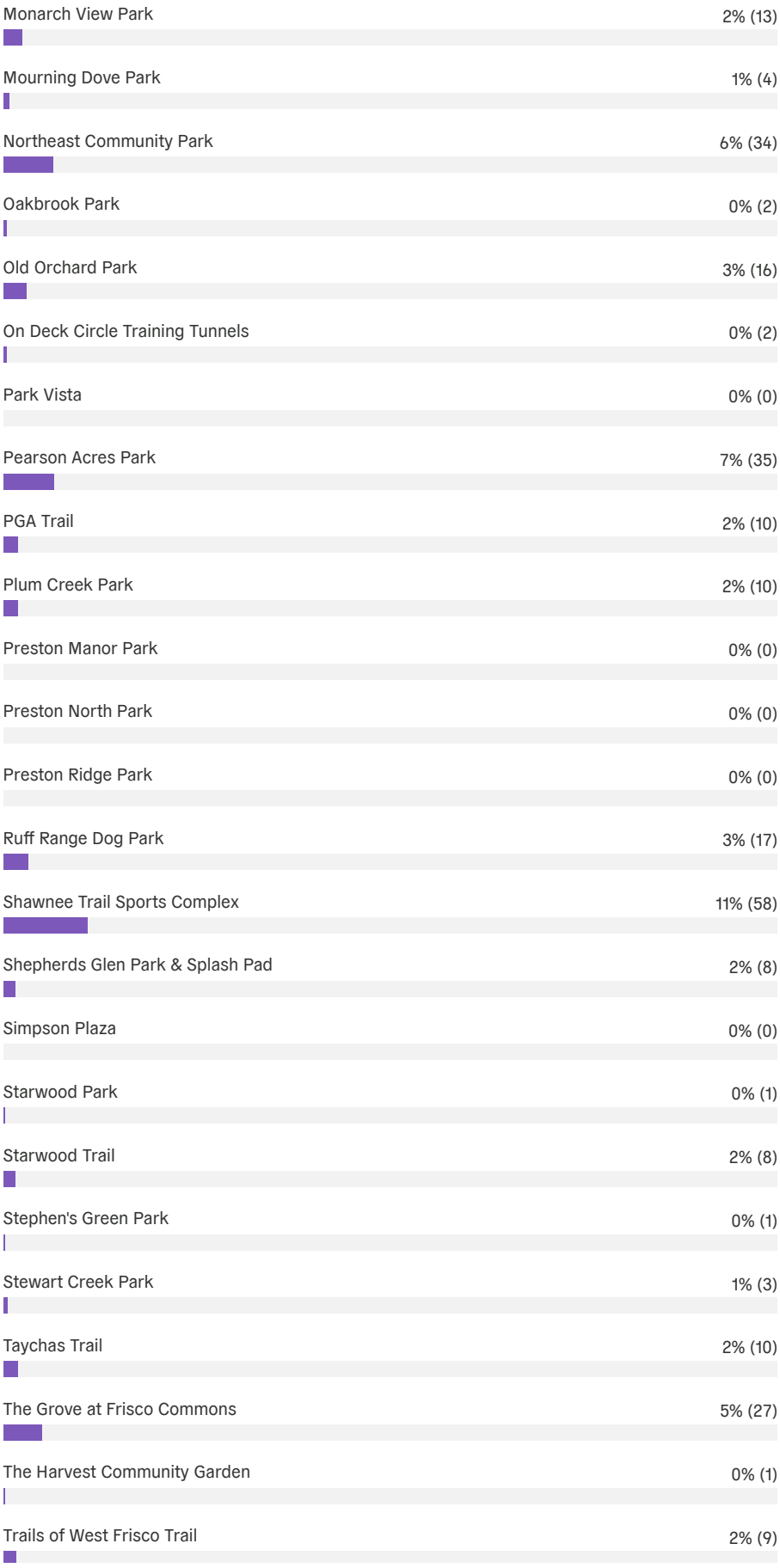
If you selected an other way you use Frisco's parks and recreation system, please specify:

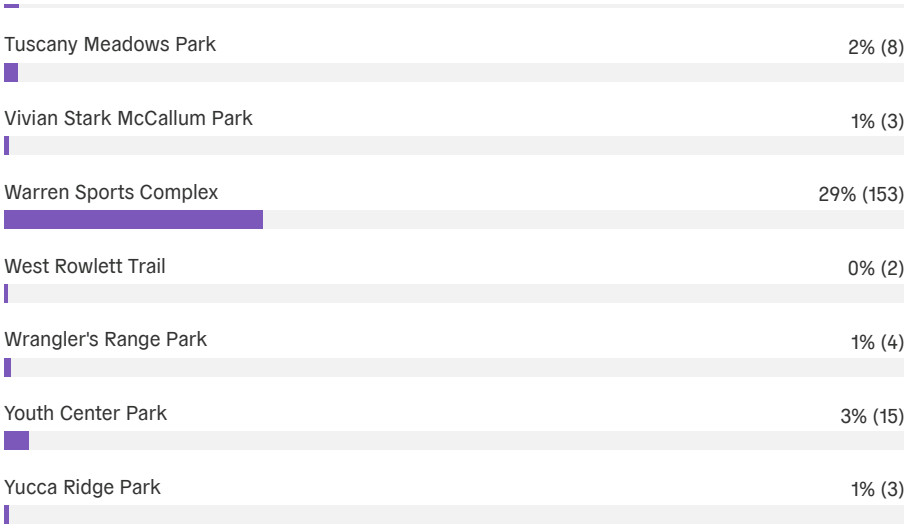
Fishing
Community Garden
Weightlifting
We love to play disc golf and go to Dash's track often.
disc golf
Skate Park
treadmill and stationary bike
Splash pads
Birding
Ping pong add 1 more table
Disc golf
Gym work outs at FAC
Strength training
Working out in fitness rooms.

Which of Frisco's parks, trails, and recreation facilities do you frequent most often? Select up to three (3).

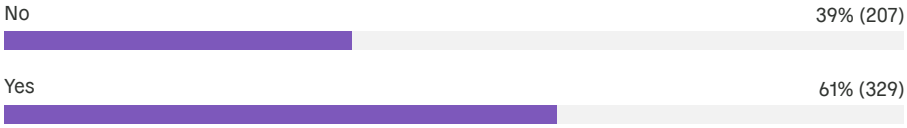



Frisco Commons Park 22% (116)
Frisco Commons Splash Pad 2% (10)
Frisco Discovery Center 3% (14)
Frisco Heritage Museum 2% (8)
Frisco Skate Park 2% (9)
Frisco Springs Trail 0% (1)
Frisco Veterans Memorial 1% (6)
Frisco Water Park 5% (24)
Gallegos Park 0% (0)
Griffin Parc Trail 2% (8)
Harold Bacchus Community Park 36% (192)
Hope Park 7% (36)
Hummingbird Park 0% (2)
Independence Parkway Practice Fields 2% (8)
Iron Horse Trail 0% (2)
J.C. Grant Park 0% (2)
J.R. Newman Park & Splash Pad 2% (9)
Jack Hamilton Park 0% (0)
Jimmy & Clara Jones Park 0% (0)
Kathy Seei Park 1% (4)
Limestone Quarry Park 3% (17)
Lone Star Ranch Trail 1% (3)
Miramonte Park 1% (3)
Monarch Trail 1% (3)

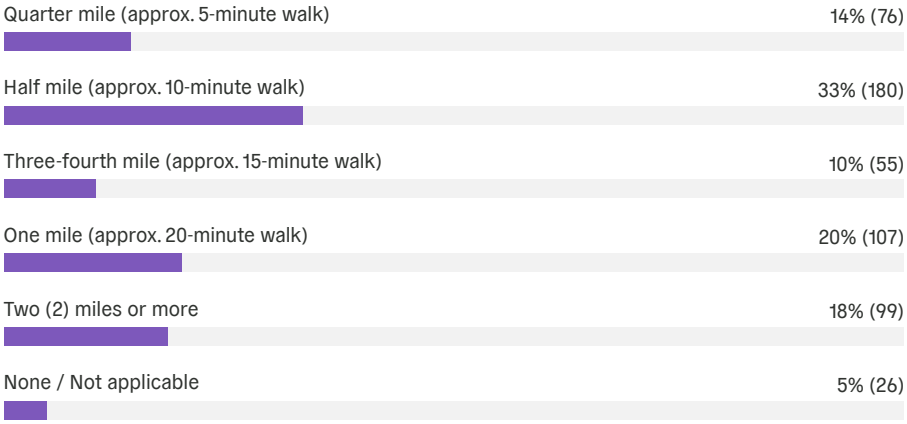

Monarch View Park
2% (13)
Mourning Dove Park
1% (4)
Northeast Community Park
6% (34)
Oakbrook Park
0% (2)
Old Orchard Park
3% (16)
On Deck Circle Training Tunnels
0% (2)
Park Vista
0% (0)
Pearson Acres Park
7% (35)
PGA Trail
2% (10)
Plum Creek Park
2% (10)
Preston Manor Park
0% (0)
Preston North Park
0% (0)
Preston Ridge Park
0% (0)
Ruff Range Dog Park
3% (17)
Shawnee Trail Sports Complex
11% (58)
Shepherds Glen Park & Splash Pad
2% (8)
Simpson Plaza
0% (0)
Starwood Park
0% (1)
Starwood Trail
2% (8)
Stephen's Green Park
0% (1)
Stewart Creek Park
1% (3)
Taychas Trail
2% (10)
The Grove at Frisco Commons
5% (27)
The Harvest Community Garden
0% (1)
Trails of West Frisco Trail
2% (9)



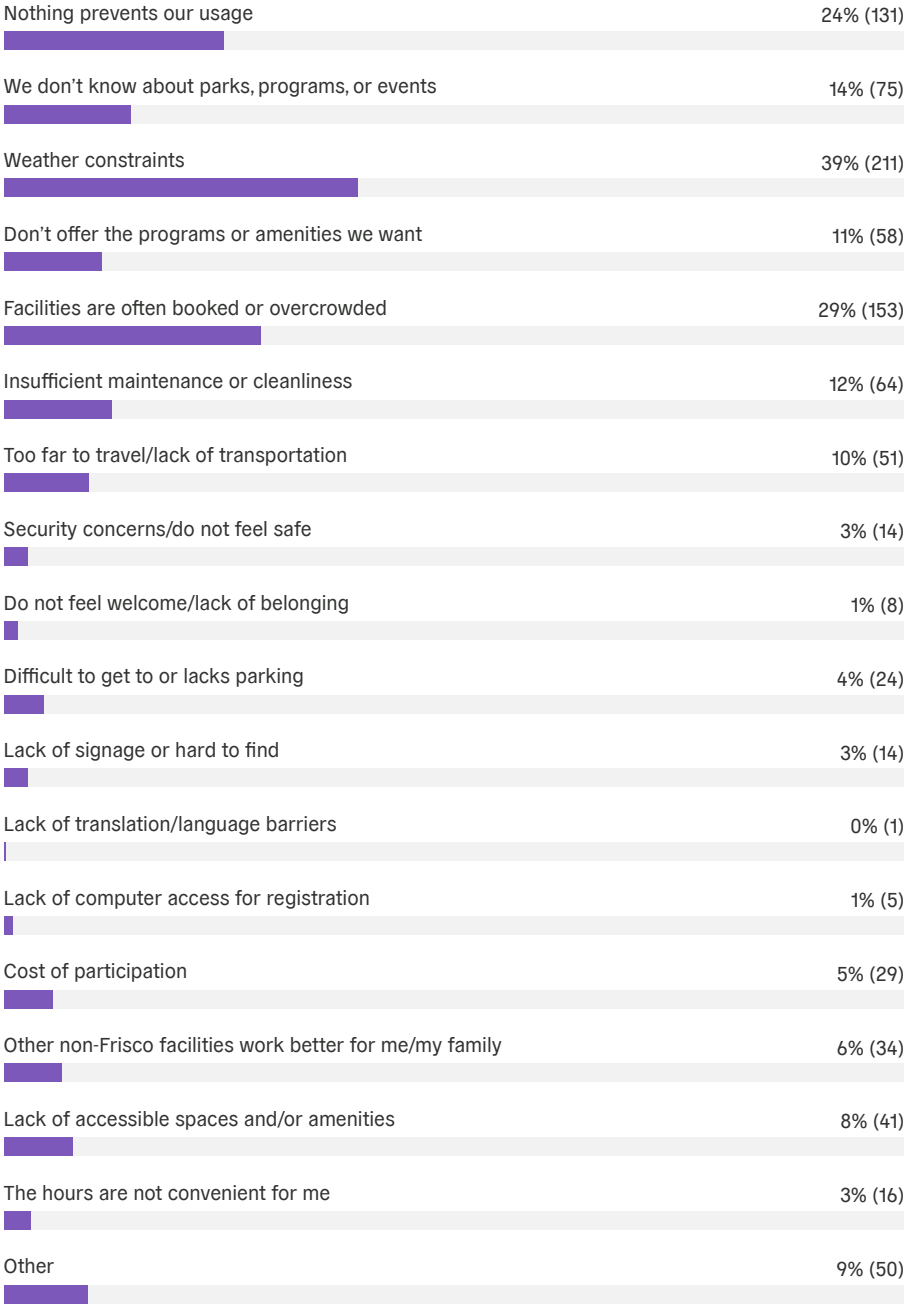
Have you, or has anyone in your household, participated in any adult or youth recreation programming (group fitness classes, sports leagues, camps, etc.) offered by Frisco in the past 12 months?



What is the maximum distance you are willing to walk or bike to a park, playground, trail, or recreation facility?



What are the top three (3) things, if any, that have prevented you or other household members from using Frisco's parks, recreation facilities, trails, and natural areas?



If you selected "other", what has prevented you from using Frisco's parks, recreation facilities, trails, and natural areas?

Areas are not connected and make biking difficult

Lack of trails / sidewalks can make parks difficult to walk to

Lack of shade

Lack of turf fields

Restrooms at park

The population of the city has grown too much in the past ten years. There are certain types of people that now live here that should not. Once peaceful parks are now... not so much so.

No turf field to use when it has rained

Soccer goals at a publicly funded park are locked up and put away. There should always be at least a couple of static, standing goals year aroud for the tax-payer residents.

Traffic at Preston/Main

Cannot use baseball field unless you pay the fee. We should be able to practice baseball for free on fields we pay taxes for.

Wheelchair access

Frisco needs more baseball diamonds for 9U and up. Our Son has been playing FBSA since he was 5U. Hes 11U now and it is so difficult to get a field to practice on during season. Turf fields would be a nice consideration as well with the amount of rain we get each spring.

There are not many unpaved trails for running or longer paved trails

Motorized vehicles (golf carts and 4 wheelers) on Cottonwood Creek Trail

lack of maintenance at Dash's Track

Some of the parks especially the ones designed for kids need restrooms.

Mom with a toddler — we need SHADE.

BF Phillips final phase was to be developed over 10 years ago with tennis/basketball courts, a skate park and more, and the land has remained undeveloped. Please build out the final phase of BF Phillips, ensuring there are activities beyond cricket/lacrosse, baseball and play area that already exist. FAC water park feels overcrowded, especially on weekends; add an adults only pool. Also, add more lap swim lanes - indoor and outdoor. FAC basketball courts are overcrowded; build separate pickleball courts that do not take away from basketball.

Biking trails are not connected or well connected. Some toads toady are too dangerous.

Lack of bathrooms and shade

Adult cricket is taking up priority. Youth cricket should be priority vs adult cricket

The play areas are not covered. My grandchildren mainly come in summer when the play grounds are to hot to play on.

Need fenced playground for my child with specials needs

Parks too hot diring spring, summer. In Texas all playgroubds should have shade

Our city has the motto "play Frisco" - but the fields are always closed and locked. The Frisco Parks guy that patrols Youth Center Park is know by our neighborhood as "the Park Nazi." I have seen this guy kick respectful teenagers off a baseball field when they are practicing hitting, and he has yelled and cussed at elementary age neighborhood kids that play at the park. We love our neighborhood parks, but we try to avoid this one because the attendant is mean. Youth Center Park is also poorly maintained. The restrooms are always locked, and the water fountains were just turned on this week (June 12th)

Shade coverage at park and splash pads

FAC has too many people that literally just sit on exercise machines instead of using them. Also, it's better now but for a while they were allowing younger kids who are disruptive into what should be adult/teen classes (ie anything with weights). Can't consistently take classes at FAC because of shortage of subs for classes so many get cancelled - sometimes with little to no notice. Never once

have I seen an employee clean anything. FAC employees could actually do something other than stand or walk around. Also, my friend's car was broken into there. Need security cameras. Need more sand volleyball and pickleball courts in general in Frisco.

Facilities are always booked or not open for booking

Sometimes the walking/running at Beavers bend trail and Stewart Creek Park is not possible due to the foul smell from the treatment plant.

Too hot and not enough shade. Or no bathrooms.

No restrooms

Clean public restrooms

Very limited natural trails, biking trails, and running trails.

There aren't bathrooms.

Natural surfaces at fields cause frequent rainouts

Family Problems

Too many sports teams, too little fields to practice or play. Always booked with priorities

Not enough free time to travel from northwest Frisco to athletic center or Frisco commons during the work day/lunch break. Do not want to use at night when gets dark due to safety issues. Try to use as much as can on weekends.

Athletic facilities are never available to reserve and the first come/first served policy of neighborhood parks prevent coaches from planning team practices with any confidence a field will be available.

Need to travel to Bachus park... 25 mins drive from PCR community., as lacrosse for girls not offered at b.F. Philips Go to Plano for indoor tennis in summer... no indoor spaces available in frisco

Lack of safe bike lanes in Frisco

We love to bike on trails and Frisco doesn't have many long trails with parks. Plano has done a great job of this and we usually spend our time and money there

Frisco lacks a structured pickleball program. Specifically, there is no location in Frisco that has a critical mass of dedicated Tennis/pickleball center similar to McKinney, Copper, Dallas or Carrolton.

We have been kicked off sports fields for simply being on the grass even though no sporting events were taking place by Frisco Parks employees.

Lack of turf fields; especially after storms.

Many of our neighboring cities have significantly improved their athletic fields and installed turf. We would love to see the same for our lacrosse and softball fields.

Frisco Athletic Club has terrible hours, need to open earlier and stay open later 7 days a week

Wide open spaces you aren't allowed to be on

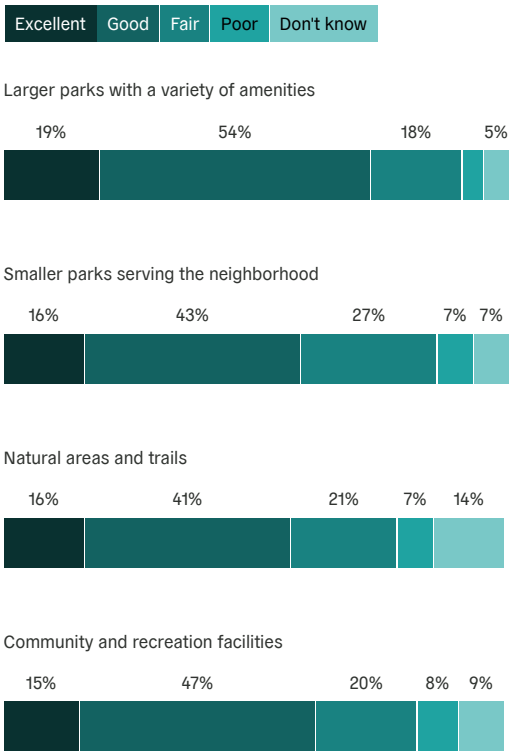
Field conditions

Need turf fields at bf Phillips for lacrosse

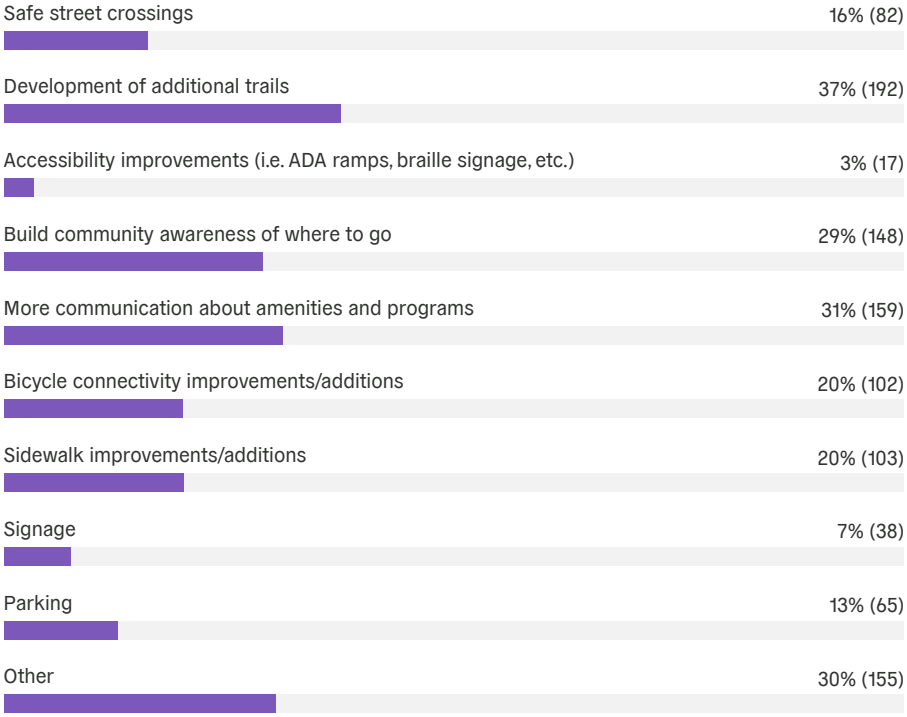
Please rate the existing condition of the following types of properties managed by Frisco.

Question	Excellent	Good	Fair	Poor	Don't know
Larger parks with a variety of amenities	19%	54%	18%	4%	5%
Smaller parks serving the neighborhood	16%	43%	27%	7%	7%
Natural areas and trails	16%	41%	21%	7%	14%
Community and recreation facilities	15%	47%	20%	8%	9%

Expand all / Collapse all



What types of improvements are most needed to help get people to parks/facilities? Select top three (3).



If you selected an other improvement, please specify:

Dog parks in subdivision frisco lakes

More soccer/football game fields

would love more fenced dog parks

lighting

More police patrols of highly populated parks. Lots of single males roaming (not jogging) Frisco Commons away from the playground areas., made me uncomfortable.

Shade

Only really know about parks near or around my home. Would drive to other parks if I knew about them and what ammenities they have.

Sharing about the types of sports programs in the community more!

Turf for the fields that the sports play on. We often go to other cities to play or get rescheduled because they have invested in turf. Ball wall at Bachus for LAX as well.

Electricity at Bacchus for fields, wall for wall ball for lacrosse

Our neighborhood park Shepard's glen - Tables/seating wad removed 2-3 years ago, park is slated to be redone pre pandemic, but time for improvements keeps getting pushed. Newer communities get new facilities and improvements, while we wait for years. Some of our residents (including our family) have lived here for almost 2 decades, and we and our kids do not get good park facilities to use. It's sad. We feel left behind, frustrated. Why remove existing picnic tables and seating years ago, and leave us with nothing? Flooring on the splash pad is gone, retaining wall needs fixing. Thr playground is the barest of bare. Our neighborhood is so disappointed in frisco parks for leaving us with half a park. The sign showing future improvements was put up years ago, and has finally blown off the posts in May storms. It's still laying there in the grass off Shepards Hill Dr. Sad.

Availability for teams to use the parks

Turf soccer fields

Continued growth for sports like girls lacrosse, including a ball wall, working field electricity, and an electronic scoreboard at Bacchus.

Turf field

Lacrosse walls for kids to play wall ball year round at Bacchus and BF Phillips

Turf

Turf field for lacrosse, lights at Bacchus, scoreboards

Not enough space for larger groups

bathrooms!!!

Tennis courts and dedicated pickleball courts with permanent nets. We are severely lacking in good quality, public tennis courts! And it’s time to invest in permanent pickleball courts. Not courts that can be used as pickleball if you bring your own net-real, actual courts. In addition to tennis courts. Warren has 2 tennis courts if everyone is using the pickleball courts-that’s ridiculous for a city of our size. Both Plano and McKinney have large public tennis facilities (the courts at McKinney and high point tennis center) and we have...nothing. Two pickleball courts at the grove, a few courts at Warren, and a few courts at Shawnee trail. For a city that invests so much in sports, we are severely lacking.

Turf fields!!

Maintain high quality of grass turf fields. Consider an artificial multi-sport turf for future park development.

Turf baseball fields so the parks are not closed so often.

Turf baseball fields

Sports fields, specifically baseball/softball or youth need artificial turf to lower maintenance and avoid weather cancellations (like other cities surrounding us). Playgrounds need to get rid of the wood chips and put down turf or rubber like surfaces.

Provide shaded playgrounds

Warren soft complex updated. The focus not just on the baseball fields. Would love to see some turf fields like every other city around us.

Better fields for youth sports. Additional fields as well given growth of Frisco.

Maintenance/replacement of aging equipment and more fields/training facilities

More Baseball Fields that are acceptable for league and team use.

We need a much better youth baseball park with turf fields.

Turf fields for sports/tournaments

More ball fields for practice

The girls' softball facilities are frankly an embarrassment to the city of Frisco when compared to other nearby communities.

More athletic fields, specifically baseball.

Sports fields are in terrible condition. Frisco should be ashamed of themselves for having a tagline "Play Frisco". Complexes are always closed and neighborhood parks are impossible to play sports without injury because the conditions are so bad. Frisco is a joke compared to other cities. We pay a ton of taxes and yet we keep bringing in businesses and spend zero time on parks for our children. We love to brag about how this is a youth sports destination but are fields are an absolute joke.

More Dog poop stations and restrooms

A sports complex on the northwest side of Frisco!!!

Cleanup along trails, to make them safer and more useable

BATHROOMS-most I've been in are dirty or in need of upgrades

Shawnee trail diamond fields need better drainage to prevent less rainouts

Overall maintenance like fixing broken lights, removing dead trees, etc. particularly at Beaver Bend Park. Fix water fountains.

Prices too high for a family

After talking with many parents, we have come to conclusion that whomever is designing many of our new playgrounds, probably does not have young children! Cannaday park with the exercise area is soooo dangerous. We know numerous kids who have been hospitalized (broken bones) due to that playground and the one next to it! We all miss the playground that was there before, very kid friendly with a dinosaur slide. The new playground at Tuscany Meadows!!! Awful!! That is the type of playground that goes in a gym with tons of padding underneath! Thankfully Allen and Plano and Little Elm have wonderful and safe playgrounds. Most kids that visit playgrounds are young elementary, quit designing playgrounds for Olympic training!

Need more baseball fields

More baseball/softball areas, some turfed .They are not available many times. Also, proper drainage for open areas.

More baseball fields for FBSA

Public transportation from neighboring cities

A bigger better disc golf course. Disc golf is getting a lot bigger and frisco could host the PDGA if they got in lvolved with creating a better course to play.

Less time for people using basketball courts for pickleball, other random sports, and kids training sessions

larger and more challenging disc golf course to bring PDGA tournaments to Frisco

more sports complexes and more bathrooms

More Pickleball Courts at The Grove

Bathrooms! Without them people pee and poop on the grass

Sauna

Cleanliness

Shade on playgrounds

Build final phase of BF Phillips, so that amenities appeal to a diverse of set of age groups - add pickleball in addition to tennis, basketball, skate park amenities. FAC workout equipment is frequently broken; improve maintenance and ensure repairs are done in a timely manner.

There should be additional rec centers like FAC given the amount of people in Frisco. There aren't enough basketball courts available for the number of people that are looking to use it. Plano has multiple rec centers available, but Frisco only has one, which is extremely disappointing.

More bathrooms

More programs on drawing, painting, sculpture, crafts for adults/seniors.

Add more Pickleball courts

equipment maintenance. Too much is broken for too long

Lights

Please encourage youth cricket by making more pitches and ease of reservation

Need additional baseball fields, not enough available for practice and games especially for the older age groups.

Bathroom facilities need upgraded.

Get shade coverage, so that playgrounds can be used in the summer...

more restrooms

Take better care of fields where youth sports are practiced

Most good parks are on west side; also need SHADED trails

Improvement to current facilities

Turf softball fields for year round use.

Updates to older equipment

Restrooms

Bathrooms and fenced in parks

BATHROOMS

More sports fields

Shades

Our city has the motto "play Frisco" - but fields are closed and locked. We encourage kids sports, but the fields are not available to kids to practice or play at.

Bathrooms, shade coverage

everything looks good

Playgrounds accommodated for heat

More cricket facilities for youth

Build more cricket grounds and tunnels for youth

shade trees, misters

There are not enough softball fields and the lack of access to the existing fields is frustrating. The state of Frisco's current fields as compared to other nearby fields is embarrassing. We need turf fields, batting cages, more than one field with decent seating, and actual permission to use the fields!

We need more large, modern green spaces or shaded parks like Frisco Commons to serve residents on far East and West of the city. Most current parks are geared towards organized sports or are embedded into commercial areas. We lack parks similar to Windhaven Meadows or Arbor Hills in Plano, and Bonnie Wenk in McKinney. Despite our city's reputation, we don't have a flagship park like Denver's Common Park or Omaha's Riverfront.

Unfortunately, with it being Texas, even the best parks are only usable for portions of the year when it gets too hot and there's little shade. It's also quite difficult to commit to a park day when there are no public bathrooms.

Maintenance

Bathrooms

Bathrooms need improvement at most

More baseball fields. Turf.

Restrooms

Turf for fields

Booking system for the neighborhood parks with backstops. Baseball teams don't have enough fields to practice.

More baseball/softball fields!

Baseball fields need scoreboards to work

Open ball parks to public for baseball practice or at least let established baseball teams use them off hours.

For us, it would be bathrooms. We have small children, some who are newly potty trained so going to parks without restrooms is not an option

More fields for sports use

Better drainage when it rains. The parks are unusable when it rains

Turf field access - or use the high school turf fields as needed, specifically for baseball

Grass Grass & Grass. Tough to maintain with our weather

Concession

Turf fields. Celina and Little Elm have these. We should too.

Put turf in at all baseball and softball facilities like all other surrounding towns have

More baseball fields/maintained backstops

Improve the playground surroundings, bathroom and surfaces.

Restroom improvements

Turf fields would be great.

Need turf baseball fields

More fields to play

Turf for baseball fields

Over the past several years, many people have voiced the need for additional pickleball courts at the Grove (Senior Center) and other places in Frisco. However, there is minimal progress. Neighboring cities (Little Elm, Prosper, etc.,.) have listened to their constituents and have added/are adding public courts.

Frisco needs turf baseball fields to prevent games and practices from being cancelled due to weather and wet field conditions.

Better lighting - many of the parks and trails are very poorly lit and feel dangerous once dark

More parks for team sports with "skinned" infields and better maintenance of smaller neighborhood parks. Open fields are uneven, have patchy grass and holes/big cracks in them, creating conditions where ankle or knee injuries can easily occur.

the field are in very poor condition at Warren sports complex where the kids practice baseball with large holes and poorly maintained greens that are full of stickers and ants. The home plate has such big divets that the kids can't even bat because they are so off balance. The field conditions are unsafe for use.

More facilities especially for cricket, pickle ball and tennis, lack of indoor facilities

Schedule of events

More shade trees

Turf for lacrosse Indoor tennis facilities

Bathroom access, shade

Need extensive and safe bicycle lanes throughout Frisco

EV charging

Turf for youth sports.. every community around has it except Frisco. Grass fields are not maintained the way that they should.

Frisco really needs a dedicated Tennis/ Pickleball center like many other neighboring communities. Not just two courts here and three courts somewhere else with no central reservation or coordination of play

More pickle ball courts

I feel like in Frisco there is a lot of people who play sports but Frisco has 0 fields that are in good condition that have lighting and are public use this makes it hard to practice in winter and overall due to lack of public fields and at parks the ground is usually cracked and the grass is dead this is at least a very big issue at falcon feilds

Nature in parks. We don't need more plastic and concrete.

Turf sports fields that don't close when it barely rains

Turf fields

Installation of turf for lacrosse and softball

field quality

We need turf fields for programs such as lacrosse. Because the high school sport is tied to the city vs a high school, our students are at a disadvantage relative to surrounding cities with better facilities. Practice gets canceled far too often because of poor field conditions.

Turf

Bf Phillips needs more access for lacrosse games and practice. The cricket courts built have disrupted the Frisco Lacrosse program and make it difficult for scheduling. It would be nice to have one set of fields designed or designated to one sport each season like they do for baseball, soccer, and football.

More lacrosse specific fields. Several cities around Frisco have these complexes!

Turf at BF Phillips for the Lacrosse program. Other cities have this for their programs and Frisco is behind.

Field conditions and lighting

Turf at BF Phillips so fields can be consistently utilized even if it has rained.

Some fields are in poor condition

Turf fields to avoid bad weather limiting access.

Need quality Turf facilities, just like the prosper lacrosse facility

Better sports fields. Can we turf some like prosper? Cricket has overtaken bf Phillips and lacrosse is growing immensely and needs more space and better fields, although bf Phillips has improved over the last year so thank you for that

Parks *not* for sports leagues that have amenities like bathrooms and playgrounds

Surrounding cities have better sports facilities. I have been advising families to move to prosper, Southlake, Carrollton, Flower Mound if they have children in lacrosse because those cities invest in sports facilities. We are so far behind on this and the city hasn't shown any interest in installing turf fields with stands for our teams to practice and play on. They could be used by lacrosse and soccer and host tournaments that bring revenue to the city. We are community that claims to be sports oriented, but not for our children - just professional teams. Please put in turf fields for our kids to play on year round.

Turf fields at BF Phillips

Lack of all weather lacrosse fields

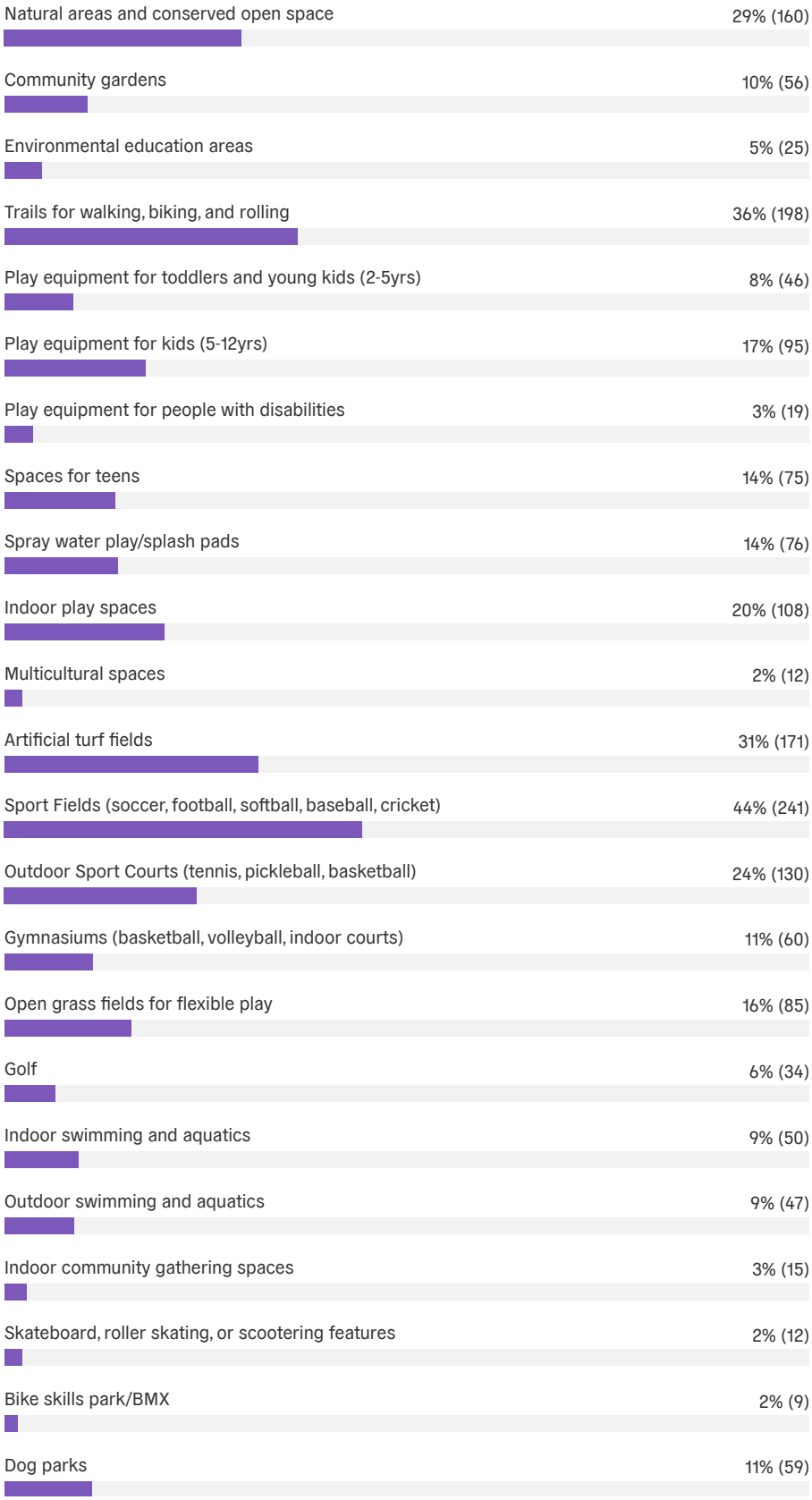
Add pickleball courts with lights and restrooms on west side of Dallas toll way

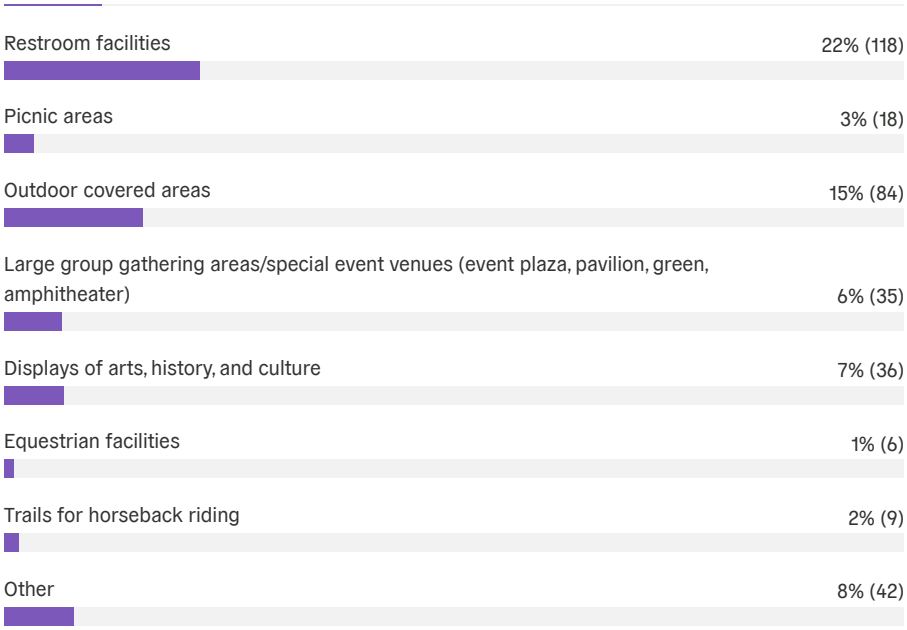
Restrooms

Need turf at bf Phillips for lacrosse

Bathrooms are filthy and outdated at Frisco Commons Park. Bathrooms should be available at all parks.

What types of parks and facilities do you want to see prioritized in the future? Select top five (5) priorities.




Restroom facilities
22% (118)
Picnic areas
3% (18)
Outdoor covered areas
15% (84)
Large group gathering areas/special event venues (event plaza, pavilion, green, amphitheater)
6% (35)
Displays of arts, history, and culture
7% (36)
Equestrian facilities
1% (6)
Trails for horseback riding
2% (9)
Other
8% (42)

If you selected an "other" type of park or facility that you want to see prioritized, please specify:

The original Grand Park should be built

Frisco desperately needs a community tennis center. Lots of demand. Lakes TC is too expensive. FCT won't have USTA leagues for decades if ever. Should be combined with pickleball.

Large ponds and small lakes

Fishing areas

Turf fields are a must for our growing lacrosse programs. The HS girls program was SECOND in the state! SECOND! And there are no turf fields to support their play or the play of the growing youth girls program. Frisco, who refers to itself as Sports City USA, has no turf fields, no scoreboards at the fields where lacrosse plays, and not even electricity at Bacchus Field. It is disgraceful and disrespectful to the young ladies, coaches, and families who work so hard throughout the year.

Lacrosse

Dedicated lacrosse turf for girls

A turfed field designated for girls lacrosse and/or an electronic scoreboard and electricity at Bacchus for girls lacrosse.

Lacrosse walls for wall ball (like frontier park in prosper)

Turf lacrosse fields. You have had the top 3 girls lacrosse team in the state for Division 1 over the past 3 years and we get marginal fields. If it rains we have to move home games to all other areas in Dallas to play our games. I can list almost every team in North Dallas that plays on turf. We are the only high school team that does not. Need Turf so we can play home games. Teams in the past have also fought to change game locations due to our field conditions. I know it is different entity but we have so many turf fields in Frisco but the ISD will not allow us to use. Keller, Southlake and many other ISD allow their high school teams to use turf fields and those teams have not been even close to Frisco state rankings. If they can mark lacrosse lines on their turf and players not get confused about what sport they are playing, so can we. Need turf!

Lights and scoreboard

Indoor tennis/pickleball facilities like the courts at McKinney.

Indoor tennis courts

For sports fields, please continue to consider your lacrosse players.

It would be nice to have turf baseball fields that all surrounding cities have but Frisco. Turf fields help prevent game cancellations due to weather

Dedicated pickleball courts! Frisco should have an amazing, dedicated pickleball outdoor space with 20ish courts. Adding pickleball lines to tennis courts is not a good solution. Frisco needs to make the investment in pickleball.

Areas for sport practice, especially for specific skills. Cages and hitting and pitching tunnels for baseball, softball and cricket

Wiffle ball fields

Indoor pickleball....not enough time or days to play

Pro tour level Disc golf course

Would love to see another disc golf course in the city, especially in the woods/flood plain areas of grand park

We need a disc golf course that reflects "Sport CIty USA" and not the overgrown afterthought we have at Dash's Track

Places for small groups of around 15-20 to gather for birthday parties, celebrations, scouts (Girl Scouts and Boy Scouts) on a first come, first serve basis without registration

Fenced playgrounds

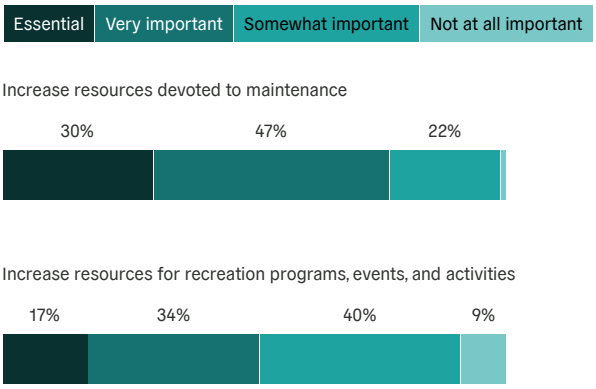
Field access for Rugby practice.

Playgrounds with covering and a covered place for parent's to sit & place for kids to play football and basketball
When I first moved to Frisco in 2014- there was a plan to put a roller hockey rink at BF Phillips grand plan and it was never built. There are so many kids here that roller blade, but no where to play hockey. Please build a roller rink with boards and fence.
more and more baseball fields
Too concerned with commercial and residential development and not enough attention to parks and fields.
Add indoor/covered and outdoor pickleball courts at the Grove and other areas.
Indoor tennis
Need safe, extensive bicycle lanes throughout Frisco
Fitness parks, ie "ninja warrior" parks
Dedicated fields for lacrosse and bounce back wall in the same area as lacrosse fields- at BF Phillips park
Outdoor exercise amenities
Senior/adult facilities offer more classes and activities later in the day and evening (not all seniors wake at dawn and go to bed at 9), and their staff is knowledgeable about seniors (not just old).
Soccer fields or multi sport fields at parks with lighting for public use there is 0 fields like that in Frisco
Sport field for lacrosse
Lacrosse complex! Can even dual with soccer like on the East Coast.
another athletic club on the west side of frisco
Lacrosse fields (wasn't mentioned in the sports fields category)
Another gym facility

With a limited budget, and significant community desires, difficult decisions and trade-offs are often necessary. How important do you think it is for Frisco to invest in the following in the next 20 years in response to community growth?

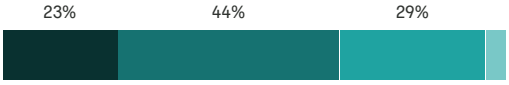
Question	Essential	Very important	Somewhat important	Not at all important
Increase resources devoted to maintenance	30%	47%	22%	1%
Increase resources for recreation programs, events, and activities	17%	34%	40%	9%
Complete undeveloped parks	20%	40%	33%	7%
Renovate and upgrade existing parks, recreation facilities, and natural areas	23%	44%	29%	4%
Add or replace significant outdoor amenities such as outdoor pool, amphitheater/pavilion, sports fields/courts, etc.	22%	35%	32%	10%
Expand the park system by acquiring property for future parks, facilities, open space, or trails	21%	32%	34%	13%
Increase amount of larger destination parks	10%	16%	43%	30%
Increase amount of smaller neighborhood parks	11%	28%	39%	22%
Other	25%	17%	8%	51%

Expand all / Collapse all

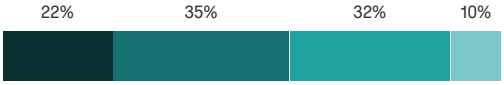


Complete undeveloped parks

Renovate and upgrade existing parks, recreation facilities, and natural areas

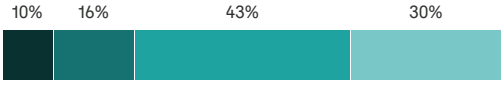


Add or replace significant outdoor amenities such as outdoor pool, amphitheater/pavilion, sports fields/courts, etc.

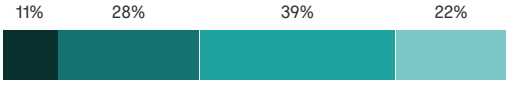


Expand the park system by acquiring property for future parks, facilities, open space, or trails

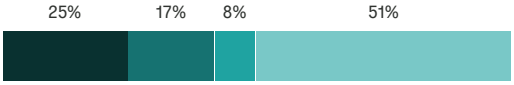
Increase amount of larger destination parks



Increase amount of smaller neighborhood parks



Other



If you rated an "other" investment, please specify:

Would love to see greater connectivity between parks. E.g., Warren and Frisco Commons are close but it's difficult to get from one to the other without driving.

Scoreboard/electricity Bacchus Park

Turf fields

Restroom, washing facilities, parking at parks, finish improvements in timely manner, more splash pads

Wall ball and turf

Turf field for lacrosse. Lacrosse has been in the area longer than cricket.

Emulate the existing plans of Carpenter Park Athletic Complex, The new complex includes four newly installed artificial turf fields featuring Envirofill, brand new trails that loop around the entire park, an updated playground, and several other amenities. See details of turf https://themotzgroup.com/sport-projects/carpenter-park-athletic-complex/ Frisco is known for Sports city USA - our lacrosse community has grown significantly and would like to see our athletes have a space for safe play on turf for their lacrosse practices, and hosting games which allows monies to be spent in frisco's retail and restaurant community. Make it more inviting for others to travel to Frisco instead of us traveling elsewhere like Southlake , HP, Plano, Prosper etc. to use their Athletic facilities.

Improve sports fields (artificial turf option, scoreboards, electricity) to facilitate tournaments which brings in tourist money.

Turf fields for girls lacrosse

Artificial turf baseball fields

More baseball/softball fields. There is a massive shortage right now.

Turf fields for baseball/softball

.

Upgrade existing baseball/softball fields including turfing some of them (at least infields). At parks like Bacchus, Phillips and Warren, upgrade and maintain facilities (e.g., restrooms a Phillips) and make these big family destinations. Expand access.

Turfed softball/baseball fields so we can host more tournaments and bring in more money.

Sports fields

Invest in turf fields for soccer, baseball, and football, similiar to neighboring cities, that allows for year round use and removal of weather closure reasoning.

The baseball and softball fields in Frisco are terrible; compared to other towns the fields in Frisco significantly lack. Frisco should be the premier tournament hosting area in North Texas but we do not have the facilities in place today to make it an attractive destination venue. Frisco is losing millions in accretive economic value to the community. Other towns host consistent tournaments bringing thousands of out of town visitors because they have great facilities and a town to support them. Frisco does not at this time.

More baseball and softball fields and we must have turf fields. We lose half of the spring seasons to rain

turf baseball and softball fields

More accessibility especially for wheelchairs

Hire more trained staff in order to provide continuity in park upkeep

Put some of this money into our schools. That should be #1. Plano is closing down schools. Are we? Our poor teachers are already overworked! We need smaller class sizes! Especially in elementary and middle.

Turf baseball/softball fields

Indoor facilities due to the heat. Most indoor rec areas are privately held and not accessible.

Build character to a park which offer unique things

More court sports availability- I have never lived in a town with so few public tennis courts, and now pickleball is really popular too

Artificial turf on current fields

bathrooms and sports complexs

We need QUALITY dog parks. Splash pads, wood chips instead of grass, preventative measures for mosquitoes (as they carry potentially deadly diseases for dogs) and shade trees, I know so many dog owners who are traveling to McKinney and surrounding areas because they have quality dog parks and we don't.

na

Upgrade playgrounds and add shade and water features

Add additional indoor basketball courts. Half of the ones at FAC are devoted to pickle ball. This was particularly mentioned at the last national NRPA conference.

I wanted to make clear two of my answers. 1 - we need more baseball fields, and we need them to be turf. Fields for neighboring cities put ours to shame. When I was a kid, it was easy for my Dad to take me down to the community ball field for some extra practice. Now, it's basically impossible for me to do the same with my son. The backstops at the neighborhood parks (the few that exist) are bent up and damaged, grass is often overgrown, and the ground is so unlevel and bumpy i'm afraid my son going to twist his ankle attempting to field a ground ball or the ball is going to take a wild hop and hit him in the face. I can't take him down to the actual ball fields because they aren't open to the public and often overbooked. Through FBSA his team gets one practice on a field per week during the season. If it rains on the practice day, that's it, we just don't get to practice that week unless we go to one of the few neighborhood fields mentioned above. For aspiring young baseball players in Frisco, it seems like if your parents aren't rich enough to pay for private lessons, you're resigned to whatever you can do in your tiny back yard.

Skateboard park for south Frisco.

Add more Pickleball courts

Turf softball fields. Surrounding cities have them.

Batting cages for public use

Dog parks

Develop work class sports facilites (soccer/baseball/softball) similar to other major suburban cities.

Allow disability access needs

didn't mean to answer; can't remove

How do we not have bike paths? How many people need to die first?

Fix the fields (scoreboards) ensure the computer system allows for easy reservations. Current system is trash!

more baseball fields

Turf fields like Prosper/ Celina

idk

Even out / maintain existing park fields and turf the baseball and softball fields

Add indoor/outdoor/covered pickleball courts at the Grove (Senior Center) and other places in Frisco.

Frisco needs turf baseball fields to prevent games and practices from being cancelled due to weather and wet field conditions.

N/A

Safe and extensive bicycle lanes throughout Frisco

Turf fields. It is cost prohibitive and very difficult to use FISD turf fields. Turf is available in all other towns. It is essential that we create turf fields to be used by sports leagues (lacrosse specifically).

Turf for youth sports

Frisco needs a dedicated Tennis/ Pickleball center similar to those in many other communities

Complete the smaller neighborhood parks first, before working on other projects. Shepard Glen Park and splash pad has a had a sign up for basically 4 years now, saying it was going to be updated, expanded and improved approx 1 year after the sign was put up. The city took out the benches in the area and now no one can sit there and nothing has been done for 4 years! Fix the older neighborhoods instead of giving the new areas all the love!

There is no public multi-sport fields with lighting to be honest there are almost no community sport fields in Frisco

Having green space which helps our environment, eco systems, and keeps things cool with more trees

Frisco desperately needs artificial turf sports fields to compete with our neighboring towns. I am frustrated by the frequency with which practices are canceled when it has rained because the grass is wet, often times for days after the rain event itself. Please help city of Frisco! Prosper does an amazing job with this, and other cities too. Frisco should lead in this area.

Turf fields

Many of our neighboring cities have significantly improved their athletic fields with the installation of turf. We would love to see the same for our lacrosse fields

turf athletic fields, my son plays lacrosse for Frisco and the weather hampers practice and games. Also neighboring cities have incredible facilities with turf fields, it feels like we are behind.

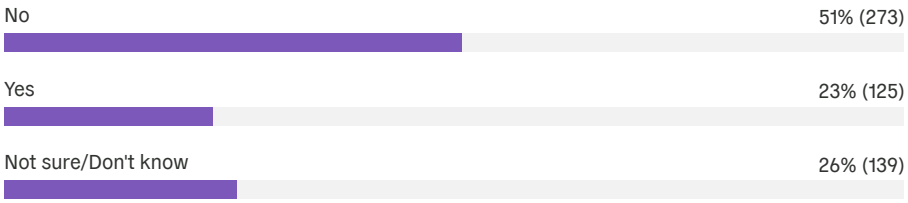
Lacrosse turf complex. Can also share with soccer. Is a partnership with Toyota and their back fields 15-17 possible??

Adding turf to lacrosse fields like BF Phillips.

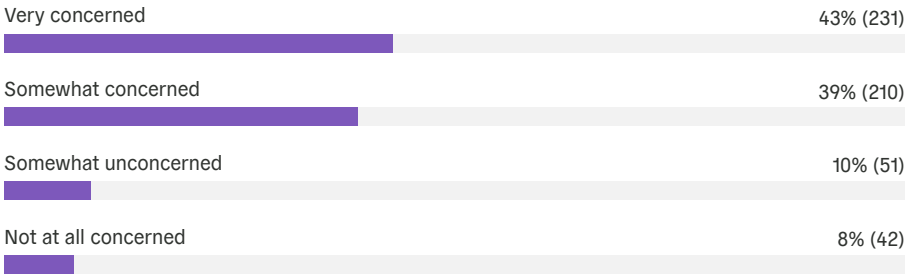
We have plenty of nice spaces for recreation and sports - I don't think we need more. We just need to improve them (add turf, stands, scoreboards)

Frisco can make parks more attractive and interactive for families to enjoy. Many other countries have built incredible and beautiful parks.

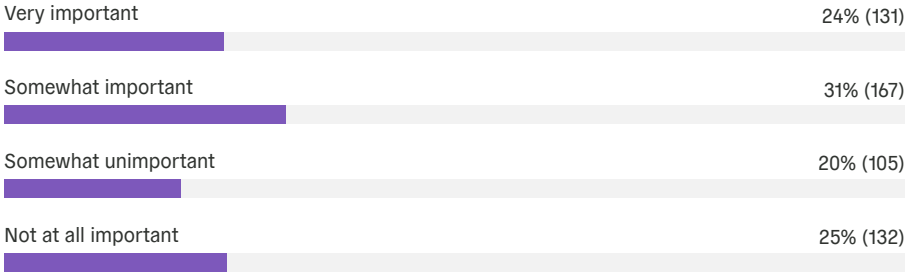
Do you feel that Frisco's parks and recreation facilities are keeping pace with the growth in population?



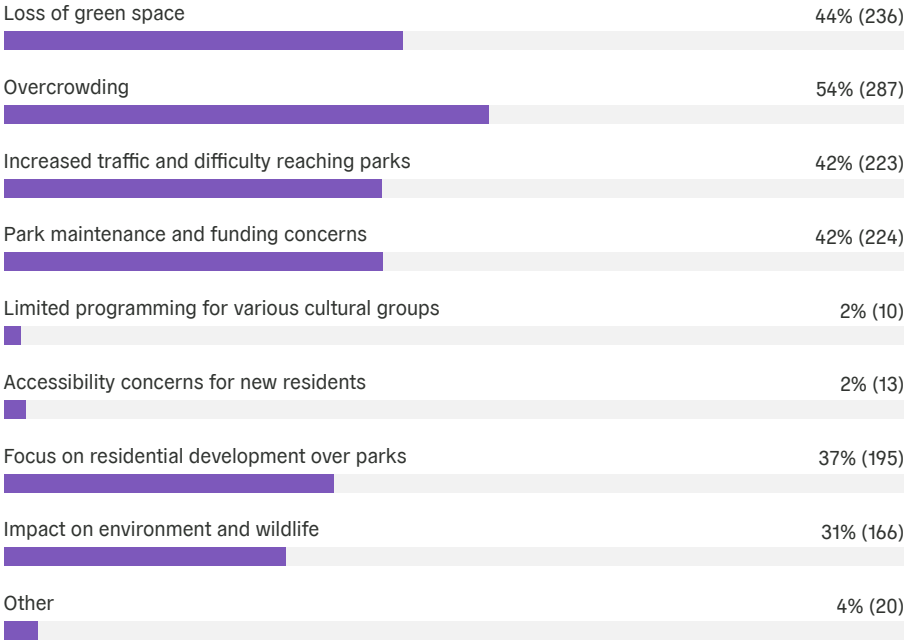
How concerned are you, if at all, about the impact of rapid development on Frisco's natural environment?



How important do you feel it is that Frisco's parks and recreation facilities offer programs and events that reflect the cultural diversity of the city?



What are your biggest concerns regarding the impact of Frisco's rapid development on its parks and recreation facilities? Select your top three (3) concerns.



If you selected an "other" concern, please specify:

Money will be spent elsewhere instead of parks

Lacrosse is using the fields and we constantly have practices canceled while other districts have turf to play on and walk balls, etc — we're falling further and further behind in our programs and losing games because of our lack of facilities

Again, the quality of people moving to the city. This place was much better off fifteen years ago.

The upkeep. They can't keep up with the current upkeep.

The stupidity of Frisco Parks and Recreation Management to wake up and smell the roses that they've screwed up with inadequate Pickleball Courts at the Grove. I don't expect them to improve the situation.

Parking

Crime and safety

For the impact on wildlife, it's just more driving them out of their habitat and they are coming into ours. Examples would be we have Bob cars and coyotes in our neighborhood now so it's a little unsafe to walk around in the dark.

not enough baseball fields

Not enough baseball fields

All of the above. We are so focused on developing than we are with parks and fields.

Need safe, extensive bicycle lanes

No fields for youth sports

there should be a focus on connecting the bike trails together

We have a big sporting community but no public fields to compensate

Lack of turf fields

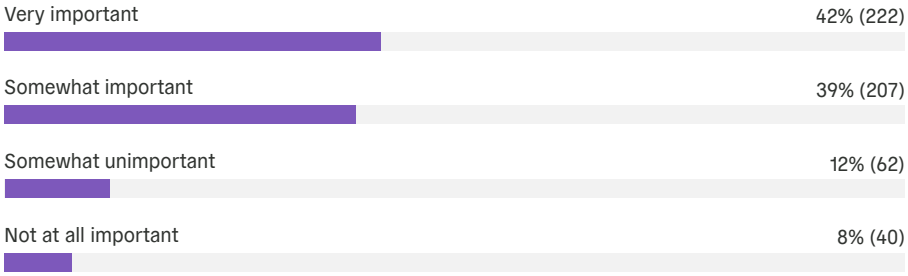
Our largest concern is developing fields and areas that are catering to adult and youth leagues that are outside of Frisco. As an example, a concrete pad was put down the middle of two lacrosse fields at BF Phillips. It is extremely unsafe and additionally it is mostly adults using cricket pitch - not youth.

Lack of lacrosse fields

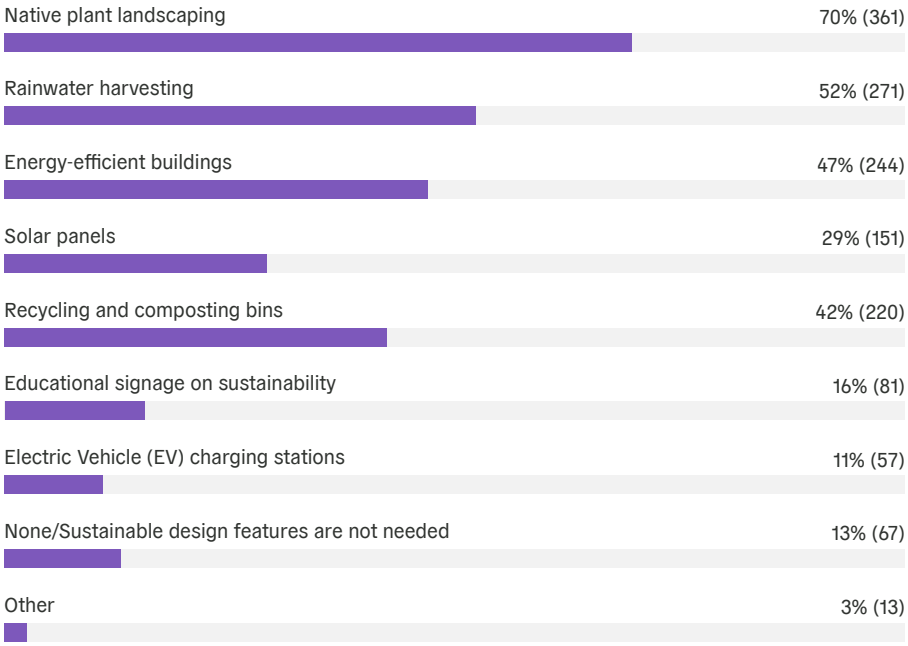
Need more adult recreation places at night and on weekends for thors who actually pay city/property taxes for all this rebuild

Frisco has a thriving tennis community and our courts are getting taken over by pickleballers. I would like to see dedicated pickleball courts, and the pickleball lines removed from tennis courts.

How important is it to you, if at all, that Frisco parks incorporate sustainable design practices?



What sustainable design features would you like to see incorporated into Frisco's parks, recreation areas, and facilities? Select all that apply.



If you selected an "other" sustainable design feature, please specify:

Baseball field better drainage

Have more water fountains .... people could avoid plastic ...dissuade non- degradable plates

Definitely not EV charging stations. You wouldn't put in a gas pump. They can do that else where. Money would be wasted there.

City trucks should purchase

I don't know if this falls under sustainability but more shade trees need to be planted along trails, considering how hot it is especially during summer. It's not fun to walk in open areas without shade. Also, I wish more flowering trees and trees that change color in the fall would be planted in parks and trails.

Not worried about these "woke" concerns. Just provide more pickleball courts. It would be so easy to do.

If y'all can do something like this, that's cool and neat, but seems to mostly just be something that you get to advertise to Democrats so they can be proud to live in a "modern" city. It's more important to have a clean bathroom at the park than it is to have solar panels on the roof of a dirty bathroom.

No EV charging stations should be in a public park. This will attract those seeking to only charge their cars and creating unnecessary crowding..

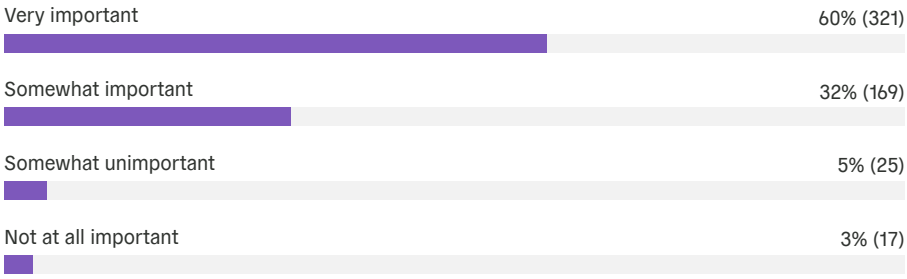
Lighting around parks that is solar powered

Turf fields

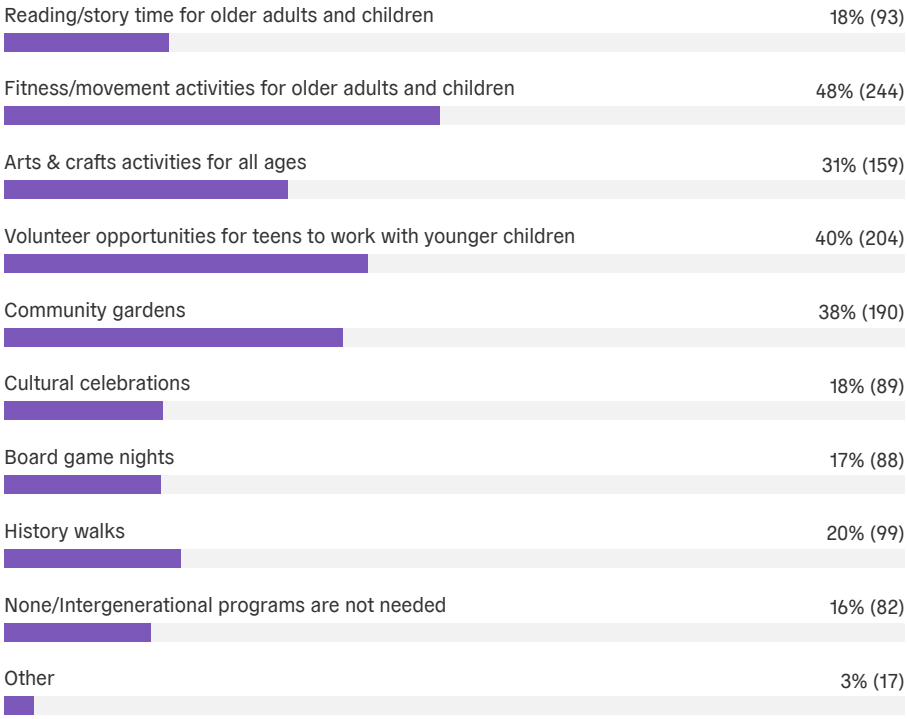
Planting of more trees in parks. Native trees.

Build a pond with small boats that people can pedal or row. I would be willing to pay for a service like this.

How important is it to you, if at all, that Frisco's parks and recreation facilities are accessible to people of all ages and abilities?



What programs or events would you like to see offered at Frisco's parks that would encourage intergenerational interaction? Select all that apply.



If you selected an "other" intergenerational activity, please specify:

Pickleball

Seniors volunteering time with younger generations, and then flip this program

Movement activities but include dance classes. Be nice to have some with praise and worship music as an option. Don't forget the Christians when you're being all inclusive.

Group sports sessions

Again, I don't know if this classifies under intergenerational, but events like food truck festivals and arts and crafts fairs would be interesting.

More Pickleball Courts at the Grove!!!

Volunteer opportunities for older adults to work with all ages

A cricket league for youth

Youth cricket league

Sorry, but in this day and age, I'm not keen on any intergenerational interaction unless I have personally vetted the adult. Anything else I am extremely uncomfortable with.

Bathrooms

baseball fields

Turf baseball fields

Not important to me

Pickleball crossed multiple generations. FRISCO is very late to this fast growing trend.

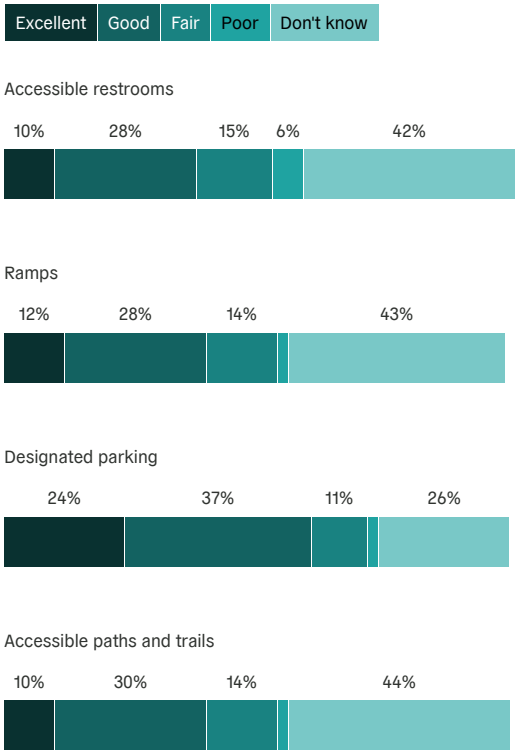
Picklelball, softball

Broader range of adult fitness classes including various dance and aquatics classes

How well do Frisco's parks and recreation facilities accommodate people with disabilities in terms of each of the following?

Question	Excellent	Good	Fair	Poor	Don't know
Accessible restrooms	10%	28%	15%	6%	42%
Ramps	12%	28%	14%	2%	43%
Designated parking	24%	37%	11%	2%	26%
Accessible paths and trails	10%	30%	14%	2%	44%

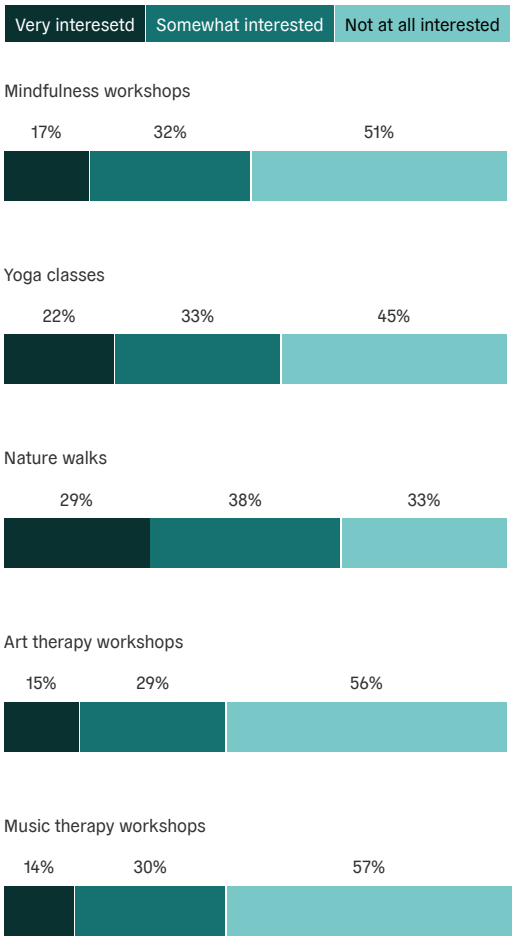
Expand all / Collapse all



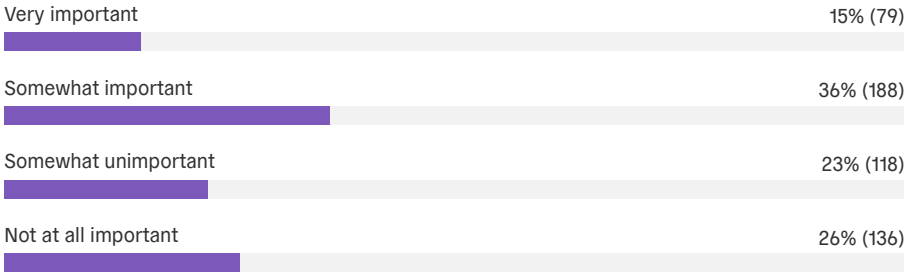
How interested would you be, if at all, in programs or events offered that promote mental health and well-being?

Question	Very interesetd	Somewhat interested	Not at all interested
Mindfulness workshops	17%	32%	51%
Yoga classes	22%	33%	45%
Nature walks	29%	38%	33%
Art therapy workshops	15%	29%	56%
Music therapy workshops	14%	30%	57%

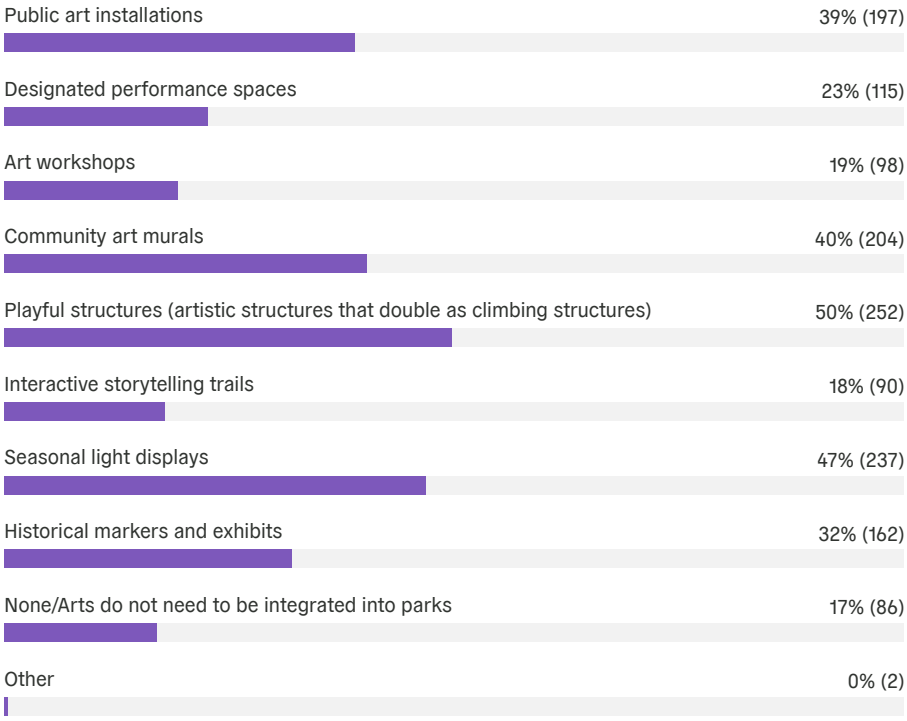
Expand all / Collapse all



How important is it to you, if at all, that Frisco's parks incorporate opportunities for artistic expression?



What types of artistic elements would you like to see incorporated into Frisco's parks? Select all that apply.



If you selected an "other" artistic element, please specify:

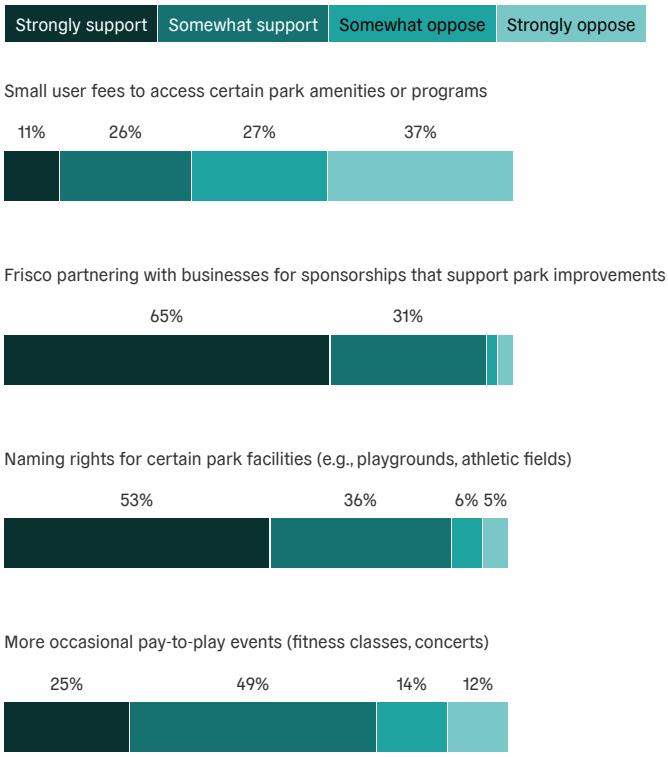
Not important to me.

Not important

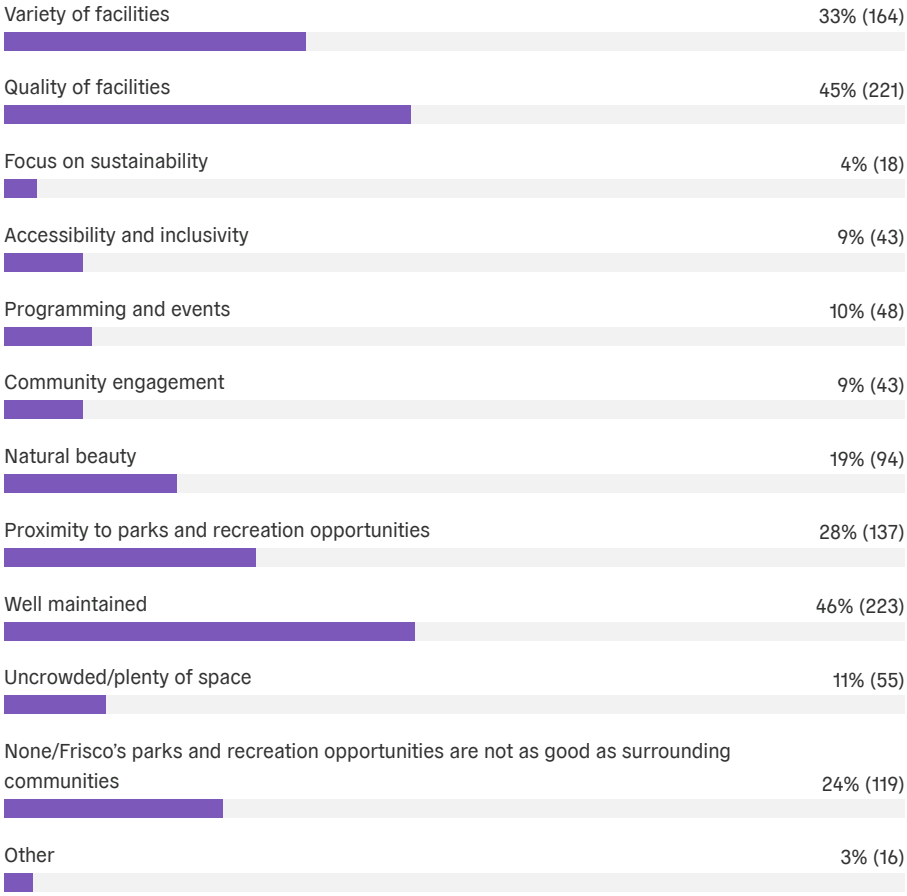
How much would you support, if at all, each of the following ways to promote sustainable funding for parks and recreation facilities? Revenue would be used to support park maintenance and improvements and fund scholarships for the underserved.

Question	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Small user fees to access certain park amenities or programs	11%	26%	27%	37%
Frisco partnering with businesses for sponsorships that support park improvements and programs	65%	31%	2%	3%
Naming rights for certain park facilities (e.g., playgrounds, athletic fields)	53%	36%	6%	5%
More occasional pay-to-play events (fitness classes, concerts)	25%	49%	14%	12%

Expand all / Collapse all



What makes Frisco's parks and recreation facilities stand out from surrounding communities? Select all that apply.



If you selected "other", what makes Frisco's parks and recreation facilities stand out?

I really don't think they do. I can go to McKinney, Prosper, or Little Elm and access much higher quality facilities.

It stands out for lack of outdated restroom facilities in our local parks, the lawn is kept up to it's minimal and when it is, you are not allowed to play on it for months (That's why Turf is best, not the upkeep needed and if installed with good drainage it would be better long term), lack of parking and lack of traffic lights leaving the park.

Frisco is behind because the baseball fields are grass and get rained out. Not a problem in Little Elm, Celina, Melissa, etc.

Some parks are well maintained while others are not. Bacchus is in better shape than Warren. Crescent park is a joke—could twist an ankle running in the grass but Boulder Draw is not that way. So it's hard to compare them.

It doesn't. Everyone goes to the nicer fields in surrounding communities. The better, more well maintained parks in surrounding communities.

They are nice, but I don't think can compare with Plano, ie Bob Woodruff Park and Arbor Hills

We are behind Celina, Plano and Little Elm

Frisco has invested much in parks and recreation. However, it has not invested in pickleball facilities, which has been an ongoing concern. Neighboring cities, which I believe have less funding in parks and recreation, have been more willing to address this need with their time, energy and resources.

Speaking strictly on Frisco's diamond athletic facilities...accessibility is a HUGE concern. Fields are almost never available to reserve on the Parks/Rec site. The reseeding of winter rye last fall made the fields look much better this spring but a strong rain still makes the fields unplayable for several days. Plano, McKinney & The Colony still have natural grass fields, but most other neighboring cities, such as Allen, Celina, Gunter, Little Elm & Prosper have upgraded to artificial turf fields, allowing teams to practice and play as soon as the rain stops. Many baseball and softball with Frisco residents are renting artificial turf fields from neighboring cities.

The people at the Grove,love the pingpong tables.

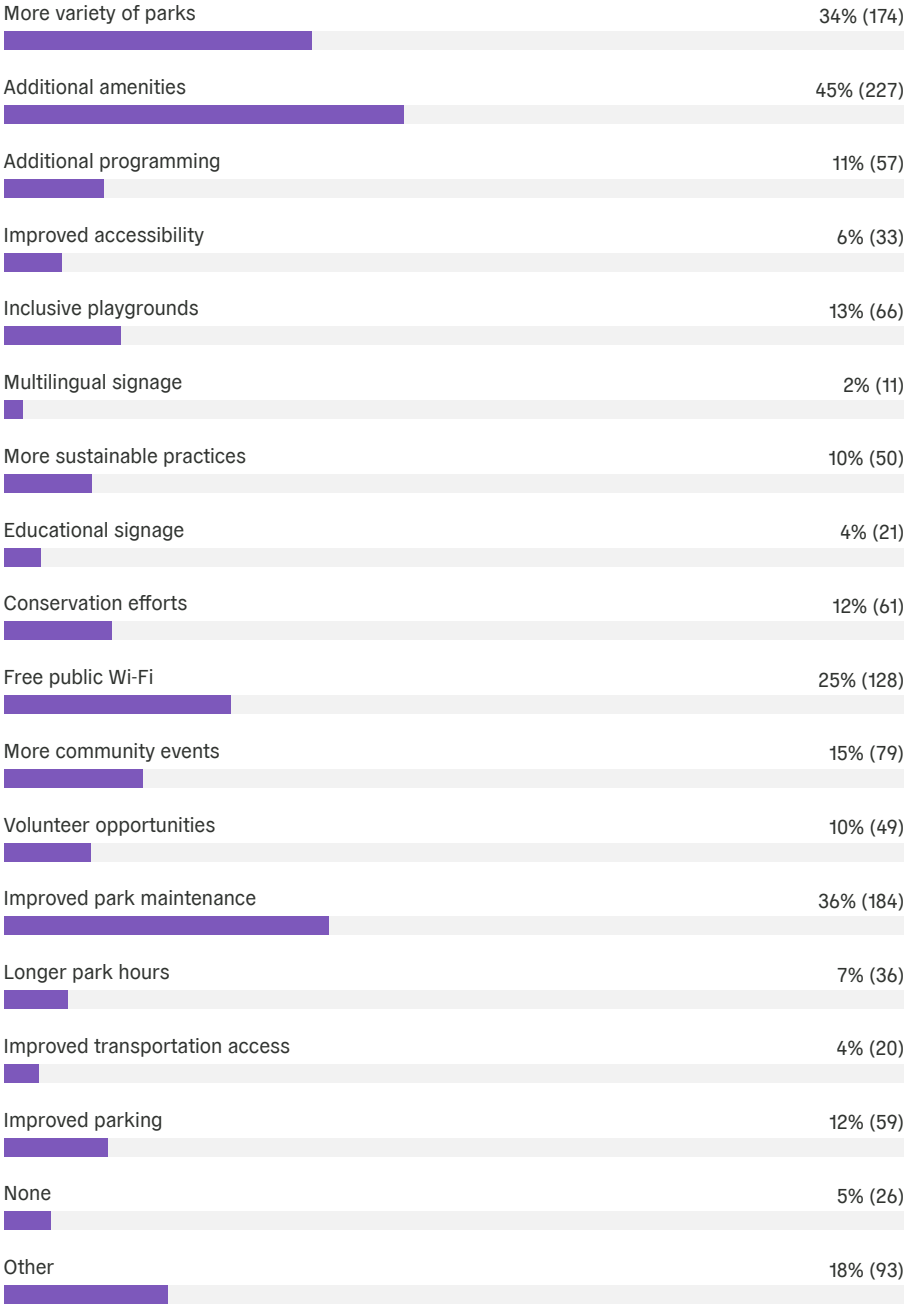
Nothing.. communities such as Prosper and Southlake are far ahead

Frisco Athletic Center is very well maintained

Frisco's parks and recreation facilities are of a higher quality than most parks nationwide; however, other local city parks (e.g. Plano, Grapevine) have high quality facilities as well.

I'm not too familiar with the Frisco P&R system, but I think the public art really makes them stand out from neighboring communities

What improvements could be made to Frisco's parks and recreation facilities to ensure they remain a top choice for residents? Select top five (5).



If you selected "other", please specify what improvement(s) could be made to ensure parks and recreation facilities remain a top choice for residents:

Cleaner restrooms

Turf fields!!

Security at more populated parks

More community level parks

Improves fields-turf for girls lacrosse. A dedicated field with a scoreboard and clock. We are the only high school program in North Texas without a designated turf field. Other programs come to frisco from southlake, McKinney, highland park, etc. it's embarrassing. Not to mention if it rains our athletes can't practice-which happens a lot in the spring.

Turf

Fields dedicated to lacrosse

Restroom!! Kids use parks!

Turf lacrosse field, lights and scoreboards

Wall Ball, electricity, and score board at Bacchus to bring in more out of town teams for games. This increases tourism dollars.

Maintenance of the grass fields and building turf fields

More baseball fields

Artificial turf baseball fields

Turf baseball/softball fields

You need to turf the athletic fields. The sports are always getting delayed, especially in the spring. If you turfed the baseball, softball, and some football fields you would be able to recuperate your money extremely quickly, and be very profitable after that. You would have year round tournaments and citizens wouldn't need to leave the city.

Turf the fields!!!!

More sports Fields

Need more baseball fields

Turf fields

Parks able to be used after it rains for sporting events

We need more fields

Baseball fields more accessibility to league events versus tournaments. Residents pay taxes and fees and are constantly not able to use fields if they are wet but weekend tournaments do get them

More availability for sports fields like baseball and soccer. It's terrible how these are never available to tax payers.

Less dangerous playgrounds!!

Turf baseball/softball fields. More available baseball/softball fields

With there were more sports fields, so girls sports like lacrosse had more field space

More natural beauty- Arbor Hills is better than any park in Frisco for this. And more baseball fields- FBSA struggles to provide enough field time for their teams.

Artificial turf on fields

Make high level disc golf course for good competitions

Larger space for basketball courts; maybe more basketball courts if facility is expanded

Need a nature preserve!

The Grove is extremely popular. The City P&R staff is too stupid to see that a few more courts there would be a good addition.

Shade structures

Additional indoor gymnasiums including basketball and pickleball courts.

Seriously, just clean bathrooms, nicely mowed grass, level ground, and playground equipment that is safe. I don't know why we would go spend millions of dollars on all these extravagant things like solar panels, EV charging stations, art murals, or whatever else when we don't have the most basic things. Just to include this because y'all didn't ask in the demographics section. I'm a 5th generation resident of Frisco. The only one out of my whole family is that still actually resides inside the City limits. Mostly because I'm the only one who can afford it. Unlike most of the others who were born here before all of this development, I don't have a problem with it. It's a great place to live and raise a family. However, I will say, if y'all opt to spend millions on liberal, feel good BS instead of real, tangible things that would improve our parks. I'm probably out of here. I'm not going to stay here where one good rain ruins the baseball schedule for a week when 10 minutes down the road they have turf fields and can get back to playing ball in a couple hours. I think it would be really sad for Frisco to have zero residents that have any historical ties to the city.

Add more Pickleball courts

Lights

More trees everywhere

More parks in communities east of tollway

Provide shade for the existing and future playground areas.

Turfed baseball fields!!!

Enhance/expand the facilities that receive the most consistent use, which in Frisco are the sports fields.

Bathrooms included at neighborhood parks and more splash parks

More sports fields

Shade

Shade coverage for parks

We need at least a large flagship park for the community to come together for non-organized sports or surrounded by shopping. Aside from the examples mentioned above, parks like in downtown Austin or Dallas.

Same as before, focus on TREES, shade and bathrooms!

Better Facilities

More restrooms and shade

More shade from the sun especially in the summer.

More practice facilities for baseball (turf infields, batting cages, etc.)

Additional trails

The parks with public restrooms need better maintenance. They are very musty and reek of urine. It's very gross. Especially at Phillips

More turf fields. Baseball fields and soccer. Turf leads to year round use and can host tournaments that generate revenue

Artificial turf baseball and softball fields and more capacity.

Turf baseball and softball field like Prosper, Celina, McKinney, Basically every city around Frisco.

Turf fields

more baseball fields

Turf Covered Playgrounds Food Trucks Tournament availability Rental Options

Cleaner, nicer restrooms

Artificial turf sports fields

Frisco baseball and softball teams need greater access to facilities for practices. Teams are forced to share fields with other teams, go weeks without practicing (due to inaccessibility) or rent fields from neighboring cities and/or city associations.

Need more baseball fields! Too many kids have to practice at all hours and it impacts 9U and under kids the most as AA teams get to pick fields and practice times first. We need more fields for

practicing BIG TIME!

More shade

Extensive, safe bicycle lanes

Connecting bike trails through whole city

Longer season to be able to use athletic fields to match the needs of non profit sports. Turf fields should be a priority

Turf fields. We're unable to be competitive with other cities that have turf facilities and don't have to cancel tournaments, games and practices. The majority of communities around us have invested in their athletic fields. We have to rely on FISD for turf and it's too costly and typically unavailable. Our athletic fields are an embarrassment for our families and looked down upon by other cities. Our city has focused on the library, arts, empty fields...it's time to invest in sports facilities. We have huge corporations that could be sponsoring fields. Please engage them to make it happen or we will lose Athletic families to nearby cities.

More well maintained fields and turf

Please create a dedicated Tennis/pickleball center for the growing multi- generational residents that want to participate in open play and round Robin competitive tournaments

More public sports facilties like multisport community fields with lighting

Nature and natural spaces is scarce in North Texas. Frisco can stand out by keeping natural spaces or creating natural spaces to replace those that have been torn down.

Artificial turf sports fields

Turf fields

Turf fields

Turf for sports fields. Area cities provide turf fields that can be used regardless of weather and don't require watering, mowing, etc. Fire ant beds and dirt with cracks, uneven grass are not safe for sports fields.

The fields are pretty poor compared to other cities. Maybe turf a few and keep the others flat with green grass and watered.

Field (grass) quality. Turf.

Turf fields

Provide an artificial turf area at local neighborhood and community parks to lessen the intermittent seasonal/weather delays/cancellations. Upon multiple vendor bids, a cost-benefit analysis for the lifespan vs the projected maintenance could be shared.

Lacrosse complex. Can host tournaments. Look at what the east coast is doing and what that could bring in! Lol...they even charge to park on the ParkMobile app for events.

turf fields to keep up with the demand of youth sports. If Frisco is the sports capital of America - we should be supporting sports.

Improving fields or use turf. Attendance stands are missing

Turf areas and fields

turf fields - ability for our teams to practice, play and host tournaments without rainouts

Turf on the lacrosse fields at BF phillips

Turf lacrosse fields

Improved sport facilities. Turf fields.

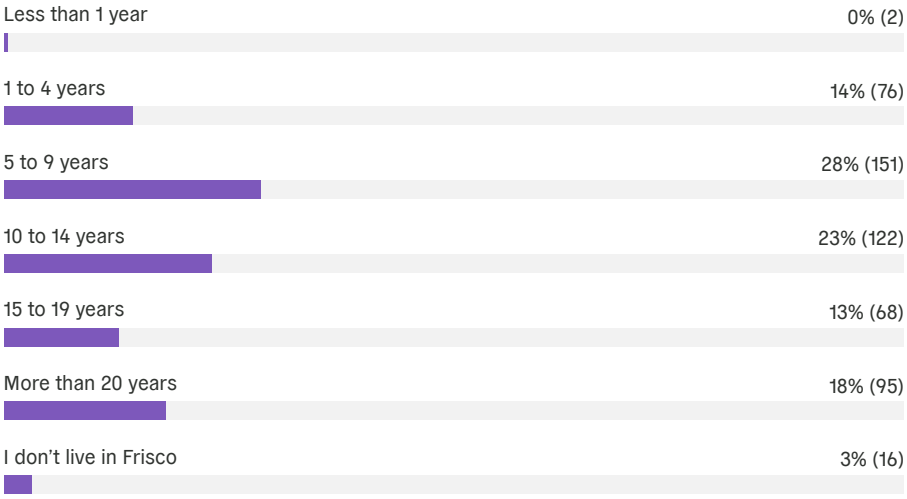
For sports fields, annual aeration and top dressing. For sports fields, crowning of fields to allow for better water run-off. City of Prosper and Plano offer artificial turfed fields for use. City of Lewisville and Plano provide sun shades and raised bleachers at sports complexes - Carpenter, Russell Creek & Railroad.

Need more turf fields

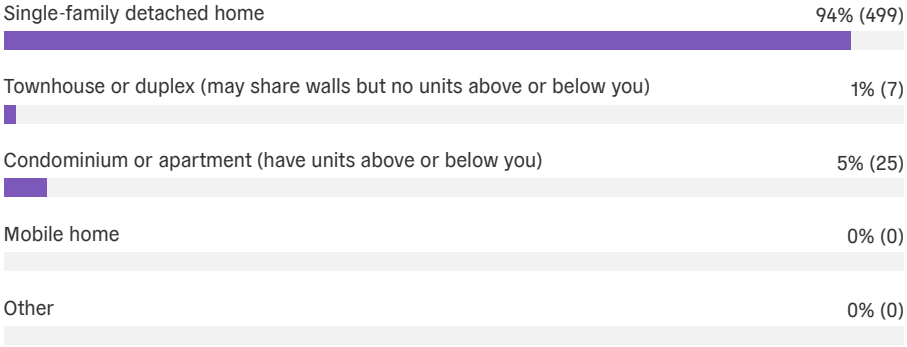
Turf for sports areas

More courtesy for pedestrians. People on bikes and golf carts need to give way to people on foot!

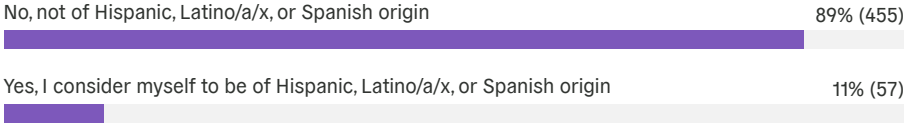
How long have you lived in Frisco?



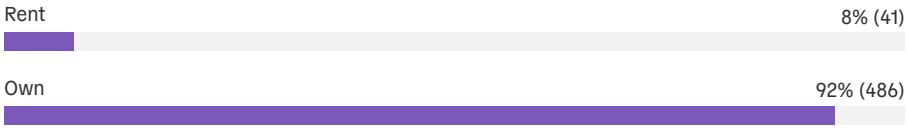
Which best describes the building you live in?



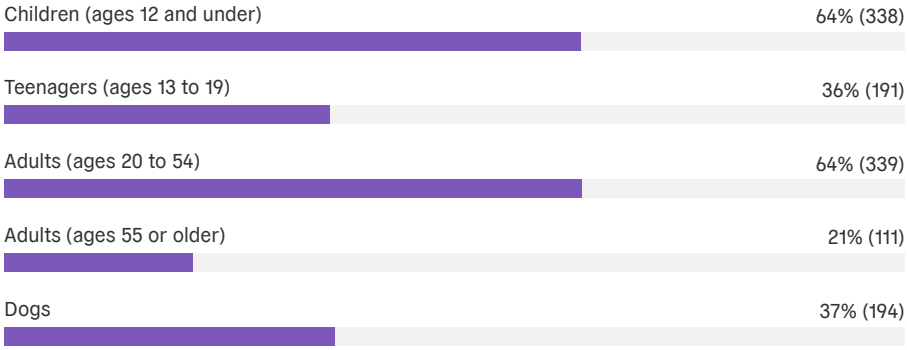
Are you of Hispanic, Latino/a/x, or Spanish origin?



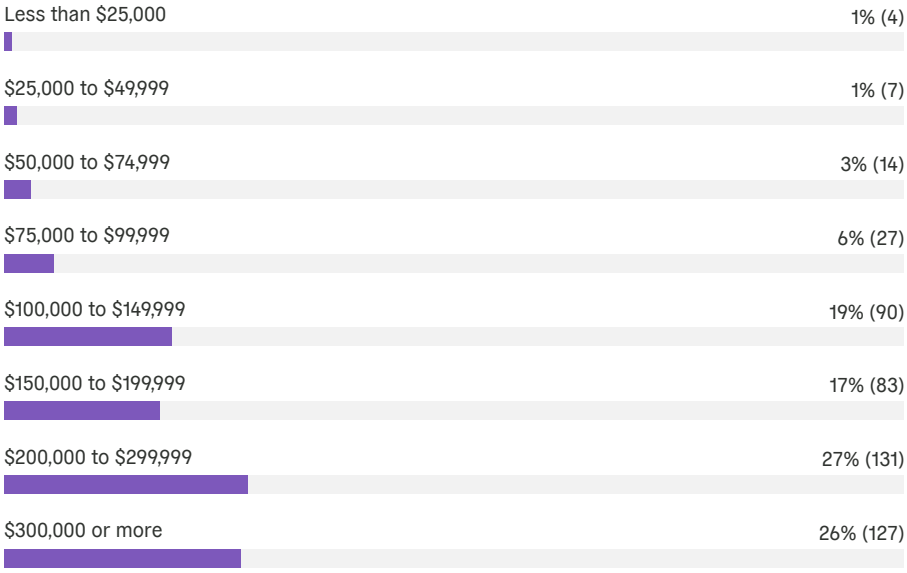
Do you rent or own your home?



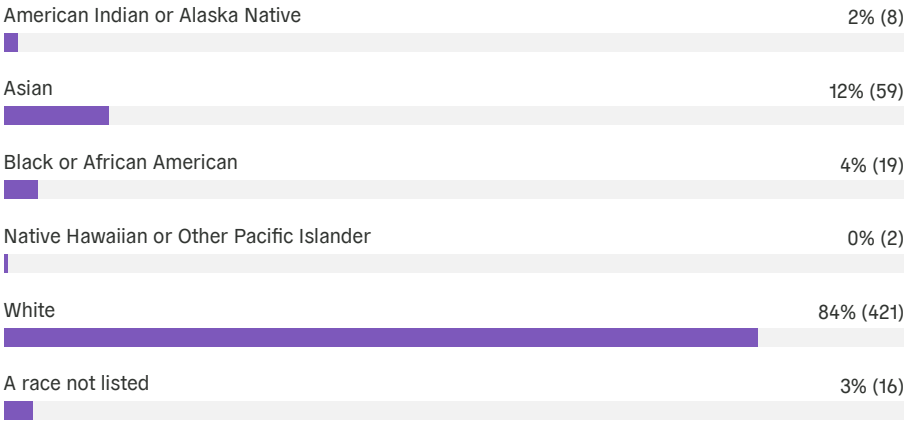
Do any of the following live in your household? Select all that apply.



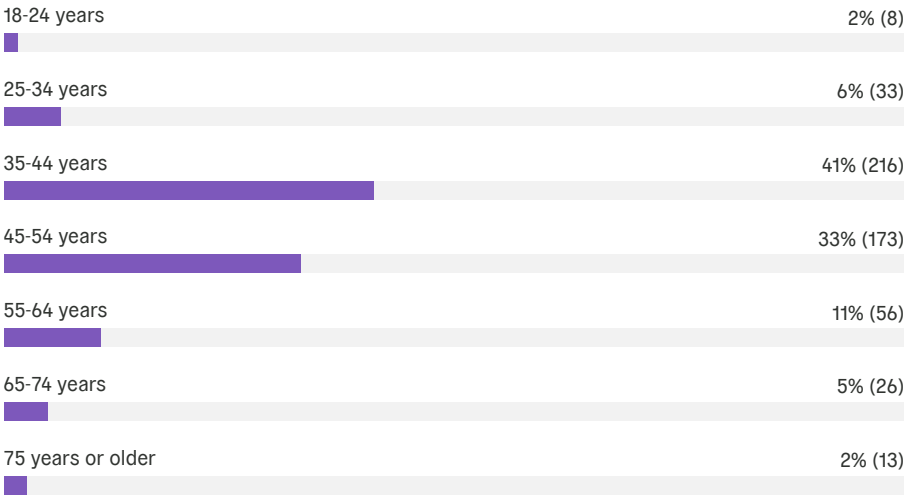
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)



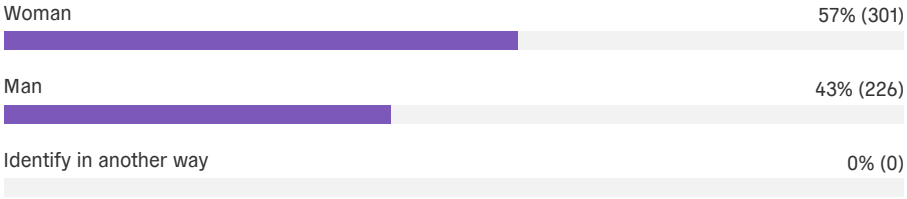
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)



In which category is your age?



What is your gender?



Regional and National Trends for Recreation

The following is a review of regional and national recreation facility and program trends.

General

Public parks and recreation agencies have been tested in the last 10 to 20 years to alter their approach to providing parks and recreation services. This has been based on the following:

Increasing Demands – Ever increasing facility, program, and service demands from the public.

Inclusiveness – The requirement that agencies provide access to facilities, programs, and services to an ever more diverse population. This includes meeting the needs of different ethnic groups, economic status, age, and ability.

Cost Effectiveness - A demand that parks and recreation agencies be more cost effective in their development and operations of services and facilities.

Measurable Outcomes – A strong need to be able to quantify the results and benefits of the programs and facilities that are provided. Establishing well defined levels of service (LOS) are critical.

As a result of these factors, the following general parks and recreation best practices have been adopted.

- Parks and recreation agencies have a clear vision statement regarding their roles and responsibilities in providing services to their constituents.

- The vision statement is backed up by a number of pointed goals. These goals are updated on an annual basis.

- Utilizing the vision and goals, a professional and updated master plan is in place to guide future development and operations of parks and recreation facilities and programs.

- There are on-going, long range, planning efforts to position the agency for success in the future.

- There are comprehensive diversity, equity, and inclusion policies in place to guide agency operations and management.

- There is a realization that an agency cannot effectively be all things to all people in the delivery of parks and recreation services and facilities. As a result, specific areas of focus are determined, and certain functions are left to other organizations and entities.

- Careful analysis is done to determine which services should be provided in-house and which should be contracted to other providers.

- There is strong record keeping that allows for trends and directional analysis. This also results in the development of specific performance measurements. For this to be effective there must be full computerization of all management records. This includes program registration, point of sale, rentals, facility scheduling, timecard management, maintenance, etc.

- There are well written and comprehensive policies and procedures in place that cover all aspects of an agency's management and operation. These are updated on a regular basis.

- Virtually every aspect of an agency's operation is evaluated, tracked, and measured on a regular basis.

Recreation Facilities

Developing and managing a variety of recreation facilities is the main focus of public agencies in larger communities. The types of facilities that are now being provided by parks and recreation departments have become more diverse, and expensive to acquire, develop and maintain. As a result, establishing a master plan is critical to determining facility development roles, timelines, and priorities.

National Recreation and Park Association (NRPA) – NRPA's 2024 Agency Performance Review document has specific information on recreation facilities that are provided by park and recreation agencies nationally.

Amenities	**Percentage of Agencies**	**Median Number of Residents per Facility (100,000-250,000 pop)**
Recreation Centers	62%	57,750
Community Centers	59%	55,135
Senior Centers	40%	125,817
Amphitheaters	40%	116,135
Nature Centers	34%	139,248
Aquatic Centers	30%	110,629
Permanent and semi-permanent restrooms	28%	6,850
Stadiums	19%	154,198
Teen Centers	12%	124,264
Indoor Ice Rinks	12%	108,508
Arenas	9%	118,500

Recreation/Community Centers – Recreation/Community centers are usually developed on three levels.

Clubhouse/Community Building – smaller buildings that are designed to serve as a community room(s) for individual neighborhoods. The size is usually less than 5,000 sq.ft. and requires less than 3 acres. These amenities are usually located next to a neighborhood pool or park. While common in older communities, there are not very many of these spaces in Texas.

Community Center – are larger community buildings with multiple, more passive use, spaces that serve an area of a community. These vary in size and amenities and can range from 5,000 to over 20,000 sq.ft. and requires 3-5 acres. This level of center can also be combined with a comprehensive community recreation center or community aquatic center. These centers are usually part of a community park. In most larger communities in Texas, it is not unusual to have two or more of this size of a center.

Comprehensive Community Recreation Center – this is a large center that contains both active (pool, gym, fitness, etc.) and passive use elements (community rooms) and is designed to serve a substantial geographic area (30,000 or more). The facility is usually over 40,000 sq.ft. to as much as 100,000 sq.ft. and requires 10 acres or more. These are often developed through a partnership with other organizations or other groups (YMCA, etc.). These centers are normally part of a community or regional park. It is becoming the norm to have centers of this size and magnitude in most larger communities in Texas.

Senior Center – A center that has a focus on senior services from recreation to education and social services. These centers can be as small as 10,000 sq.ft. to over 50,000 sq.ft. depending on the amenities that are included. More traditional centers have a strong passive use orientation with a large multi-purpose room and a commercial kitchen that supports a daily lunch program and larger events and programs. There are also usually smaller classrooms, card rooms, game rooms, small libraries and other amenities. More cutting-edge centers have cafes, multi-purpose rooms and active use spaces including fitness areas, gyms and even swimming pools. There is also a movement away from developing standalone senior centers and integrating these into community recreation centers to provide greater opportunities for the more active senior. Most senior centers in Texas tend to be on the smaller end of the size spectrum and focus more on the passive senior rather than active. Most senior centers are also standalone facilities and not part of a larger community recreation center, however this is rapidly changing.

Specialized Facilities – This includes unique facilities such as aquatic centers, nature/interpretative center, amphitheater, tennis centers, and other amenities. The following is a breakdown of basic specialized facilities.

Aquatic Centers – Aquatic centers or swimming pools are usually developed on four levels.

Neighborhood – smaller pools that are designed to serve specific neighborhoods. The bather load is usually less than 500. These amenities are often built next to a neighborhood park.

Community – larger pools that serve a community. These vary in size and amenities (competitive to recreational) and can range from a bather load of 500 to over 1,000. They are developed as part of a community park.

Regional – these are large water parks or competitive pools that are designed to serve a significant geographic area. They usually contain an expansive recreational pool but can also have a strong competitive focus. Bather loads are 1,000 or more. These are often developed through a partnership with other organizations. They would be located in a regional park or as a standalone facility.

Splash pad – many communities are either replacing existing neighborhood pools with splash pads or adding them to the inventory of aquatic facilities.

The vast majority of aquatic centers in Texas are in the community category and there are an increasing number of splash pads being built.

Performing Arts Center (PAC) – A performing arts center is a regional indoor facility with a large theater. Seating can vary from 300 to over 1,000. The center can be 30,000 to 70,000 sq.ft. and requires 8 acres or more. This type of center is normally developed by a number of organizations or large communities. They can be located as part of a larger civic campus, in conjunction with a comprehensive recreation center, or as an amenity in a regional park.

By their sheer size and cost, these types of facilities are not being built in significant numbers in most communities in Texas (or even nationally). Many communities do have smaller PAC's or utilize community center rooms (usually with flat floors) for these types of activities. Some Texas communities that do have a PAC, they are at times managed and operated by other entities than parks and recreation.

Fieldhouse – Steadily gaining in popularity is an indoor sports facility that features hard court gym space and/or turf-based fields for sports such as soccer, lacrosse, football and even softball and baseball. These buildings support both youth and adult sports leagues, tournaments and camps. They tend to be most popular in colder climates but are also being built in very hot regions of the country. These facilities are either built as standalone amenities or may be included in recreation centers in a regional park. These facilities are not prevalent in Texas as public amenities.

Tennis/Pickleball Center – An 8-24 lighted court complex on 2-4 acres that has a stadium court, central restroom, concession, and pro-shop area. Many larger communities in Texas do not have a tennis center, and those that exist are also now adding or converting to pickleball courts.

Amphitheater – An amphitheater can be either a community sized amenity (under 1,000 seats, some permanent and some lawn with a small stage and storage area) or a large regional facility (1,000 to 3,000 seats, some permanent and some lawn with a large, covered stage, restrooms and concessions). An amphitheater requires 2 to 4 acres of land with a community facility being located in a community park and a regional facility in a regional park. Some type of amphitheater is an element in many larger communities in Texas.

Nature Center/Interpretive Center – A small indoor and outdoor space (usually under 10,000 sq.ft.) for viewing and observing nature as well as for classroom space and exhibits. A nature center is usually located in conjunction with a preserve or open space area. This type of indoor facility is not common in many Texas communities.

Other Recreation Facility Trends

- Many communities are now developing an indoor facility level of service (LOS) standard that is between 1SF to 2SF per person.

- The development of capital replacement budgets for key facility amenities with an established funding source.

- Outsourcing operations and management to other organizations. This is particularly true for specialty facilities.

- Much stronger emphasis on generating revenues to offset the cost of operations.

- Moving away from smaller community buildings and neighborhood pools to more comprehensive facilities that serve a larger population base.

- Comprehensive tracking of operations, utilization, and budget metrics to justify facilities.

- For new facilities it is common for the following to occur.
    - The completion of a feasibility study to determine need, site, amenities, capital and operations costs.
    - Identification of specific funding sources for capital and operations
    - Integration of the public into the planning and development.

Recreation Programs

It is important to understand the trends that have been seen nationally and regionally with recreation programming over the last 10 plus years.

Recreation Participation Numbers and Trends

The following are some general summaries of recreation participation statistics from a variety of sources.

Sports & Fitness Industry Association (SFIA) – Their 2023 Sports, Fitness and Leisure Activities Top-Line Participation Report indicated the rate of participation by major sports activity categories over the last 6 years.

Percentage of Participation Comparisons

Activity Category	**2018 Percentage**	**2023 Percentage**
1. Fitness Sports	66.0%	67.8%
2. Outdoor Sports	50.5%	57.3%
3. Individual Sports	45.3%	42.1%
4. Team Sports	22.8%	25.7%
5. Racquet Sports	13.2%	18.0%
6. Water Sports	13.7%	15.7%
7. Winter Sports	8.2%	9.8%

Fitness related sports continued to be the most popular activity category, but racquet sports have shown the greatest percentage increase over the last six years due in large part to pickleball. Team sports, water sports, outdoor sports and winter sports have all seen an increase as well. Individual sports have seen a decrease in participation.

Top Activities with Intent to Participate by Age

Age 6-12	**Age 13-17**	**Age 16-24**	**Age 25-34**
Fishing	Fishing	Running/Jogging	Workout w/ weights
Running/Jogging	Running/Jogging	Workout w/ weights	Workout w/ machines
Bicycling	Swimming for Fitness	Cardio Fitness	Cardio Fitness
Sledding	Workout w/ weights	Workout w/ machines	Camping
Swimming for Fitness	Camping	Bicycling	Yoga
Cardio Fitness	Cardio Fitness	Swimming for Fitness	Fishing
Yoga	Bicycling	Camping	Running/Jogging
Camping	Workout w/ weights	Fishing	Hiking
Soccer	Hiking	Yoga	Swimming for Fitness
Tennis	Skateboarding	Trail Running	Bicycling

Age 35-44	**Age 45-54**	**Age 55-64**	**Age 65+**
Workout w/ weights	Fishing	Fishing	Fishing
Cardio Fitness	Workout w/ weights	Camping	Workout w/ weights
Fishing	Camping	Workout w/ weights	Camping
Workout w/ machines	Workout w/ machines	Workout w/ machines	Workout w/ machines
Swimming for Fitness	Cardio Fitness	Cardio Fitness	Swimming for Fitness
Running/Jogging	Hiking	Swimming for Fitness	Cardio Fitness
Camping	Yoga	Shooting	Shooting
Yoga	Shooting	Hiking	Yoga
Hiking	Swimming for Fitness	Yoga	Hiking
Shooting	Running/Jogging	Running/Jogging	Hunting

The most popular activities that all age groups intend to participate in are generally fitness or outdoor recreation related.

National Recreation and Park Association (NRPA) – NRPA's 2024 Agency Performance Review document has specific information on programming that is offered by park and recreation agencies nationally.

Program	**Percentage of Agencies**
Themed Special Events	89%
Social Recreation Events	88%
Team Sports	86%
Fitness Enhancement Classes	82%
Health & Wellness Education	80%
Individual Sports	76%
Safety Training	73%
Racquet Sports	70%
Aquatics	66%
Natural and Cultural History Activities	63%
Cultural Crafts	63%
Visual Arts	63%
Trips and Tours	62%
Performing Arts	62%
Martial Arts	56%
Running/Cycling Races	53%
Golf	49%
eSports/eGaming	26%

In addition, the report identified targeted program for children, older adults and people with disabilities. The following chart indicates the percentage of agencies serving a population of 100,000-250,000 that offer the program.

Program	**Percentage of Agencies**
Summer Camps	84%
Specific senior programs	82%
Specific teen programs	69%
Programs for people with disabilities	75%
STEM (science, technology, engineering and math)	59%
After-school programs	58%
Preschool	32%
Before-school programs	15%
Full-day care	6%

Specific Recreation Program Trends

Below are shown current recreation program trends by major program areas as developed by Ballard*King & Associates. However, it should be noted that each community is unique, and this has a strong bearing on individual trends and other operational factors.

Specific Recreation Program and Service Trends

Area	Specific Programs
Sports	Youth Lacrosse
	Adult Soccer
	Adult Cricket
	Youth & Adult Rugby
	Pickleball
	Youth Camps and Clinics
	Individual Sports (Fencing)
	Adventure/Non-Traditional (BMX, Mountain Biking, Disc Golf, Ultimate Frisbee)
	E-Sports Competitions and Tournaments
	Youth Sports Specific Training
Fitness/Wellness	Functional Training Classes
	Personal/Small Group Training
	Yoga
	Nutrition/Cooking
	Healthy Lifestyle Education
Cultural Arts	Music Production for Youth
	Digital Media
Youth	Before and After School Programs at Recreation Centers, Specialty Summer Camps
Education	Camps, STEAM
Outdoor	Eco-Tourism
	Environmental Education
Seniors	Fitness/Wellness
	Sports (pickleball)
	Baby Boomer Focused Activities
Aquatics	Therapy
	Triathlon Training
General Interest	Personal Finance
	Cooking
Special Events	Community Wide Events
	Health and Wellness
Social Services	Feeding Programs, Job Training, Educational Support, Childcare
Other	Virtual Programming

Other Programming Trends

- Recreation departments now often serve as a coordinating agency and a clearinghouse for multiple recreation organizations and providers, in an effort to bring a comprehensive scope of recreation programs to a community. This has also increased the number of partnerships that are in place to deliver a broader base of programs in a more cost-effective manner.

- There is a greater emphasis on a fee for service concept, especially for more specialized programming. This is supported by a formal fee policy.

- Programming continues to emphasize the needs of youth and seniors but has also focuses more on adults, and the family unit.

- Specific programming development trends include.
    - Virtual programming remains even after COVID.
    - Developing programs that are single day or no more than 4 sessions in length.
    - Developing programs for youth during non-school days, Christmas break, spring break and any other extended breaks.
    - Offering a variety of summer camps with different areas of interest.
    - More Saturday programs and the introduction of some Sunday programming (especially in adult sports leagues).
    - Senior programming that occurs in the evening or on the weekends to appeal to seniors who are still in the work force.
    - Introducing programs that are oriented toward specific ethnic groups.
    - Developing a baseline of programs that appeal to the family unit.
    - Staggering the days and times of similar programs that are offered at multiple locations.
    - Drop-in pay as you go fitness classes.
    - Expanded senior programming to include a greater focus on the Baby Boomer generation which often means programs and services that are available in the evenings and on weekends and those that have a more active orientation.

- There has been a concerted effort to integrate conventional recreation programming with community based social service programs and education. Most of the social service programs are offered by other community-based agencies and education is often coordinated with school districts.

- Program characteristics (performance measures) are tracked including:
    - Program registration comparisons by year for each season.
    - Rates of fill (especially for fee-based programming).
    - Participation numbers and comparisons to past years/seasons.
    - Rate of program cancellations (for fee-based programming).
    - Financial performance including cost per participant.
    - Evaluations from participants.

- A lifecycle analysis is completed for all programs offered by the agency. Programs are classified in three categories and agencies strive to have program offerings distributed equally among each category.
    - *New* – programs in the start-up phase that are just starting to build in popularity.
    - *Mature* – programs that have consistent high levels of registrations and are still growing in popularity.
    - *Old* – programs that are seeing a decline in popularity

Organizational and Management Planning

In an effort to become more efficient and effective in the delivery of parks and recreation services, there is a greater emphasis on organizational and management planning.

Organizational Structure

- Organizational structures have become more streamlined with direct lines of responsibility established. There are now fewer mid-management positions.

- A number of cities have preserves, open space and greenway divisions, some of which are separate departments within the organization.

- Facilities and recreation programming that can generate strong revenues are often placed outside the normal organizational structure as enterprise funds.

- Most organizational structures tend to be functionally based, but in larger communities there can also be a geographic structure as well. This can be based on areas or regions of a community where there are multiple facilities or parks that need to be managed or maintained.

- Hiring and retaining both full-time and part-time staff has become much more difficult and has resulted in significant increases in par-time pay rates as well as some increases in full-time salaries.

- There is a stronger focus on full-time staff to reduce the dependence on part-time staff. The level of movement to full-time staffing reflects the levels of service that have been established, any seasonal operations, and the budget requirements of the department.

- There is a formal communications protocol in place. Staff meetings for all segments of the organization are held on a regular basis and the minutes and actions are documented.

- It is greater emphasis on having strong leadership at the administrative level that is supported by an overall team concept. Mid-managers (or supervisors) have the primary responsibility for directly managing line staff and facilities.

- There are conduct standards in place for all staff as well as a strong DEI policy in place.

- There is a formal, annual, staff training program with adequate levels of funding.

- To minimize the reliance on paid staff, establishing a strong volunteer program is often in place. To effectively make use of volunteers there must be a staff person who is responsible for managing and recruiting volunteers. If the program becomes large enough, then a full-time volunteer coordinator position is often necessary.

Staffing Philosophy

- Agencies have a well-defined staffing philosophy that clearly defines the role and responsibilities for all staff.

- A determination of key positions that need to be full-time and those that are appropriate for part-time status is made to ensure a strong staffing plan.

- Job descriptions for all full-time and part-time staff are in place that accurately describe the job requirements and skills that are necessary for the position.

- There are basic staffing standards for common facilities such as community and recreation centers as well as aquatic centers and other facilities (senior centers, etc.).

- The role of contract positions is growing, especially for program instructors and specialized services.

- Staff is empowered and expected to make important management and supervisory decisions but are also held accountable for the performance of their areas. Supervisory staff have budget responsibilities as well.

- Levels of service are established based on number of FTE's per thousand of population, acreage maintained, and facilities operated.

- Full-time staff are cross trained to handle most operational or supervisory responsibilities for a variety of program areas and facilities.

- The staffing philosophy is backed up by a comprehensive staff manual that is updated regularly to guide staffing standards and regulations.

- Background checks are completed on all new hires, including volunteers, especially those that have direct contact with youth.

- Agencies have developed succession plans to ensure staffing knowledge is not compromised when they leave employment of retire.

Maintenance of Parks and Recreation Facilities

Over the last 10 to 15 years there have been significant changes in how maintenance of parks and recreation facilities is accomplished. Some of the more significant trends include.

- The responsibility for maintenance and custodial services now varies considerably by agency. Many municipalities have moved recreation facilities maintenance and custodial services to a separate facilities maintenance department or a division within public works.

  Specialized facility maintenance (athletic fields, aquatic centers, etc.) still often remain the responsibility of parks and recreation departments or even the recreation division.

  On the other side, functions such as right of way maintenance are now being moved from public works to parks operations.

- The development of a comprehensive maintenance management plan for parks, open space, trails and recreation facilities is now considered essential. This document must not only deal with an overall plan for the parks and recreation agency but also specific plans for each park or facility. This plan should include:
  - Classification of outdoor parks preserves and open space into levels of maintenance standards.
  - A listing of specific maintenance tasks that need to be performed, their frequency and the quality level that is expected.
  - A schedule of daily or weekly documented inspections of parks, facilities, and equipment.
  - A determination of manpower, equipment and operating supplies that are required to complete the tasks.
  - Tracking of maintenance tasks, overall performance, and costs by location.
  - The establishment of a preventative maintenance plan.

- When assigning levels of maintenance to a park, it is acceptable to have varying levels within different areas of the same park. Highly developed areas often have a higher level assigned while less developed have a lower level.

- More and more parks maintenance functions are now being contracted. As a result, agencies are developing specific guidelines to determine which maintenance functions or activities could possibly be considered for contract service. A primary aspect of this plan is a cost/benefit assessment of providing a function in house vs. contracting for the service. General guidelines often include:

- Basic maintenance functions that occur on a regular basis usually are not contracted if they occur in highly visible locations or for facilities where there is a very strong level of public use. However, other basic functions such as trash removal and mowing are often contracted regardless of the location.

- Specialized functions that require special training or equipment, are inherently dangerous, or do not occur on a regular basis could be considered for contract service. This could include functions such as tree trimming, fertilization, and chemical applications.

- Basic maintenance functions that occur in remote or low use areas could be considered for contract.

- Very small parks (under 2 acres) that require the allocation of a high level of time and resources are often considered for contract.

- Remote locations that take significant travel time to maintain could also be considered for contract.

- Many parks and recreation agencies are contracting for custodial services for indoor facilities as well as restrooms and other amenities in parks.

- Developing strong contracts that detail specific tasks to be completed, the frequency and expected quality of service is essential. Contracts must have specific performance standards to ensure that recreation facilities are adequately cleaned. Contract maintenance also must be supervised, managed, and evaluated on a regular basis.

- Parks maintenance (and even facilities maintenance) either have their own maintenance centers or yards or share with public works. For larger communities which cover significant geographic areas, there is often the need to develop smaller satellite maintenance yards to reduce travel time and the trailering of equipment.

- A maintenance cost assignment system is developed that tracks costs by major parks or recreation facilities so that the true costs of maintaining these facilities is known. This system is also valuable in estimating future costs for any new or renovated parks or facilities. Cost assignment is also done by task (mowing, sweeping, fertilization, etc.) to develop costs per function or for determining a cost per acre or mile.

- Agencies are establishing lifecycle cost estimates (capital replacement) for major capital assets associated with parks and recreation facilities and equipment. An asset inventory is established for all major equipment as well.

- For each new proposed park or recreation facility, a detailed projection of the cost of maintaining the amenity on an annual basis is completed. This usually includes not only additional manpower requirements but also equipment, operating supplies and necessary

contractual services. An on-going system with specific procedures is often in place to accomplish such estimates in a consistent and organized fashion.

- Maintenance supervisors and administrative staff are becoming more actively involved in the design review process for all new planned facilities. The review process often focuses on materials and surfaces/finishes being specified, maintenance equipment required to maintain the amenity, access for maintenance equipment, and brand of materials for continuity.

- Many parks and recreation agencies develop an energy management plan for all buildings and structures, which attempts to not only control energy costs but promotes energy conservation and also attempts to utilize alternative forms of energy. Agencies in the western area of the country are also developing water management plans to reduce water usage in parks and facilities.

- Most agencies have a risk management plan that deals with safety, security, and an emergency action plan. This responsibility is usually in parks or agency administration.

- Agencies have multiple Certified Playground Safety Inspectors (CPSI) on staff. For aquatic centers, in addition to the aquatic staff, at least one maintenance person is a Certified Pool Operator (CPO).

- Maintenance tasks, schedules and costs are managed by a maintenance management software system. This includes work order management and preventative maintenance tracking.

Recreation Participation Trends

In addition to analyzing the demographic realities of Frisco, it is possible to project possible participation in recreation and sport activities.

Participation Numbers: On an annual basis, the National Sporting Goods Association (NSGA) conducts an in-depth study and survey of how Americans spend their leisure time. The data is collected in one year and the report is issued in May of the following year. This information provides the data necessary to overlay rate of participation onto Frisco to determine market potential.

B*K takes the national average and combines that with participation percentages of Frisco based upon age distribution, median income, region and National number. Those four percentages are then averaged together to create a unique participation percentage for the service area. This participation percentage, when applied to the population of Frisco, then provides an idea of the market potential for indoor and outdoor recreation.

Table A –Participation Rates in Frisco

Indoor Activities	Age	Income	Region	Nation	Average
Aerobics	15.0%	20.0%	12.2%	15.8%	15.8%
Basketball	9.0%	8.9%	7.2%	7.6%	8.2%
Billiards	7.6%	8.3%	7.4%	7.3%	7.6%
Boxing	1.6%	1.3%	2.1%	1.5%	1.6%
Cheerleading	2.9%	0.9%	1.0%	1.0%	1.5%
Exercise w/ Equipment	18.6%	23.2%	15.4%	19.1%	19.1%
Gymnastics	2.3%	1.8%	2.3%	1.8%	2.0%
Martial Arts/MMA	2.1%	1.8%	2.1%	1.7%	1.9%
Pilates	2.1%	2.2%	2.3%	2.0%	2.1%
Table Tennis/Ping Pong	4.4%	5.4%	3.6%	4.1%	4.4%
Volleyball	4.4%	4.3%	2.9%	3.8%	3.9%
Weight Lifting	12.7%	16.3%	11.6%	12.7%	13.3%
Workout @ Club	9.5%	13.4%	9.4%	9.7%	10.5%
Wrestling	1.2%	0.7%	1.0%	1.0%	1.0%
Yoga	10.8%	11.5%	8.5%	10.4%	10.3%

Outdoor Activities	Age	Income	Region	Nation	Average
Archery	2.1%	1.9%	1.9%	1.8%	1.9%
Baseball	4.5%	4.5%	2.8%	3.7%	3.9%
Bicycle Riding	15.7%	16.6%	12.0%	14.6%	14.7%
Exercise Walking	34.6%	42.8%	34.0%	37.3%	37.2%
Fishing (fresh)	10.4%	12.1%	11.3%	9.9%	10.9%
Football (flag)	2.3%	2.2%	1.5%	1.9%	2.0%
Football (tackle)	2.6%	2.6%	2.6%	2.2%	2.5%
Football (touch)	3.2%	3.3%	3.1%	2.7%	3.1%
Golf	6.2%	9.8%	5.7%	6.5%	7.0%
Lacrosse	1.0%	0.8%	0.3%	0.8%	0.7%
Mtn-Biking (off-road)	2.3%	3.2%	2.1%	2.1%	2.4%
Pickleball	2.1%	2.9%	1.2%	2.1%	2.1%
Running/Jogging	16.1%	17.3%	13.1%	14.8%	15.3%
Skateboarding	2.5%	2.0%	1.8%	2.1%	2.1%
Soccer	5.8%	6.1%	3.6%	4.6%	5.0%
Softball	3.5%	4.5%	2.1%	3.1%	3.3%
Swimming	18.1%	18.6%	16.5%	16.4%	17.4%
Tennis	5.0%	5.9%	3.3%	4.7%	4.7%

	Age	Income	Region	Nation	Average
Did Not Participate	20.0%	15.5%	20.7%	20.6%	19.2%

Age: Participation based on individuals ages 7 & Up of the Service Area.
Income: Participation based on the 2023 estimated median household income in the Service Area.
Region: Participation based on regional statistics (West South Central).
National: Participation based on national statistics.
Average: Average of the four columns.

Anticipated Participation Number: Utilizing the average percentage from Table B above plus the 2020 census information and census estimates for 2023 and 2028 (over age 7) the following comparisons are available.

Table B –Participation Growth or Decline for Activities in Frisco

Indoor Activities	Average	2020 Population	2023 Population	2028 Population	Difference
Aerobics	15.8%	27,245	31,533	34,453	7,208
Basketball	8.2%	13,105	15,168	16,572	3,467
Billiards	7.6%	12,588	14,569	15,918	3,330
Boxing	1.6%	2,587	2,994	3,271	684
Cheerleading	1.5%	1,724	1,996	2,181	456
Exercise w/ Equipment	19.1%	32,935	38,119	41,649	8,714
Gymnastics	2.0%	3,104	3,592	3,925	821
Martial Arts/MMA	1.9%	2,931	3,393	3,707	776
Pilates	2.1%	3,449	3,991	4,361	912
Table Tennis/Ping Pong	4.4%	7,070	8,183	8,940	1,870
Volleyball	3.9%	6,553	7,584	8,286	1,734
Weight Lifting	13.3%	21,899	25,346	27,693	5,794
Workout @ Club	10.5%	16,726	19,359	21,152	4,425
Wrestling	1.0%	1,724	1,996	2,181	456
Yoga	10.3%	17,933	20,756	22,678	4,745

Outdoor Activities	Average	2020 Population	2023 Population	2028 Population	Difference
Archery	1.9%	3,104	3,592	3,925	821
Baseball	3.9%	6,380	7,384	8,068	1,688
Bicycle Riding	14.7%	25,176	29,138	31,836	6,661
Exercise Walking	37.2%	64,319	74,441	81,336	17,017
Fishing (fresh)	10.9%	17,071	19,758	21,588	4,516
Football (flag)	2.0%	3,276	3,792	4,143	867
Football (tackle)	2.5%	3,794	4,391	4,797	1,004
Football (touch)	3.1%	4,656	5,388	5,888	1,232
Golf	7.0%	11,208	12,972	14,174	2,965
Lacrosse	0.7%	1,379	1,597	1,744	365
Mtn-Biking (off-road)	2.4%	3,621	4,191	4,579	958
Pickleball	2.1%	3,621	4,191	4,579	958
Running/Jogging	15.3%	25,521	29,537	32,273	6,752
Skateboarding	2.1%	3,621	4,191	4,579	958
Soccer	5.0%	7,932	9,180	10,031	2,099
Softball	3.3%	5,346	6,187	6,760	1,414
Swimming	17.4%	28,280	32,730	35,762	7,482
Tennis	4.7%	8,105	9,380	10,249	2,144

	Average	2020 Population	2023 Population	2028 Population	Difference
Did Not Participate	19.2%	35,522	41,112	44,920	9,398

Note: These figures do not necessarily translate into attendance figures for various activities or programs. The "Did Not Participate" statistics refers to all 58 activities outlined in the NSGA 2022 Survey Instrument.

Participation by Ethnicity and Race: The table below compares the overall rate of participation nationally with the rate for Hispanics and African Americans. Utilizing information provided by the National Sporting Goods Association's 2021 survey, the following comparisons are possible.

Table C – Frisco Comparison of National, African American and Hispanic Participation Rates

Indoor Activity	Frisco	National Participation	African American Participation	Hispanic Participation
Aerobics	15.8%	15.8%	13.1%	17.8%
Basketball	8.2%	7.6%	12.0%	9.4%
Billiards	7.6%	7.3%	4.7%	8.2%
Boxing	1.6%	1.5%	3.7%	2.3%
Cheerleading	1.5%	1.0%	1.5%	1.1%
Exercise w/ Equipment	19.1%	19.1%	13.6%	17.2%
Gymnastics	2.0%	1.8%	1.8%	2.3%
Martial Arts/MMA	1.9%	1.7%	2.6%	2.1%
Pilates	2.1%	2.0%	1.7%	2.3%
Table Tennis/Ping Pong	4.4%	4.1%	2.5%	3.6%
Volleyball	3.9%	3.8%	3.7%	4.6%
Weight Lifting	13.3%	12.7%	10.7%	13.2%
Workout @ Club	10.5%	9.7%	7.0%	9.9%
Wrestling	1.0%	1.0%	1.6%	1.5%
Yoga	10.3%	10.4%	7.5%	10.3%

Outdoor Activity	Frisco	National Participation	African American Participation	Hispanic Participation
Archery	1.9%	1.8%	0.4%	1.6%
Baseball	3.9%	3.7%	2.4%	4.8%
Bicycle Riding	14.7%	14.6%	11.8%	13.3%
Exercise Walking	37.2%	37.3%	24.4%	32.1%
Fishing (fresh)	10.9%	9.9%	5.2%	17.2%
Football (flag)	2.0%	1.9%	3.4%	1.7%
Football (tackle)	2.5%	2.2%	4.5%	2.0%
Football (touch)	3.1%	2.7%	5.4%	2.8%
Golf	7.0%	6.5%	2.2%	4.4%
Lacrosse	0.7%	0.8%	0.5%	0.5%
Mtn-Biking (off-road)	2.4%	2.1%	2.6%	2.3%
Pickleball	2.1%	2.1%	1.0%	1.7%
Running/Jogging	15.3%	14.8%	12.9%	16.8%
Skateboarding	2.1%	2.1%	2.8%	3.1%

Soccer	5.0%	4.6%	4.0%	7.2%
Softball	3.3%	3.1%	2.0%	2.9%
Swimming	17.4%	16.4%	8.6%	18.2%
Tennis	4.7%	4.7%	3.3%	4.7%

	Frisco	**National Participation**	**African American Participation**	**Hispanic Participation**
Did Not Participate	19.2%	20.6%	22.7%	19.8%

National Summary of Sports Participation: The following chart summarizes participation for indoor activities utilizing information from the 2022 National Sporting Goods Association survey.

Table D – Sports Participation Summary

Sport	Nat'l Rank[1]	Nat'l Participation (in millions)
Exercise Walking	1	113.9
Cardio Fitness	2	92.9
Strength Training	3	73.4
Exercising w/ Equipment	4	58.2
Hiking	5	54.4
Swimming	6	50.2
Running/Jogging	7	45.0
Bicycle Riding	8	44.6
Camping	9	43.8
Weightlifting	10	38.8
Yoga	11	31.7
Workout @ Club	13	29.6
Basketball	15	23.2
Golf	17	19.7
Tennis	21	14.2
Soccer	22	14.1
Table Tennis/Ping Pong	23	12.5
Volleyball	26	11.7
Baseball	27	11.2
Softball	30	9.4
Football (touch)	32	8.1
Football (tackle)	34	6.6
Skateboarding	35	6.5
Mountain Biking	37	6.4
Pickleball	38	6.4
Football (flag)	41	5.7
Gymnastics	43	5.3
Martial Arts/MMA	44	5.3
Boxing	48	4.6
Wrestling	52	3.1
Cheerleading	53	3.1

Nat'l Rank: Popularity of sport based on national survey.
Nat'l Participation: Population that participate in this sport on national survey.

[1] This rank is based upon the 58 activities reported on by NSGA in their 2022 survey instrument.

National Participation by Age Group: Within the NSGA survey, participation is broken down by age groups. As such B*K can identify the top 3 age groups participating in the activities reflected in this report.

Chart E – Participation by Age Group:

Activity	Largest	Second Largest	Third Largest
Aerobics	35-44	25-34	45-54
Baseball	7-11	12-17	25-34
Basketball	12-17	25-34	18-24
Bicycle Riding	55-64	45-54	12-17
Bowling	25-34	35-44	18-24
Cheerleading	12-17	7-11	18-24
Exercise Walking	55-64	65-74	45-54
Football (flag)	7-11	12-17	25-34
Football (tackle)	12-17	18-24	7-11
Football (touch)	12-17	25-34	7-11
Golf	55-64	64-74	45-54
Gymnastics	7-11	12-17	25-34
Hiking	25-34	55-64	45-54
Mtn-Biking (off-road)	25-34	35-44	45-54
Pickleball	12-17	65-74	18-24
Pilates	25-34	35-44	45-54
Running/Jogging	25-34	35-44	45-54
Skateboarding	12-17	18-24	7-11
Swimming	55-64	12-17	7-11
Tables Tennis	25-34	18-24	12-17
Tennis	25-34	35-44	12-17
Volleyball	12-17	25-34	18-24
Weight Lifting	25-34	45-54	35-44
Workout at Clubs	25-34	35-44	45-54
Wrestling	12-17	25-34	7-11
Yoga	25-34	35-44	45-54
Did Not Participate	45-54	55-64	65-74

Largest: Age group with the highest rate of participation.
Second Largest: Age group with the second highest rate of participation.
Third Largest: Age group with the third highest rate of participation.

National Sports Participation Trends: Below are listed several sports activities and the percentage of growth or decline that each has experienced nationally over the last ten years (2013-2022).

Table F – National Activity Trend (in millions)

Increase in Participation	2013 Participation	2022 Participation	Percent Increase
Pickleball	1.7	6.4	276.5%
Hiking	39.4	54.4	38.1%
Skateboarding	5.0	6.5	30.0%
Table Tennis/Ping Pong	9.8	12.5	27.6%
Bicycle Riding	35.6	44.6	25.3%
Weightlifting	31.3	38.8	24.0%
Mountain Biking (off road)	5.2	6.4	23.1%
Yoga	25.9	31.7	22.4%
Boxing	3.8	4.6	21.1%
Exercise Walking	96.3	113.9	18.3%
Volleyball	10.1	11.7	15.8%
Billiards/Pool	19.5	22.3	14.4%
Tennis	12.6	14.2	12.7%
Swimming	45.5	50.2	10.3%
Soccer	12.8	14.1	10.2%
Exercise w/ Equipment	53.1	58.2	9.6%
Running/Jogging	42.0	45.0	7.1%
Golf	18.9	19.7	4.2%
Gymnastics	5.1	5.3	3.9%

Decrease in Participation	2013 Participation	2022 Participation	Percent Decrease
Baseball	11.7	11.2	-4.3%
Softball	10.0	9.4	-6.0%
Football (touch)	8.8	8.1	-8.0%
Basketball	25.5	23.2	-9.0%
Cheerleading	3.5	3.1	-11.4%
Football (tackle)	7.5	6.6	-12.0%
Workout @ Club	34.1	29.6	-13.2%
Football (flag)	6.8	5.7	-16.2%
Martial Arts/MMA	6.4	5.3	-17.2%

2013 Participation: The number of participants per year in the activity (in millions) in the United States.
2022 Participation: The number of participants per year in the activity (in millions) in the United States.
Percent Change: The percent change in the level of participation from 2013 to 2022.

Non-Sport Participation Statistics: It is important to note that participation rates in non-sport activities. While there is not an abundance of information available for participation in these types of activities as compared to sport activities, there are statistics that can be utilized to help determine the market for cultural arts activities and events.

There are many ways to measure a nation's cultural vitality. One way is to chart the public's involvement with arts events and other activities over time. The NEA's Survey of Public Participation in the Arts remains the largest periodic study of arts participation in the United States. It tracks various arts activities that Americans (aged 18 and over) report having done in a year. It also asks questions about adults' preferences for different kinds of music, and it seeks to understand participation in non-arts leisure events such as sports and exercise, outdoor activities, and civic and social affairs.

The participation numbers for these activities are national numbers and the information falls into the following categories:

- Attending Arts Activities
- Reading Books and Literature
- Consuming Art through Electronic Media
- Making and Sharing Art
- Participating in Arts Learning
- Perceptions of Arts Availability

Table K – Percentage of Adults Who Used Electronic Media to Consume Art in the past 12 months

	Percentage
Other Music2	65%
Classical Music or Opera	21%
Jazz	20%
Programs Info. About Book Writers	19%
Lain, Spanish, or Salsa	19%
Theater Productions (musical or stage play)3	16%
Paintings, Sculpture, Pottery or Other Visual Art	16%
Dance Performances or programs	14%
Programs and Info. About Visual Arts	14%

Making and Sharing Art

Table L – Percentage of American Adults Who Made Art in the Last 12 Months: 2017

	Percentage
Any Art	54%
Performing Arts	40%
Visual Arts	33%
Creative Writing	7%

- Performing Arts include singing, playing any musical instrument, dancing, or acting.
- Visual Arts include painting, drawing, sculpting, or making prints, taking photographs, creating films, creating animations, digital arts, making potter, ceramics or jewelry, doing leatherwork, metalwork or woodwork, weaving, crocheting, quilting, knitting or sewing, scrapbooking, etc.
- Creative Writing includes fiction, nonfiction, poetry or plays.

Table M – Percentage of American Adults Who Did Performing Arts

	Percentage
Singing	25%
Dancing	24%
Playing Musical Instrument	11%
Creating or Performing Music in Other Ways	3%
Acting	2%
Using Electronic Media to Edit or Remix Music	2%

[2] Rock, pop, country, folk, rap or hip-hop
[3] Musicals, plays or information about theatre.

Table H – Percentage of U.S. Adults Attending Visual Arts Activities and Events

				Rate of Change	
	2008	2012	2017	2008-2012	2012-2017
Art Museums/Galleries	22.7%	21.0%	23.7%	-1.7%	+2.7%
Parks/Historical Buildings	24.5%	22.4%	28.3%	-2.1%	+5.9%
Craft/Visual Arts Festivals	24.9%	23.9%	23.8%	-1.0%	-0.1%

- Visual arts attendance has declined significantly from 2002 to 2012 although has rebounded in 2017.

Reading Books and Literature

Table I – Reading Activity

				Rate of Change	
	2008	2012	2017	2008-2012	2012-2017
Read any Book, non-required	54.3%	54.6%	52.7%	+0.3%	-1.9%
Literature	50.2%	47.0%	44.2%	-3.2%	-2.8%
Novels and Short Stories	47.0%	45.2%	41.8%	-1.8%	-3.4%
Plays	2.6%	2.9%	3.7%	+0.3%	+0.8%
Poetry	8.3%	6.7%	11.7%	-1.6%	+5.0%

Consuming Art Through Electronic Media

Table J – Percentage of U.S. Adults Who Used Electronic Media to Consume Books or other Artistic, Arts-Related, and Literary Content Arts: 2017

	Percentage
Used Electronic Media to Consume Artistic or Arts Related Content	74%
Read Any Books Using Electronic Media	23%
Listen to Any Audiobooks	16%

Table N – Percentage of American Adults Who Did Visual Arts

	Percentage
Taking Photographs	14%
Painting, Drawing, Sculpting, or Making Prints	13%
Weaving, Crocheting, Quilting, Needleworking, Knitting or Sewing	12%
Editing Photographs	10%
Doing Scrapbooking, Origami, or Other Paper-Based Art	7%
Doing Leatherwork, Metalwork, or Woodwork	7%
Creating Films or Videos	5%
Making Pottery, Ceramics, or Jewelry	4%
Designing or Creating Animations, Digital Art, Computer Graphics or Video Games	3%

Table O – Among Adults Who Made Art, Percentage Who Did So At Least Once a Week

	Percentage
Sing	70.2%
Use Electronic Media to Edit or Remix Music	48.5%
Play Any Musical Instrument	46.6%
Take Photographs	45.2%
Edit Photographs	38.5%
Create or Performa Any Music In Other Ways	37.5%
Creating Writing	34.3%
Design or Create Animations, Digital Art, Computer Graphics or Video Games	32.2%
Weave, Crochet, Quilt, Neeedlework, Knot or Sew	26.2%
Create Films or Videos	22.9%
Dance	22.6%
Paint, Draw, Sculpt or Make Prints	22.5%
Act	20.8%
Do Leatherwork, Metalwork, or Woodwork	20.6%
Do Scrapbooking, Origami, or Other Paper-Based Art	14.0%
Make Pottery, Ceramics or Jewelry	9.8%

Participating in Arts Learning

Table P – Percentage of Adults Who Took Formal Art Lessons or Classes in Past 12 Months

	Percentage
Any Type of Art	9.5%
Visual Arts4	3.6%
Music	2.7%
Art History or Appreciation	2.1%
Dance	1.9%
Creative Writing	1.7%
Computer Animation or Digital Art	1.8%
Photography or Filmmaking	1.6%
Acting or Theatre	0.6%

Table Q – Percentage of Adults Who Took Informal Art Lessons or Classes in Past 12 Months

	Percentage
Any Type of Art	17.2%
Music	10.3%
Visual Arts	6.3%
Photography or Filmmaking	5.3%
Art History or Appreciation	4.9%
Dance	3.5%
Creative Writing	3.1%
Acting or Theatre	1.8%
Computer Animation or Digital Art	N/A

[4] Drawing, Painting, Pottery, Weaving or Graphic Design

Frisco, TX | Plan Your Play Report

Introduction

The *Play Your Play* engagement survey aimed to gather community feedback on Frisco's parks and recreation priorities. This report provides an overview of participant demographics, key themes from budget submissions, and insights from public comments.

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1. Survey Participation and Demographics

Total Submissions: The survey received **274** responses, demonstrating strong community engagement.

- **Pageviews:** The survey page was viewed **2,143** times.
- **Submission Rate: 13%** of visitors completed the survey
- **Residency:**
  - The majority of respondents are **Frisco residents**.
  - A small portion of participants are from surrounding areas (e.g., ZIP codes 75078, 75036).
- **Age Distribution:**
  - Respondents span various age groups, with notable participation from **35-44 years** and **55-64 years** age brackets.

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2. Key Themes in Budget Submissions

The budget engagement included ranked recommendations and open-ended feedback on various park policies. The following insights emerged:

a. Investment Priorities

- **High-Interest Areas:**
  - Expanding **green spaces and trails**
  - **More sports fields** (e.g., soccer, baseball)
  - Enhancing **park safety and traffic calming**
- **Low Engagement Areas:** Topics like **educational elements in parks** received less engagement.

b. Policy Recommendations and Feedback

- **Promoting Safe Access:** Traffic calming measures ranked **moderately important**, but detailed comments were limited.
- **Minimum Amenity Standards:** Some participants emphasized the need for **basic infrastructure** (e.g., restrooms, seating, shade).
- **Green Infrastructure:** While some interest was noted, fewer responses ranked this as a top priority.

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3. Analysis of Public Comments

The comments section provided more detailed qualitative insights. Major recurring themes included:

1. **Sports and Recreation Needs**
    - Requests for **more youth baseball and soccer fields**.
    - Concerns over **field quality and availability** due to population growth.
2. **Trail and Park Enhancements**
    - Strong interest in **shaded trails**, especially near rivers and streams.
    - Calls for **better maintenance and expansion** of existing walking paths.
3. **Community Safety and Traffic**
    - Some residents raised concerns about **traffic near park areas**.
    - Interest in policies that ensure **safe pedestrian access**.
4. **Growth and Infrastructure Challenges**
    - Concerns about **Frisco's rapid development** impacting green spaces.
    - Requests for more **balanced growth planning** with parks integrated.

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4. Recommendations for Future Planning

Based on survey feedback, the following recommendations can help guide Frisco's parks and recreation planning:

1. **Expand Sports Field Availability**
    - Invest in **multi-purpose sports complexes**.
    - Upgrade and maintain **existing fields** to meet demand.
2. **Enhance Trail Systems**
    - **Increase shaded trails** to improve usability.
    - Improve **connectivity between parks and neighborhoods**.
3. **Improve Park Amenities & Safety**
    - Implement **minimum standards for restrooms, seating, and shade**.
    - Introduce **traffic calming measures** near parks.
4. **Sustainable Growth & Green Infrastructure**
    - Develop **long-term strategies** to balance urban development with green spaces.

- Encourage **eco-friendly designs** in future park projects.

Overall:

Top 12 Projects Selected:

1. Mitigate Extreme Heat
2. Preserve Tree Canopy
3. Create Last-Mile Trail Connections
4. Provide Additional Recreation Facilities
5. Collaborate on Regional Parks and Trails System
6. Expand Existing Recreational Facilities
7. Restore Habitat
8. Promote Intergenerational Play
9. Establish Preservation Zones
10. Design Resilient Parks
11. Design for Safety and Comfort
12. Invest in Health-Promoting Amenities

Bottom 5 Projects Selected:

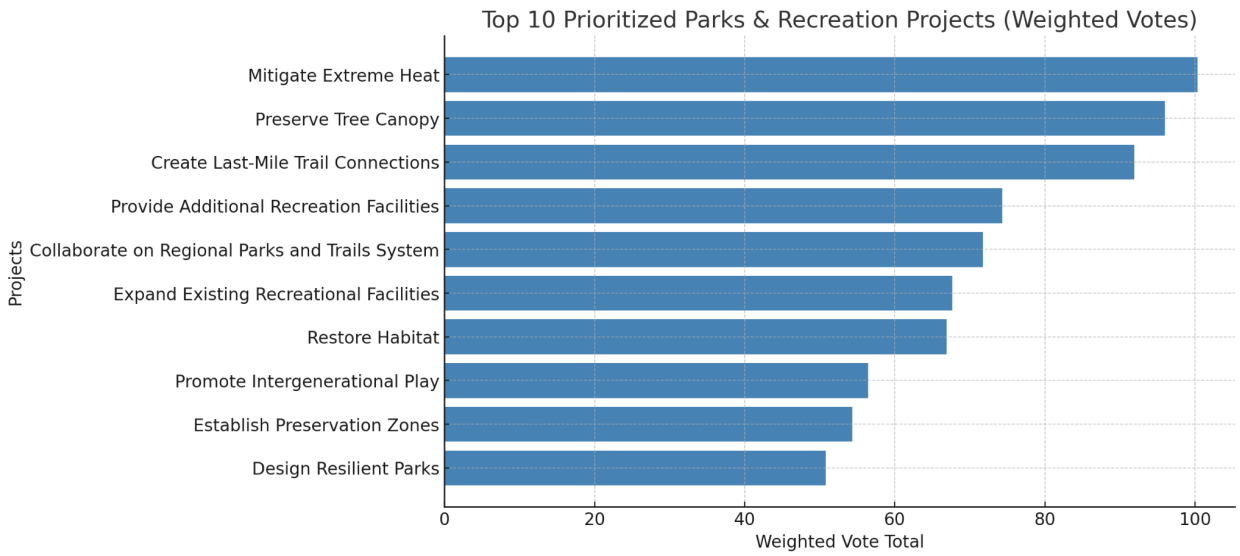
1. Amend the Park Dedication Fund
2. Define Partnership Tiers
3. Encourage Professional Development
4. Update Population Figure in Park Development Fee Calculation
5. Standardize Costs in Park Development Fee Calculation

Conclusion

The *Play Your Play* engagement survey provided valuable insights into community needs and priorities for Frisco's parks and recreation system. By addressing key areas such as **sports field access, trails, safety, and infrastructure**, the city can ensure that parks continue to meet the needs of a growing and engaged community.

Based on the weighted vote totals from the images, here is the ordered list of projects from highest to lowest priority:

Ranked Priorities by Weighted Vote Totals

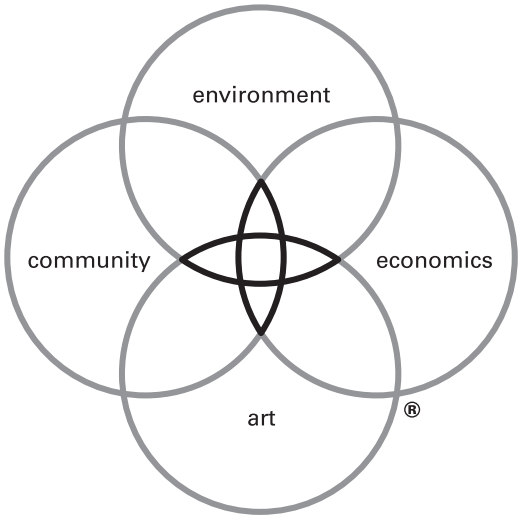


Full list:

1. **Mitigate Extreme Heat - 100.31**
2. **Preserve Tree Canopy - 95.96**
3. **Create Last-Mile Trail Connections - 91.90**
4. **Provide Additional Recreation Facilities - 74.35**
5. **Collaborate on Regional Parks and Trails System - 71.73**
6. **Expand Existing Recreational Facilities - 67.65**
7. **Restore Habitat - 66.91**
8. **Promote Intergenerational Play - 56.46**
9. **Establish Preservation Zones - 54.31**
10. **Design Resilient Parks - 50.79**
11. **Design for Safety and Comfort - 50.41**
12. **Invest in Health-Promoting Amenities - 50.26**
13. **Build Connectivity Through Easements - 49.81**
14. **Design Multi-Use Sports Facilities - 49.19**
15. **Link Public Services - 48.35**
16. **Promote Value-Enhancing Park Improvements - 45.79**
17. **Acquire Conservation Land - 45.18**

18. **Invest in High-Quality Park Amenities - 43.08**
19. **Encourage Active Mobility - 41.69**
20. **Design Dedicated Dog Areas - 40.18**
21. **Promote Resilience Through Material Selection - 39.40**
22. **Program Parks to Minimize Resource Disturbance - 38.09**
23. **Promote Safe Access Through Traffic Calming - 37.78**
24. **Partner to Boost Property Values - 37.38**
25. **Establish Minimum Amenity Standards - 35.78**
26. **Nurture Relationship Between FISD and Sports Organizations - 34.26**
27. **Develop Guidelines for Green Infrastructure - 33.78**
28. **Coordinate Lighting and Signage Design - 30.82**
29. **Prioritize Accessibility for All - 28.86**
30. **Expand Volunteer Programs - 28.55**
31. **Consistently Deploy Non-Resident Fee - 28.52**
32. **Promote Maintenance and Stewardship - 28.42**
33. **Raise Awareness of Parks and Recreation Opportunities - 25.96**
34. **Invest in Cultural Gathering Spaces - 25.29**
35. **Create Inclusive Environments - 24.50**
36. **Secure Funding for Utility Land Development - 24.07**
37. **Develop Wildfire Mitigation Strategies - 23.96**
38. **Partner with Community Organizations - 22.39**
39. **Add Linear Park to Park Typologies - 21.78**
40. **Improve Monitoring and Evaluation - 21.62**
41. **Acquire Easements - 21.43**
42. **Facilitate Sponsorships - 21.02**
43. **Prioritize Health-Focused Programming - 20.78**
44. **Partner with Health and Wellness Organizations - 20.71**
45. **Create a Sustainable Funding Plan - 20.33**
46. **Partner with Healthcare Providers - 19.31**
47. **Leverage Parks for Tourism and Economic Development - 17.77**
48. **Incorporate Educational Elements - 17.37**
49. **Balance Natural and Artificial Turf - 17.02**
50. **Plan for Strategic Program Growth - 16.57**
51. **Develop a Business Case for Park Investments - 15.82**
52. **Explore Business Sponsorship Opportunities - 15.53**
53. **Develop Natural Asset Inventory - 15.50**
54. **Identify Potential Partners - 15.42**
55. **Negotiate Public-Private Partnerships - 15.07**
56. **Create Inclusive Programming Guidelines - 14.82**
57. **Be a Leader in Accessibility - 14.44**
58. **Conduct Vulnerability Assessment - 13.86**
59. **Incentivize Businesses to Locate Near Parks - 12.52**
60. **Engage Youth Council - 12.37**
61. **Develop Guidelines for Economic Development Use - 11.53**

62. **Foster Stewardship - 11.41**
63. **Collaborate on Joint Programs - 11.37**
64. **Conduct Economic Impact Studies - 9.64**
65. **Add Maintenance Facilities - 9.25**
66. **Strengthen Friends of, Foundations, and Conservancies - 9.11**
67. **Partner to Address Regional Demand - 8.91**
68. **Review Park Development Fee Annually - 8.44**
69. **Increase Park Development Fee - 7.37**
70. **Strengthen Partnerships - 6.25**
71. **Train Staff on Health and Wellness Best Practices - 5.96**
72. **Coordinate with Other Planning Initiatives - 5.74**
73. **Improve Agility in Program Offerings - 5.74**
74. **Standardize Costs in Park Development Fee Calculation - 5.43**
75. **Update Population Figure in Park Development Fee Calculation - 5.11**
76. **Encourage Professional Development - 4.59**
77. **Define Partnership Tiers - 4.00**
78. **Amend the Park Dedication Fund - 1.83**



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