

Frisco Talk / Frisco Strong Voter Guide:
May 6, 2017 Election



Frisco Mayor
Bob Allen



<http://www.boballenforfrisco.com/>

1. What is your occupation, and whom do you work for?
35 year Information Technology Professional, having worked 29 years at Electronic Data Systems and currently the Director of Business Applications and Process for Frisco ISD
2. How long have you lived in Frisco?
25 years
3. Detail your volunteer experience for the City, and other volunteer work within the City of Frisco. Please list in bullet format.
 - 13 years on Frisco City Council, having been first elected in 2002 (Term Limited 2007-2009) re-Elected in 2009
 - Former Mayor Pro-Tem and Deputy Mayor Pro-Tem
 - 9 years Frisco Economic Development Committee (7 years as Chairman or Vice-Chairman)
 - 7 years Frisco Education Foundation (5 years as President or Vice-President)
 - 23 years various boards and committees at Frisco First United Methodist Church

- 4 years Samaritan Inn North Texas Board (currently Vice-President)
- Chairman Samaritan Inn Board Nominations Committee
- Member Samaritan Inn Finance Committee
- Medical City Plano / Medical City Frisco Hospital Board
- Frisco Budget and Audit Committee
- Chairman Frisco Technology Committee
- Chairman Frisco Ethics Committee
- Frisco Legislative Committee
- Frisco Community Wide HOA Board
- Frisco Square Management Committee
- Frisco Mayor's Youth Council Liaison
- Sports youth coach
- Custer Creek Architecture Chairman
- Custer Creek HOA President
- Life-time member Frisco Heritage Association
- Member Frisco Arts Association
- Member Frisco Area Republicans
- Grand Lodge of Free and Accepted Masons
- Collin County Bond Committee
- Named Frisco Citizen of the Year in 2010
- Named Collin Business Magazine's 21 Leaders of the 21st Century
- Presented with the Nien-Ling Wacker International Award from Laserfiche for vision, innovation, and a proven ability to drive change in 2017

4. Approximately how many City Council meetings have you missed while serving as a Council Member?

Two that I recall in 13 years.

5. What do you see as the role of The Mayor of Frisco?

The role is clearly defined by city charter SECTION 3.05.

The Mayor shall preside at meetings of the City Council, and shall be recognized as head of the City government for all ceremonial purposes, and by the Governor for purposes of military law, but shall have no regular administrative duties. The Mayor may participate in the discussion of all matters coming before the City Council. The Mayor shall not be entitled to vote as a member thereof, on legislative or other matters, except in case of a tie, when the Mayor shall cast the deciding vote, but shall have no power to veto.

6. How many hours do you believe the Mayor needs to spend weekly, to adequately represent the residents?

I will spend whatever time is required. It's a matter of quality, not quantity.

7. Do you have work or other conflicts that would hamper your ability to serve?

No.

8. Did you apply/interview for organizational endorsements in this race? If so, which ones, and which if any, have you received?

I spoke with various conservative groups and received the endorsement of Patriot Texas. I also spoke with the Collin County Association of Realtors, and although I have many realtor endorsements, signs, and contributors, it is no surprise CCAR endorsed a realtor. I did “meet” with the Police and Fire associations, but not for the purposes of an endorsement. I explained to them that I would always support them with every tool, training, and resource necessary to keep them as safe as possible, but I felt it best they should not endorse anyone. I explained that I felt like they were acting as if they were a political action group, and those actions are counter to what I believe is best for our community. However, I appreciated them taking 20 minutes of their time to share with me what they wanted the new mayor to do for them, and I look forward to working together after the election.

9. How do you feel Frisco’s form of city government works or doesn’t work for the city?

I believe our success speaks for itself. Our government structure of Council-Manager Government is defined in our City Charter and approved by our citizens. Council enacts local legislation, adopt budgets, determine policies, and appoint the City Manager, who in turn, shall be held responsible to the City Council for the execution of the laws and the administration of the government of the City. All powers of the City shall be exercised in the manner prescribed by this Charter, or if the manner not be prescribed, then in such manner as may be prescribed by ordinance, the State Constitution, or by the statutes of the State of Texas.

10. Explain your understanding of the relationship between the Mayor and City Staff?

There are only three staff members that report to the Mayor and Council; the City Manager, the City Attorney, and the Municipal Judge. The relationship with other city staff must, by law and charter, always go through the City Manager. It’s fine for a mayor and council to have a friendly relationship with staff, but everyone must remember to follow the charter. A mayor or councilmember that insists on bypassing the stated organizational structure is not only disruptive, but in violation of the law.

11. Explain your opinion of the relationship between the City of Frisco and Frisco Independent School District?

The relationship has never been tighter and never been more important.

12. What is your vision for Frisco?

Family friendly, low taxes, high level of services, safe, friendly, international, destination, entertainment, sports, medical, technology leader.

13. What do you believe is Frisco’s biggest success?

There is no single accomplishment. Combined, it's our ability to build Frisco into a destination city, while maintaining a sense of a small town. Frisco has always displayed a small town feel, and we've accomplished much by simply working together.

14. What is the most critical issue facing Frisco, and how do you plan to solve for it if elected to City Council?
Lack of transparency among leaders. When groups of leaders and appointed board members band together for self-approval it destroys the transparency in the decision-making process, provides a perception of collusion, and facilitates "group think. We need independent leaders willing to address these unhealthy alliances.
15. What is your position on Frisco's 4A/4B programs?
I support both.
16. a. What is your view on Frisco's transportation infrastructure, now and in the future?
Our challenges are not unique to Frisco. We must address congestion from a regional approach of leveraging investment and the inclusion of technology. While other candidates might believe a solution exists by reorganizing a department, I want to move down the path of building a smart city that leverages the best V2V, V2X, and best practice road design. Funding possibilities include sales tax revenue, Council of Government funding, and public/private investment.

b. What transportation improvements do you feel should be made, if any? Please include funding solutions for any new programming you recommend.
See above.
17. Do you believe the City of Frisco is being operated efficiently? Why, or why not? Specific examples are encouraged.
Frisco has been effective in our operations, but there is more we can do. My approach is to remove Police and Fire from the discussion for now. Both are critical and should not be impacted. The remaining 50% of city operations should be evaluated for opportunities to implement new technologies and business processes that will provide more opportunities for employees to focus on value added activities. My intent is not to necessarily reduce staff, but to slow down the hiring process as we grow. In other words, if we double in size to 320,000 people, we cannot afford to double the size of our non-public safety staff. Taxes have increased by 38% over the past four years. As mayor, I will participate in the Audit and Budget subcommittee, and will drive for innovative change where practical.
18. What is your opinion on local control?
Mandates from the state or federal government. We cannot continue to accept mandates from Austin legislators that negatively impact our taxpayers. We must elect representatives that support our community and not representatives that position themselves for higher offices.

19. Do you support Senate Bill 2, why or why not?

I do not support SB2. I support tax reform, but SB2 is not tax reform.

20. As Mayor, how would you balance the rights of local landowners vs. the public's desire for certain zoning?

As mayor, I can only vote in the case of ties, so the question is better directed to council members. However, I have a long history of relationships with many of our large landowners and I will work closely to find alternatives when possible for properties already zoned for density. I know a balance can be found in many cases, it's just a matter of relationships.

21. Does the City have enough current and planned parks to support our growing population?

Our recently updated parks master plan addresses these concerns.

22. Should we widen Main Street between the railroad crossing and North County Road? Why or why not?

First things first, off street structured parking must be completed before any such discussion can take place. Even then, perhaps we might only open up to four lanes during short rush hour windows of time.

23. Should the City of Frisco build a performing arts hall? Please explain your position.

Yes. I believe we've underfunded the arts in Frisco, but I see a model where we can build something without the long-term operations and maintenance. We should begin by identifying a partner or partners willing to provide a tract of land large enough for a total buildout of the project, yet we would begin with a smaller footprint. Operations could be structured similar to our other public/private partnerships, where the city may own the facility, but all operations and upkeep are privately funded.

24. What is your opinion on the current process for City of Frisco board appointments, and what (if any) changes would you make?

The appointment process has been dramatically improved over the past three years, but significant improvements must still be made. This is another area that should pass our transparency test. Appointments must include interviews of all applicants, and not just the people council members know. All of the appointment discussions should be held in public sessions.

25. What is your favorite restaurant patio.

I love any restaurant patio, especially if there is music.

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Frisco Mayor
Jeff Cheney



<http://www.choosecheney.com/>

1. What is your occupation, and whom do you work for?

Owner/Broker Associate, The Cheney Group

2. How long have you lived in Frisco?

Since 2003

3. Detail your volunteer experience for the City, and other volunteer work within the City of Frisco. Please list in bullet format.

- Frisco City Council 2007-2016
- 5 Time Mayor Pro Tem/Deputy Mayor Pro Tem
- 8 Year Budget and Audit Committee Chair
- Frisco Technology Committee
- Mayor's Youth Council Liaison
- Collin County Business Press "21 Leaders for the 21st Century"
- Frisco Small Business of the Year, 2015

- Frisco Entrepreneur of the Year Finalist
- Frisco Residential Design Strategy Committee
- Member, Frisco Area Republicans
- Frisco Education Foundation Scholarship Review Committee
- Cobb Middle and Corbell Elementary PTA
- Youth Coach and Mentor
- Attends Preston Trail Community Church

4. Approximately how many City Council meetings have you missed while serving as a Council Member?

In 9 years on Council, I missed one meeting because I was out of town.

5. What do you see as the role of The Mayor of Frisco?

As the head of the city, I feel the role is to speak for the Council as well as the community as a whole. It is my job to listen to the residents and make sure we are delivering what they want. The Mayor is responsible for setting the tone for the vision of Frisco, and then working with Council and city staff in order to make sure that vision is being executed.

6. How many hours do you believe the Mayor needs to spend weekly, to adequately represent the residents?

I believe the job of Frisco Mayor is a full-time position, and our residents expect and deserve this continued level of commitment. Mayor Maso and Mayor Simpson demonstrated to all of us that Frisco benefits from a full-time mayor, with both serving often more than 40 hours per week. When I served as Mayor Pro Tem, even that was almost a full-time job. The demands on the Mayor's office are only increasing, and I anticipate the workload to be more than 40 hours per week in the years ahead. The last several years, I have been working to grow my business to a level where I don't need to be involved in the day-to-day operations. I knew that I wanted to be mayor of Frisco, and I have been working toward that professional and financial achievement of having the freedom to focus all of my time towards serving our city.

7. Do you have work or other conflicts that would hamper your ability to serve?

No, see #6 answer, as I have the time availability. In addition, as a CPA, our creed is to maintain independence in both fact and opinion. Since I have a job in real estate, I made a commitment to the public that I would not buy any investment real estate in Frisco while serving the community. This is a commitment I will continue as Mayor, so the public knows I am always free from conflict.

8. Did you apply/interview for organizational endorsements in this race? If so, which ones, and which if any, have you received?

Frisco Police Association- applied and received
Frisco Fire Association- applied and received
Collin County Association of Realtors - applied and received
Dallas Builders Association - applied and received
CCCR - applied (did not endorse in mayor's race)
DCCR - applied (did not endorse in mayor's race)
Frisco United - withdrew my application on February 21st
Patriot Texas - applied did not receive

9. How do you feel Frisco's form of city government works or doesn't work for the city?

Frisco's City Manager form of government is effective. It allows the leaders to lead and the city staff, who are experts in their fields, to execute. The Mayor and City Council are equivalent to a Chairman of the Board and its Directors. We focus on the strategic direction of Frisco and determine priorities. Then we support the efforts of our excellent city staff to execute.

10. Explain your understanding of the relationship between the Mayor and city staff?

It is imperative that the Mayor and city staff have a strong working relationship, based on respect. In Frisco we have the best field of experts that serve as our city staff and they should be allowed to do their job without the Mayor or the Council micromanaging them. However, we always want to make sure that our vision for the city is being

carried out, and I look forward to utilizing my experience as an employer along with my relationship with senior staff to ensure this happens in a productive way. I will encourage staff to strive for higher-quality outcomes and will support this culture at City Hall.

11. Explain your opinion of the relationship between the City of Frisco and Frisco Independent School District?

I have always said the ceiling of our community is set by the success of our schools. It doesn't matter what we do as a city; if our schools are not great, people will not want to live here and businesses will not want to relocate here. Even though the city and school district are independent of each other, we have always acted as a team, something that sets us apart from most cities. We continually look for ways to build facilities to give our residents the quality they deserve. I am proud of our relationship with the school district and when I am elected Mayor that relationship will continue.

12. What is your vision for Frisco?

My vision for Frisco is for people to be moving here in 10 years for the same reasons they are today. I have no interest in aggressive density policies that take our population to 350,000 -- the maximum capacity as outlined in our comprehensive plan. The decisions made over the next 5 years will impact the density of Frisco developments and ultimately what this city will become. When comparing trade-offs outlined in our comprehensive plan, quality of life and the value of open space should always take priority over adding density. I will work hard to protect the quality of life, low tax rate, and unique spaces and amenities that make Frisco a world-class destination for residents, businesses, and visitors.

13. What do you believe is Frisco's biggest success?

Besides public safety, Frisco's biggest success has been public-private partnerships, a policy that has become an innovative building block for this community. An example is the recent opening of the Star, which was a partnership of public entities including the Frisco ISD, City of Frisco, and Frisco EDC and CDC. It included a marquee private partner, the Dallas Cowboys (one of the strongest global brands in any industry), who also put in substantial money and bear the costs of operating the facility. This is similar to the structure of our other successful facilities such as Dr Pepper Arena and Toyota Stadium. It is also the same mechanism that could successfully bring an arts center here, to avoid reliance on public funding for operational and maintenance costs.

14. What is the most critical issue facing Frisco, and how do you plan to solve for it if elected to City Council?

Density is clearly the top issue facing Frisco today, with both Mayoral candidates having drastically different views on the future vision for Frisco. The residents have been clear they have no interest in building the city to maximum density of 350,000. I feel in order to help our density issue we need to be looking for “quality over quantity” projects with higher standards, less density, and fewer apartments. Incorporating more open space into our developments will increase taxable value and prevent “wall to wall concrete”. We are fortunate to be in the position to not be in a rush to build everything all at once; we can slow down and make sure we are not affecting the quality of life for our residents. This will make our developments more sustainable and will not be so dense. This kind of forward-looking approach to development 10 and 20 years ago would have helped prevent the volume of apartment construction we are seeing today.

15. What is your position on Frisco’s 4A/4B programs?

I fully support our 4A/4B programs. By taking 1 cent of our sales tax and using it to fund our EDC and CDC, we are able to provide our residents with many more quality developments and amenities, while not relying on property tax collection as other cities must do. I do feel that we should be asking more in return from the participating companies when we make EDC incentive investments, though. It is my opinion that, over time, a culture of low expectations for easy incentive money has been allowed to develop, and there are some things we can do to improve ROI for EDC programs. In addition, I do not agree with offering incentives for the sake of adding more density to developments. Our incentive programs should be focused on leading to higher quality development that will help attract a Fortune 100 company, and entrepreneurs.

16. a. What is your view on Frisco’s transportation infrastructure, now and in the future?

Traffic in Frisco got bad overnight. I believe we must make building infrastructure a higher priority with an eye on balancing the aesthetics that maintain property values. During my tenure on Council, I have been a vocal advocate of the technology and smart development that will help us reduce traffic, address density concerns, and develop mixed-use commercial developments to get more cars off the road. As Mayor, I have the experience and foresight to boost our sustainability amid rapid growth and get Frisco moving again. I am a proponent of building a culture of innovation and leveraging technology as the future of traffic management. This includes being on the leading edge of emerging technologies to manage traffic flow, for instance, managing stoplight timing and unique road designs such as roundabouts.

Frisco needs to be prepared to take advantage of dramatic shifts in technology occurring in the automobile industry, such as connected and self-driving technologies. As a tech advocate, my goal is for Frisco to be the nation’s most technologically advanced city. Public-private partnerships such as Uber, can be operated at a far lower cost, forever changing how people move about the city while actually providing a better service to

our residents.

Also, I believe our road system needs to be a higher priority and we should not wait until traffic becomes unmanageable to build and improve roads. Forward-thinking, and implementing, will serve us better. Also, I am a proponent of partnering with our counties and neighboring cities to maximize flow in the region, similar to the work I did with Denton County to acquire funds for Stonebrook Parkway construction. I am passionate we can get cars off the road by creating more walkable developments and focus on mixed-use projects where people can live where they work, or walk to great amenities and retail rather than always having to rely on a car.

b. What transportation improvements do you feel should be made, if any? Please include funding solutions for any new programming you recommend.

With our budgeted annual bond sales we need to prioritize our road projects and move them up in our timeline.

17. Do you believe the City of Frisco is being operated efficiently? Why, or why not? Specific examples are encouraged.

As Chair of the Budget and Audit Committee for 8 years, I do feel we have delivered very conservative budgets. We have one of the lowest tax rates in the region and have reduced taxes whenever possible. We led through one of the toughest recessions of modern history while also funding Frisco's first Capital Reserve Fund. We implemented a Senior Tax Exemption policy that automatically increases as values rise. In addition, I have plans to phase in Frisco's first homestead exemption, a policy that will give additional property tax relief to our residents. As a CPA and business owner, I understand the importance of treating every dollar as if it were our own.

18. What is your opinion on local control?

I believe that unfunded mandates and "tax relief" legislation from the state are a huge problem right now, simply because we have no control over them. What we need to do in this case is continue our strong message to county, state and national officials, that local tax collection and management of services is our lane—and they need to stay in their own lane.

19. Do you support Senate Bill 2, why or why not?

I do not support it without providing any suggested means to replace that revenue for cities and school districts. This one-size-fits-all type of legislation does not work for

Frisco. It might work in other cities but not ours. We have managed to build a world-class city in a span of a few years while keeping our debt under control and manageable. An Austin prescription may be helpful in other Texas cities but not in Frisco. Our Mayor and Council need to have strong open relationships with the legislators that can protect our city from this kind of politically-driven -- but policy-unrealistic -- proposal.

20. As Mayor, how would you balance the rights of local landowners vs. the public's desire for certain zoning?

We are a land-rights state and I fully respect that. However, that doesn't mean that we are at the mercy of landowners and developers. Growing up in Houston, I lived first-hand the downfalls of having poor zoning policy. Frisco has set the standard for the vision we have for this city, and I have no issues demanding developers meet those standards. This is where I believe my experience in pushing back on proposals to achieve superior development, and my lack of ties to multi-family-zoned parcel owners, will benefit Frisco. My work on our city's residential design strategies has led to unique master-planned communities such as Phillips Creek Ranch and Newman Village. I am committed to steering Frisco away from the typical "cookie-cutter" grid designs. I have championed more interesting street plans, unique designs, interesting architecture, cul-de-sacs, and more walkable trails and open spaces that take advantage of our natural amenities, help encourage a sense of community, and promote healthy lifestyles.

21. Does the City have enough current and planned parks to support our growing population?

No. We are only 60% built out and park space is always in demand, even at the current population of 162,000. Maintaining a lower population and more park space will protect the quality of life for our residents and make Frisco a destination for generations. I have been a huge proponent of park space even in our commercial developments. I feel any natural amenity should be protected at all cost. I am proud of my track record in demanding quality from our developers on this in the past few years. As a result we are starting to see more and more developments incorporating green space and parks. We are a very active community and we need to make sure we are providing ample park space to our residents so they can have the quality of life they have come to expect.

I am passionate about preserving the dream and vision of Grand Park. This commitment to dedicate some of the city's most valuable real estate as dynamic park space, will forever symbolize the heart of Frisco. The lake, trails system, kids area, and green space for large events will be a valuable amenity for our residents and truly live up to its name.

I am a proponent of public-private partnerships to expand our park network. FC Dallas soccer fields, the Fieldhouse, and the PIT are great examples of how we can partner with private entities to bring great facilities to Frisco while also reducing the taxpayer burden for maintenance and operations. Residents benefit from the opportunity to access world-class facilities and training without the tax burden. I plan to extend these partnerships to Frisco ISD to leverage each one's existing assets and extend both of our park systems.

22. Should we widen Main Street between the railroad crossing and North County Road? Why or why not?

The key to downtown is to make it more walkable. Currently, it is nearly impossible to walk across Main Street. While we have to get traffic flow through downtown, I do not want to see it at speeds of 45 mph. I am open to exploring all options now that we see the district taking shape, driven by market demand and private investment. My goal would be to move traffic through Main Street at a speed of 30 mph and have more options for pedestrian crossings. I have visited a few historic downtowns that accomplished this with 4 lanes by having different paving elements and a higher mix of stoplights and stop signs. In the end, Frisco must decide if the city is more concerned with moving cars through our historic center quickly, or protecting the historic downtown area itself. My vote is to protect the downtown.

23. Should the City of Frisco build a performing arts hall? Please explain your position.

I think we are now at a time in our city's lifecycle where this makes sense. The project that would interest me most is one that is wholly in Frisco, and anchoring a commercial development. This will allow it to attract a day use and also be a private public partnership. Government does not need to be in the business of running an arts hall. Let's learn from the voters' message on Arts of Collin County, keep the project in Frisco and privately fund it. Several big name developers have taken a look at how to launch this kind of project, and I think the right opportunity will present itself very soon.

24. What is your opinion on the current process for City of Frisco board appointments, and what (if any) changes would you make?

Frisco has made great strides in this over the years but there are still improvements that can be made. I would like to find ways to get residents plugged in throughout the city and maximize the support from all the people that want to get involved. I would like to do a better job of getting potential candidates the resources to help their chances in being selected. I also want to improve our communication of the opportunities throughout Frisco, to encourage participation from differing backgrounds and cultures.

25. What is your favorite restaurant patio.

This is been a passion of mine for my entire term on Council, to develop more experience-based destination dining. Currently, the only patios with views of green space are Gloria's and Pizzeria Testa. Pizzeria Testa has a special place in my heart as that was a project that was going to be denied, due to concerns over paper plates being blown into the park, etc. I convinced Council that we could work with the business owner to demand excellence, thereby bringing a great amenity to our Frisco Main Square. My new favorite is Eight-11 in Downtown Frisco. The ones I look forward to the most are the upcoming rooftop patios being built overlooking the plaza at the Star, as I advocated on getting those added to the site plans.