



Plano Tomorrow

VIDEO SCRIPTS

Video Script - REGIONALISM

Plano is a principal city in the Dallas Fort Worth region located in North Texas. With a population of 6.8 million people, the Dallas Fort Worth metroplex is the largest urban region in the state of Texas and the fourth largest in the United States. Dallas Fort Worth is also one of the fastest growing areas in the United States supplying 4.5 million jobs.

As a large metropolitan area, there are many future challenges that are beyond the ability of a single city to address. Working cooperatively with the regional government, Plano and its neighboring cities will need to find complementary solutions to solve broader problems and attain area goals. The Plano Tomorrow plan has identified several regional topics to address.

Population Growth

By 2035, the region's population is expected to increase by 3 million people and the City of Plano intends to accommodate a portion of this population growth. With established city boundaries, Plano will need to identify areas for additional housing since there is little undeveloped land remaining. This increased regional population will also have an impact on the area's transportation network although infill and urban development are more efficient than continued regional expansion.

Transportation

Currently, the average DFW commuter spends approximately 365 hours a year commuting – or 2 weeks per year in their car annually. By 2035, regional commute times are expected to increase without major investment in the roadway and public transit networks. Regional transportation improvements in Plano should focus on expansion of existing transportation choices and reduction of traffic demand.

Air Quality

Enhancements to regional mobility will also improve the area's air quality by reducing emissions from vehicles. Currently, DFW does not meet federal standards for ozone levels, which results in breathing difficulties for some area residents and increases in local temperatures. If this situation does not improve, the Environmental Protection Agency could impose sanctions that would result in the loss of federal funding for major transportation projects. Plano intends to lead by example to reach federal standards for regional air quality.

Water Conservation

Another key issue in the Dallas-Fort Worth area is water conservation. Droughts are a fact of life in Texas, so water conservation must be an on-going effort. Plano shares Lavon Lake, its primary water source, with thirteen neighboring cities. As population increases and drought condition persist, it will become more difficult to meet future water needs. Plano will assume a regional leadership position and work with neighboring cities to encourage more efficient water use.

Consistency with Neighboring Cities

Water conservation is only one issue that Plano will need to coordinate with neighboring cities. Municipal boundaries are primarily political – many residents are unaware of moving from one city to another since roadways, trails, and parks often continue across city borders. To take advantage of its centralized location in the region, Plano will partner with neighboring cities to provide more efficient and consistent municipal services and public improvements.

Education

Other partners for the City of Plano are the local and regional education providers. Educational opportunities are a major factor in determining a community of choice. While school districts serving Plano receive strong local support that



Plano Tomorrow **VIDEO SCRIPTS**

enables academic excellence, the city should advocate for reliable and adequate state funding for public education. In addition, the Dallas-Fort Worth region has many quality universities; however, there is not a major Tier 1 research institution in our area. Access to a university of this magnitude will enhance the economic competitiveness of the region. Partnerships with local and regional education providers will ensure quality academic opportunities for the Dallas Fort Worth area.

These six policies enable Plano to achieve its goal as leader and innovator in the Dallas Fort Worth area to ensure continued regional prosperity and high quality of life.