



LEAGUE OF WOMEN VOTERS  
OF COLLIN COUNTY  
[www.lwvcollin.org](http://www.lwvcollin.org)

Nonpartisan

# VOTERS GUIDE

June 18, 2016, Runoff Election  
Frisco City Council

Early voting: June 6 – June 14

Election Day: June 18 – Polls open 7 a.m. to 7 p.m.

## About This Voters Guide

This *Voters Guide* is published by the League of Women Voters of Collin County to help citizens prepare to cast an informed vote. The League of Women Voters encourages informed and active participation in government. The League does not support or oppose any political party or candidate.

Questionnaires were sent to all candidates who will appear on the ballot, whether or not the race is contested. Candidates' replies were subject to a character limit and are printed without editing or verification. If a candidate did not respond by the Voters Guide deadline, then "No response received" is printed. Later responses may appear at [www.VOTE411.org](http://www.VOTE411.org). Candidates were asked to avoid references to their opponents. Photos are included for candidates who provided them.

This guide is available online at [www.LWVCollin.org](http://www.LWVCollin.org), along with a Voter Information Guide with general information about qualifications for voting, what to take to the polls, vote by mail, and helpful websites.



To see all races for your address, visit [www.VOTE411.org](http://www.VOTE411.org).

## When & Where to Vote

For Collin County voting locations, hours, and a sample ballot, visit [http://www.collincountytx.gov/elections/election\\_information](http://www.collincountytx.gov/elections/election_information) or call 972-547-1990 (McKinney).

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**Your vote is your voice. Be heard.**

League of Women Voters is a Nonpartisan Organization

The LWV never supports or opposes candidates for office or political parties, and any use of the League of Women Voters name in campaign advertising or literature has not been authorized by the League.

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# Frisco City Council

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3-year term, elected citywide. Must be at least 18 years old, a qualified voter, and a resident of the city. The City Council establishes city policy through ordinances and resolutions.

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## QUESTION – UNCONTESTED RACES

Even though your race is not contested this time, please share with voters your priorities for the next term and how you will address them.

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## QUESTIONS – CONTESTED RACES

**Development:** What challenges will the continuing growth of your city present with respect to commercial and residential development? How would you address them?

**Infrastructure:** What measures do you support to maintain the existing infrastructure and meet the growing infrastructure needs of your city, such as transportation and water?

**Poverty:** What, if anything, should the city do to meet low income residents' basic needs and address homelessness?

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**Seniors:** What measures do you support to meet the needs of seniors in your city?

**Finances:** What, if any, changes are needed to the city's finances?

**Other Issues:** What are the most important issues you think will come before the City Council in the next few years? What are your views on these issues?

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# Frisco City Council, Place 2

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## Terri Green – Frisco City Council, Place 2

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**Education:** Tyler Jr. College Associate Degree; University of Texas at El Paso, Bachelor's Degree; South Texas College of Law, Doctor of Jurisprudence

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**Experience:** As a 26 year attorney, I have unique experience in reviewing facts, listening to both sides before making a critical decision. I create budgets, agendas and conduct executive meetings. I am fiscally responsible with taxpayers funds entrusted to me.

**Development:** Frisco continues to grow at an accelerated annual rate of 5.9%. 73% of the City is platted. 80% of the residential living structures are homes with a low 15 month inventory of single residential lots. The "\$5 Billion Mile" is well under development in a busy thoroughfare. 1/3 of the Frisco residents are children (53k+) and growing. 16 million Sq. ft of office space is available. Demand for Public Safety services is substantial. The northern part of the City is growing at slower rate than the southern part. These issues must be managed through balanced public fiscal policy and tax incentives.

**Infrastructure:** Infrastructure pressure continues to emerge with additional residential/non-residential buildout. The most

compelling infrastructure need centers on water and its conservation. We will continue to work with partner cities and the North Texas Municipal Water District. We must prioritize infrastructure improvements and maintenance projects to achieve the best, most efficient return to the City. We must continue to utilize the current mobility network, upgrade existing roadways, as well as construct new ones responsibly and foster walking and hiking trails to promote alternative travel modes.

**Poverty:** Based on 2010-2014 US Census data, Frisco has, stated in 2014 dollars, median household income of \$112k, per capita income of \$43.5k and persons in poverty rate of 4.2%. These are outstanding metrics well above national averages. Ones we minimally

need to sustain. We must be vigilant in the administration, allocation and distribution of eligible jurisdictional federal funds for those in poverty. In addition, we must make sure job training programs are always made available and utilized. And we must support the private sector and non-profits to build, fund and sustain housing for the homeless

**Seniors:** As Associate Probate Judge, affordable housing, bona-fide medical care and digital healthcare management technology reflect the growing needs of our senior citizens. Consistent with national trends, the senior population in Frisco (currently 7% or 10,500 citizens) will grow as Baby Boomers transition. We must have sufficient senior housing, long term care facilities and transportation means to support senior citizens. Current plans consist of 14 existing LTC/Housing facilities and 6 proposed LTC/Housing facilities. Sophisticated communications infrastructure for medical support is a must.

**Finances:** There is a reason the Director of Finance for Frisco is able to proudly state to Council that the check and balance systems we

have in place, accounting and reporting records, financial data base management system and backup auditing trails have won awards, recognition or certifications from National Associations. I see no reason to change our accounting system or financial reports but would just note that regardless of how efficient the city is run, it is the elected officials who make policy decisions. Conservative tax policies should be a cornerstone of financial decisions and strategies.

**Other Issues:** The issues that will most likely come before the council will be zoning, public safety, traffic and transportation. Since the primary growth in Frisco has historically been in the southern half, the "\$5 Billion Mile" is in the southern region and 81% of commuters drive alone, we will continue to see tremendous pressure exerted on traffic, transportation and property use. Managing with foresight the future growth in the south, encouraging unplatted land growth in the north, dealing with Public transportation needs and making sure we do not compromise on zoning should be our focus.

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## **Shona Huffman – Frisco City Council, Place 2**

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**Education:** BS--Southwest Baptist University, Political Science/ History/ Social Science ED/ Speech; MS--UNT, Communications; MS--American Military Univ/American Public Univ, Political Science/American Government

**Experience:** I am the Director of Government Affairs for the Frisco Chamber of Commerce. I was also the class president of Leadership Frisco XVI, am the VP and a co-founder of Frisco Charity Partners, and served on the 2014-2015 Citizens Bond Committee.

**Development:** We have to monitor the balance of commercial and residential, in order to distribute the shared tax responsibility over to our businesses and away from solely homeowners. Frisco has excelled at keeping costs low for residents but there's no question the growth presents a serious strain on services and amenities. This leads to regional issues as well, like traffic and water supply, on which we must collaborate with our

neighboring jurisdictions. My approach will be to maintain Frisco's strong sense of community while keeping talented city staff (our secret to high services at a low tax rate).

**Infrastructure:** I was honored to be appointed to the 2015 Citizens Bond Committee, which approved and sent \$125 million in authorization to voters for roads spending. This will provide about \$25M per year in funding to address priority needs.

Frisco has a comprehensive roads plan that calls for "loops and corridors" to move people around the city. I will push for us to focus these efforts in commercial growth and high volume areas to start. I also support fast-tracking of the Lower Bois D'arc Creek Reservoir being planned by the NTMWD, and an effort to move the EPA forward on its timely approval.

**Poverty:** There are many private entities in our city and area that are better equipped to work with the needs of our low-income community, on issues such as hunger and homelessness, than the City of Frisco. What the city can do is continue partnering with these groups such as Frisco Family Services, Fastpacs and City House. By enabling them to provide direct services in their areas of expertise, we can avoid bringing needless bureaucracy and redundant expense to the city. Frisco is blessed to have a robust volunteer community that has proved eager to donate and support our social welfare organizations.

**Seniors:** Frisco already does a great job taking care of its "seasoned citizens". We have just approved \$9 million in the 2015 bond package to build a larger senior facility in response to increasing demand and interest in senior programming. The new Senior Center will have lots of natural outdoor space for outdoor activities. Additionally, Frisco has a thriving retirement community in Frisco Lakes,

which works closely with the city on many fronts. Senior mobility is a big issue right now with the TAPS/DCTA transition, and I will keep supporting efforts to provide transportation to these constituents.

**Finances:** We have kept Frisco's property tax rate lower than neighboring cities, and our investment in retail development keeps our sales tax revenues higher than any Texas city our size. Frisco is a responsible borrower maintaining a balanced budget. In 2015, the voters approved a bond package to allow the city to answer major infrastructure needs, support public services such as the library and parks, make needed updates to our senior center and City Hall, and support public safety. I support the continued selling of bonds on a responsible schedule, and bond refinancing at advantageous times.

**Other Issues:** Many of our senior city staff are nearing retirement decisions, and several of our senior Council members are terming out over the next 3-12 months. It is more important than ever to elect officials who are ready to lead during that transition window, bringing an in-depth knowledge of the specific needs and issues facing Frisco. We are also facing a serious water crisis if the new NTMWD reservoir doesn't come online as scheduled in 2020. The EPA has changed their standards at the eleventh hour and we will need to collaborate with our NTMWD partners to move this project forward.

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## **Frisco City Council, Place 4**

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### **Cindy Asche – Frisco City Council, Place 4**

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**Education:** BBA Baylor University 1983 BSN University of Texas at Austin 1986

**Experience:** 30 years as a Registered Nurse, 17 years specializing in Emergency & Trauma; 10 years Emergency Department Management in large urban emergency departments; extensive community service

**Development:** Our city will be challenged to put the needs of families first. There is pressure to increase multi-family and urban-living development, and this is a great concern to many homeowners. We face the prospect of increased burden to our water supply, emergency services and city streets as density increases. We must insure that we continue to have an outstanding quality of life that makes Frisco the best place to raise a family. Commercial development should focus on bringing business that add jobs and value to the community.

**Infrastructure:** As I discussed in the previous question, I support slowing the growth of multifamily housing. According to the Frisco Comprehensive Annual Financial Report, we currently have over 2200 units under construction and more than 11,400 in the pipeline. Estimated population at build-out has changed from around 280,000 to more than 350,000. This increase in density will put additional stress on our infrastructure - especially roads and the resulting traffic congestion. Greater water use is a significant concern for the North Texas area due to limited supply even with an additional reservoir online.

**Poverty:** The City has a responsibility to partner with private agencies like the Samaritan Inn who address homelessness and work diligently to give people a hand up and out of poverty. The City Housing Authority Board has oversight for public housing in Frisco and is responsible for existing and development of new housing for low-income families, and we need to continue to have that safety-net. However, the best solution to addressing poverty is to create jobs, and

educate and train individuals so that they can obtain those jobs. The American Dream is to rise above poverty - not dwell in it forever.

**Seniors:** Seniors are an invaluable treasure to our community. Frisco should continue to encourage development of active adult communities that engage and challenge seniors with activities and relationships that enrich their life. Encouraging business development that meets the unique needs of seniors will be vital to maintaining their quality of life. Keeping tax rates low so that seniors living on fixed incomes don't run out of money before they run out of years is essential.

**Finances:** Frisco will need to manage their debt very carefully in the years to come. The combined debt of the City and ISD is a concern and could overwhelm our growth and development - especially if the current growth trend stalls. Rising debt and debt service expense could require additional taxes or cuts in services. We need to continue to maintain a robust economic environment as we pay down our debt, and limit future debt spending.

**Other Issues:** Managing our explosive growth with a balanced approach that places an emphasis on maintaining a strong sense of community, keeping taxes low, and continuing our "small town feel" will be our greatest challenges. Public safety must remain our priority as we approve new development, manage our infrastructure, and plan for the unexpected. My view is to slow and limit our dependence on multi-family housing, work with developers to build communities that match our vision for strong, vibrant neighborhoods, and support our police and fire departments so that they can meet the challenges to come.

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## **Bill Woodard – Frisco City Council, Place 4**

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**Education:** I have a Bachelors in Finance from UNLV and a Masters in Accounting from UT-Dallas. I have taken continuing education classes in executive management and finance. I've studied community and leadership through programs such as Leadership Frisco.

**Experience:** I've served on Frisco Planning & Zoning Commission for 6 years, 2 as Chairman; 2009 & 2013 Charter Review Commissions, chairing in 2013, and was appointed by Council to three other city boards. I was President/Board Chair of my HOA for 9 years.

**Development:** Frisco has been a victim of its own success; residents are flocking to our quality of life but the result is a strain on our city services – from traffic, to first responders, utility infrastructure and more. We add 6,000 residents annually; we must not break our promises to prospective residents and businesses. Fortunately, Frisco has an innovative approach to planning, creating detailed Master Plans for varying rates of growth that look out 5, 10, 20 years, while incorporating the vision of our residents. Adhering to these Master Plans will guide us through successful expansion.

**Infrastructure:** Traffic is an immediate issue that residents want improved. I think we can boost traffic flow by building out right turn lanes where needed, and using our technology to better monitor traffic flows and improve signal operation. We have some public roundabouts coming online soon, which will improve flow after residents adjust to them. We have \$100 million in unsold bond authorization that is designated for infrastructure maintenance and development. I will use my extensive experience with Frisco city planning to make sure these tools are used responsibly, focused on city growth

**Poverty:** In the 2012 American Community Survey, Frisco had an estimated 4% of its population living below the poverty level. We are fortunate to have a strong network of charitable and social services: private entities that partner with our city and school districts, to assist families in need with food, utilities and rent assistance, crisis support, shelter, clothing and more. Frisco gives grants to these agencies to help support our low-income population, and they are also heavily supported by our generous residents through private donations. I support continued partnerships with these agencies.

**Seniors:** Frisco excels at family-friendly services, but we must also meet the needs of residents outside those demographics like our young professionals and senior citizens. Seniors have been vocal that they want to continue to see expanded programming at the Senior Center, as well as a good solution to the recent failure of the TAPS transit service. I will work to keep the DCTA bus service in place, and work with senior advisors to identify other on-demand transportation solutions. In 2015, residents authorized \$9 million in bond money for a new larger Senior Center facility, a project I support.

**Finances:** Thanks to our excellent city staff, we already have one of the most efficient operating budgets in the state, and one of the lowest tax rates in the area at \$0.46. Council must focus on maintaining those fiscal standards - and with an advanced degree plus 20-year career in finance, I plan to bring my domain expertise to assist immediately. We must continue to look for ways to incorporate technology to improve our efficiency. I also support the continued contribution to our reserve fund, to make sure we have savings in the bank for unexpected needs, without having to rely on new debt.

**Other Issues:** The \$5B Mile will bring increased need for public safety; we have to ensure our first responders have the necessary tools to keep up with large developments and the crowds that come with our large sports and entertainment events. We will be challenged to manage growth costs at a time when the regional market is inflating construction and land prices; this is where well-timed projects will save the day, as a result of the financial savvy of our city staff and Council. Residents expect a high level of services at low cost, and they must elect Council members who are prepared for that challenge.

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