



Pflugerville Strategic Plan

2021-2025

The Strategic Plan is the guiding document that outlines goals and objectives for the City of Pflugerville. City Council identified four key themes to serve as the foundation of the 2021-2025 Strategic Plan. These themes are:

SAFETY

**ECONOMIC
DEVELOPMENT**

INFRASTRUCTURE

SERVICES

These themes helped us determine four main goals to address over the next five years. By pursuing these, we will be better positioned to provide impactful programs and services to our residents for decades to come. Our four main goals are:

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GOALS

- Become the **safest city** in Texas
- Develop economically to create a **fiscally-sustainable** city with high quality of life
- Maintain and prepare a **robust, resilient infrastructure** that exceeds expectations
- **Engage the community** through vibrant parks and recreation and library programs and services

Taken as a whole, these actions not only change *what* we do, but impact *how* we do it.

MISSION

Pflugerville fosters high quality of life, economic opportunity and a sustainable and diverse community.

VISION

Our vision is to be a dynamic, regional leader by offering a safe, welcoming and inclusive city with a strong sense of community that attracts a talented workforce and desirable businesses.

SAFETY

- Maintain a low crime rate by reducing property crimes by 1/3 each year and achieving the lowest violent crime rate in Texas.
- Prepare policies that ensure land development choices and regulations contribute to the safety of the community.
- Implement emergency medical services and evaluate integration of fire services capabilities.
- Implement and expand community engagement activities which promote positive interactions with residents, visitors and businesses.

ECONOMIC DEVELOPMENT

- Maintain efforts to grow job opportunities in the community.
- Plan for growth that supports and maintains a high quality of life for existing and future residents.
- Implement programs, policies, and actions that increase job opportunities for residents and focus on industries that contribute to the community.

INFRASTRUCTURE

- Maintain infrastructure to ensure resiliency and operability at all times.
- Prepare City infrastructure for the growth of Pflugerville in a responsible manner.
- Implement plans to provide resilient infrastructure.

SERVICES

- Plan for the future of Parks and Recreation and Library Services for current and future residents.
- Prepare programs and services in a safe and responsible manner.
- Implement programs and complete facilities that support a high quality of life.

Pflugerville Strategic Plan 2021-2025 Action Items

The Strategic Plan is the guiding document that outlines goals and objectives for the City of Pflugerville. City Council identified four key themes to serve as the foundation of the 2021-2025 Strategic Plan. These themes are: **Safety, Economic Development, Infrastructure and Services.**

These themes helped us determine four main goals to address over the next five years. By pursuing these, we will be better positioned to provide impactful programs and services to our residents for decades to come. Taken as a whole, these actions not only change *what* we do, but *how* we do it. Our four main goals are to **1) Become the safest city in Texas, 2) Develop economically to create a fiscally-sustainable city with high quality of life, 3) Maintain and prepare a robust, resilient infrastructure that exceeds expectations and 4) Engage the community through vibrant parks and recreation and library programs and services.**

1. Safety

- a. Maintain a low crime rate by reducing property crimes by 1/3 each year and achieving the lowest violent crime rate in Texas.
 - i. Continue to provide staff with racial equity tools and training needed to maintain well trained police personnel. Eliminate inequitable policies, practices and behaviors.
 - ii. Implement community crime prevention programs and education for residents and local businesses, to enhance target-hardening through established crime prevention techniques: Community involvement and community-police partnerships, Hot-Spot enforcement to reduce fear and garner trust, environmental design, and situational awareness education, and participation in National Night Out.
 - iii. Prepare for a more proactive police response through increased visibility in neighborhoods and evaluate appropriate staffing levels.
- b. Prepare policies that ensure land development choices and regulations contribute to the safety of the community.
- c. Implement emergency medical services and evaluate integration of fire services capabilities.
- d. Implement and expand community engagement activities which promote positive interactions with residents, visitors and businesses.
 - i. Police representation at homeowner association meetings.
 - ii. Collaborate with local civic and service organizations.
 - iii. Seek opportunities where the Pflugerville PD can offer support and provide assistance with Pflugerville ISD Police Department.

2. Economic Development

- a. Maintain efforts to grow job opportunities in the community.
 - i. Pursue the relocation of national headquarters and incorporate any necessary improvements with PCDC.
 - ii. Foster relationships with primary employers to expand, relocate, and diversify our economy.
 - iii. Focus office and industrial development opportunities through strategic infrastructure planning and targeted investments.
- b. Plan for growth that supports and maintains a high quality of life for existing and future residents.
 - i. Establish policies and actions to pursue annexation eastward in a fiscally-responsible way to the extent allowed under state law in alignment with the 2040 Comprehensive Plan.
 - ii. Establish policies that focus on the development of office and the related development environments to attract innovative, growing companies that can respond to market needs and provide job opportunities for existing residents.
 - iii. Establish policies that provide a land use mix with an employment target that results in approximately 2 jobs for every 3 Pflugerville residents.
 - iv. Develop and receive approval of a retail recruitment policy within 6 months to combat leakage.
- c. Implement programs, policies, and actions that increase job opportunities for residents and focus on industries that contribute to the community.
 - i. Collaborate with universities to provide satellite facilities within Pflugerville.
 - ii. Incentivize industries that have the greatest potential to provide jobs and positively affect the quality of life in Pflugerville.
 - iii. Pursue land purchases along key corridors to target specific development patterns and land uses, with a focus on market gaps and long-term return on investment.

3. Infrastructure

- a. Maintain infrastructure to ensure resiliency and operability at all times.
 - i. Implement the annual Pavement Maintenance Program based on optimization scenario (20% preservation, 80% rehabilitation).
 - ii. Track Overall Condition Index (OCI) for pavement by completing an assessment every 3-5 years.
 - iii. Study traffic signal timings and implement necessary changes every 3 years.
 - iv. Create and implement policies for the operation and maintenance of the City's infrastructure.
 - v. Develop and implement recommendations of water and wastewater asset management plans every 3-5 years.
- b. Prepare City infrastructure for the growth of Pflugerville in a responsible manner.
 - i. Update applicable Master Plans at a maximum of every five years.
 - ii. Implement the Pflugerville Signal System Assessment and Improvements Plan.
 - iii. Ensure all transportation projects and intersection modifications maintain or improve to a level of service D or better.

- iv. Plan for and secure a diverse water supply to support our future with the implementation of the Pflugerville Water Supply Alternatives Evaluation and continue to survey future options at a maximum of every five years.
- v. Seek and secure alternative funding options for projects that benefit the residents and utility rate payers of Pflugerville.
- c. Implement plans to provide resilient infrastructure.
 - i. Finalize construction of 2018 and 2020 General Obligation Bond Program projects by 2025.
 - ii. Deliver capital improvement projects within 6 months of the original project schedule and within 10% of budget.
 - iii. Complete construction of the Lake Pump Station and Surface Water Treatment Plant emergency generators for increased resiliency.

4. Services

- a. Plan for the future of Parks and Recreation and Library Services for current and future residents.
 - i. Complete the Parks and Recreation master plan, within 18 months, that includes an analysis of aquatic facility needs and metrics for parks maintenance.
 - ii. Complete a Library Needs Assessment and Master Plan Update within FY23.
- b. Prepare programs and services in a safe and responsible manner.
 - i. Enhance and offer a hybrid of virtual and, when safe, in person programs.
- c. Implement programs and complete facilities that support a high quality of life.
 - i. Engage the community and collect public input regarding the specific elements of the Recreation Center.
 - ii. Design and build a new Recreation Center.
 - iii. Pursue a P3 on land that contains a city hall, rec center and mixed-use development.