

# November PCDC Staff Report: Strategic Alignment and Implementation Progress

To: PCDC Board Members and The Pflugerville City Council

From: The PCDC Staff

Date: November 2025

Subject: PCDC Activities during November 2025 and the Alignment of actions with CEDS 3.0, Aspire 2040, and the PCDC Workforce Study

This report summarizes the Pflugerville Community Development Corporation's (PCDC) activities throughout November 2025, demonstrating how our actions directly align with and create a pathway toward achieving the strategic goals outlined in the **CEDS 3.0**, the **Aspire 2040 Comprehensive Plan**, and the **PCDC Workforce Study**.

## Key November Actions and Strategic Alignment

PCDC's November activities focused on three primary areas: **Strategic Partnerships & Governance**, **Business Recruitment & Innovation**, and **Workforce & Retail Ecosystem Development**.

### 1. Strategic Partnerships and Governance

PCDC Action	Alignment with Strategic Plans	Pathway to Goal Achievement
<b>Introductory meeting with Councilman Jonathan Coffman</b> to discuss PCDC efforts and alignment with CEDS 3.0, Aspire 2040, and the Workforce Study.	<b>Aspire 2040:</b> Goal to develop economically to create a fiscally-sustainable city with high quality of life. <b>CEDS 3.0:</b> Ensures alignment of economic development efforts with the community's vision.	This establishes the political alignment essential for successful public-private partnerships, ensuring PCDC projects have the necessary municipal support to move from concept to implementation.
<b>Quarterly follow-up meeting with Councilwoman Melody Ryan</b> to ensure initiatives support the Council's vision.	<b>Aspire 2040:</b> Fosters a high quality of life, economic opportunity, and a sustainable community.	Regular governance check-ins maintain the "cohesive action plan" required by CEDS 3.0 and ensure all stakeholders are working in-step toward a shared vision.

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PCDC Action	Alignment with Strategic Plans	Pathway to Goal Achievement
<b>Bi-weekly development meeting with Assistant City Manager (ACM) Emily Barron</b> to ensure seamless information sharing on development projects and prospects.	<b>CEDS 3.0/Aspire 2040:</b> Goal to maintain and prepare a robust, resilient infrastructure that exceeds expectations.	Seamless internal communication accelerates the development pipeline and supports the infrastructure planning required to accommodate future industrial and commercial growth.
<b>Meeting with Finance Director Tracy Waldron</b> to discuss FY Q4 financial reporting.	<b>Aspire 2040:</b> Promotes financial resilience and fiscal sustainability.	Ensures transparent and accurate financial management, which is a foundational pillar for maintaining the city's economic health and supporting essential public services.

## 2. Business Recruitment and Innovation Ecosystem

PCDC Action	Alignment with Strategic Plans	Pathway to Goal Achievement
<b>Preparations for the Consult Connect Site Consultant Familiarization Tour</b> (venue, invitations, logistics, updated materials).	<b>CEDS 3.0:</b> Focus on attracting desirable businesses and establishing Pflugerville as a hub for economic opportunity.	This proactive engagement with site selectors, who guide billions in investment, directly translates to new business recruitment, increased tax revenue, and job creation in Pflugerville's target industries.
<b>Met with the Accelerate Texas Partnership (ATP) team</b> to discuss a strategic consulting agreement for studying entrepreneurs.	<b>CEDS 3.0:</b> Goal to "Foster a Dynamic Business Ecosystem" and position PCDC as the recognized driver of innovation. <b>Workforce Study:</b> Calls for supporting entrepreneurial and innovation pathways.	This action is a direct stride toward creating a resilient and diverse economy by moving the PCDC from a reactive to a proactive driver of innovation and entrepreneurship.

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<b>Met with developers (including HW Companies)</b> to explore new industrial project and development opportunities.	<b>CEDS 3.0:</b> Supports extraordinary economic growth and highlighting available industrial real estate within the city.	Accelerates the industrial pipeline, which is key to attracting Advanced Manufacturing and Life Sciences firms, which are strategic opportunity areas in the Workforce Study.
<b>Stacey attended the Economix conference</b> in Florida to gain insight into national site selection trends and build connections.	<b>CEDS 3.0:</b> Strengthens the competitiveness and economic resilience of the Capital Area.	Provides invaluable, up-to-date knowledge on industry trends and consultant perspectives, ensuring Pflugerville's recruitment and retention strategies remain competitive on a national stage.
<b>Began compiling a citywide property inventory</b> to improve response time and accuracy for RFIs.	<b>CEDS 3.0:</b> Implementation requires efficiency and speed to respond to market demands.	Directly addresses operational efficiency, enabling quicker matching of recruitment inquiries to available sites, thereby increasing the probability of landing a prospect.

## 3. Workforce and Retail Ecosystem Development

PCDC Action	Alignment with Strategic Plans	Pathway to Goal Achievement
<b>Attended the PfISD CTE Groundbreaking Ceremony</b> and continued monthly meetings with Superintendent Dr. Quintin Shepherd.	<b>Workforce Study:</b> Goal to "Advance Workforce Development" and align K-12 CTE with the specific talent needs of target industries.	The new Career & Technical Center reinforces the essential partnership needed to proactively build in-demand talent pipelines for high-growth skilled trades and advanced technology.

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<b>Secured American Express Neighborhood Champion designation</b> and launched the <b>Shop Small/Shop Local campaign</b> in collaboration with the Chamber and Explore Pflugerville.	<b>Aspire 2040:</b> Fiscal resiliency model and analysis to ensure the city is economically well-positioned. <b>Workforce Study:</b> Retail is identified as a strategic opportunity area.	Maximizes the recirculation of revenue within Pflugerville, directly strengthening the city's tax base and funding essential public services, thereby improving fiscal resiliency. It also addresses the council's desire for increased retail presence.
<b>PCDC secured a booth for the 2026 ICSC Red River event</b> to recruit new retail businesses, developers, and essential services.	<b>Aspire 2040/CEDS 3.0:</b> Directly supports the commercial development initiative of the City Council and PCDC Board.	This action implements the retail recruitment strategy by targeting the key industry convention to bring new and desirable commercial growth to Pflugerville.

## Implementation Plan: Making Strides

Our November actions are concrete steps in the Implementation Plan for each major strategy, demonstrating active strides toward our goals.

### CEDS 3.0: Establishing Pflugerville as a Hub for Inclusive Innovation

The CEDS 3.0 is designed to make Pflugerville a dynamic center of economic opportunity.

- **Actionable Progress:** Preparations for the **Consult Connect Visit** and meetings with industrial developers (including HW Companies) are the core of the implementation plan's **Business Recruitment** component, which focuses on attracting target industries that drive high-quality jobs.
- **Innovation Ecosystem:** Engaging the **Accelerate Texas Partnership** is a critical, long-term step in the implementation plan's goal to formalize and drive innovation in Pflugerville.
- **Regional Visibility:** Speaking at the **NFBPA Conference** and recording the **TEDC podcast** raises Pflugerville's profile on a national stage, which is a key component of the CEDS's marketing and outreach implementation strategy.

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## Aspire 2040: Creating a Fiscally-Sustainable City

The Aspire 2040 Comprehensive Plan is built on the foundation of fiscal resiliency and holistic quality of life.

- **Recirculation of Capital:** The **Shop Small Neighborhood Champion** designation and collaborative campaign directly support the plan's fiscal resilience model by ensuring a larger portion of revenue stays in Pflugerville, strengthening the tax base and funding essential public services.
- **Infrastructure & Growth:** Regular attendance at the bi-weekly development meetings with ACM Barron and the **Helios Way/Impact Way** progress meetings demonstrates the PCDC's commitment to implementing the goal of maintaining and preparing a robust infrastructure for future growth.
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## PCDC Workforce Study: Aligning Talent with Industry Needs

The 2025 Workforce Study is a roadmap to transform workforce goals into practical actions, specifically addressing the misalignment between training and industry demand.

- **Talent Pipeline Development:** Continuing the strong partnership with PflISD, highlighted by the CTE Groundbreaking attendance and monthly meetings with Dr. Shepherd, directly implements the recommendation to **align CTE inventory** with the talent needs of our growing target industries. The new facility supports the creation of skilled trades talent, a strategic opportunity area.

The PCDC team's dedication to strategic alignment and proactive engagement throughout November ensures the corporation is well-positioned for strong growth and continued implementation of our community's foundational economic plans heading into 2026.