

DRAFT

Pflugerville

**PARKS, RECREATION
& OPEN SPACE
MASTER PLAN**

 *Parks and Recreation*
PFLUGERVILLE
TEXAS

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VISION FOR THE FUTURE

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A THRIVING COMMUNITY



1

Purpose of the Plan

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78%
OF RESIDENTS

Have visited parks and recreation facilities offered by the City during the past year.¹

Parks, Recreation, and Open Space services are highly valued and utilized by residents and visitors in Pflugerville. The community is diverse, thriving, and growing rapidly. It has incredible community character and celebrates its uniqueness. These attributes are important to the success of this master plan. This community-centered plan will serve as a guide for the next decade to help ensure the continued vibrancy of Parks, Recreation, and Open space services for everyone in Pflugerville.



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Key Benefits of Parks and Recreation



Family Activities
93%



Quality of Life
92%



Healthy Lifestyles
92%



Senior Activities
92%



Adult Activities
92%



Improving Mental Health²
92%

^{1, 2} 2022 Pflugerville's Parks, Recreation, and Open Space Master Plan statistically valid survey

2

Engagement

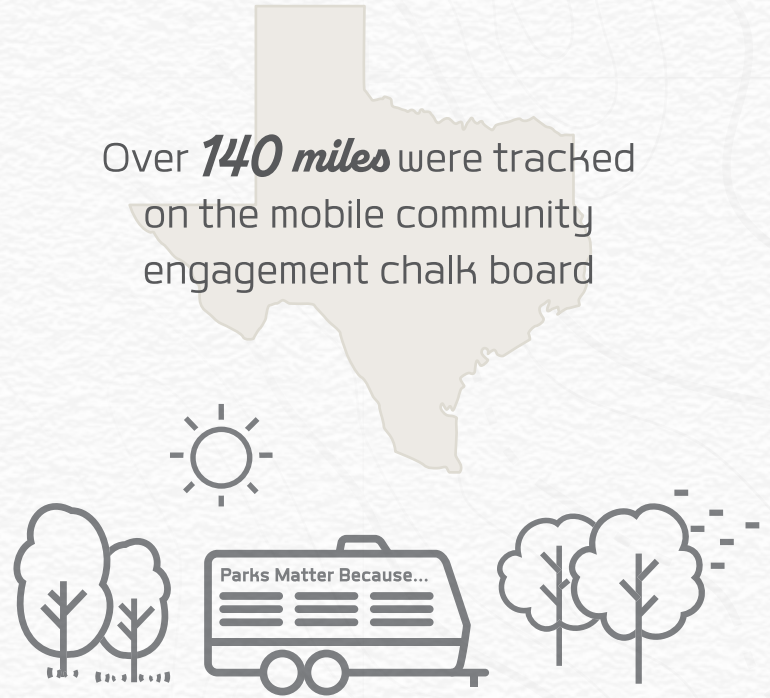
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Engagement efforts extended far beyond typical master planning and engagement efforts. The approach was creative and impactful. Meeting people where they are at was a strategy that was utilized throughout all planning efforts.



Over **140 miles** were tracked on the mobile community engagement chalk board



86% Visit our parks and facilities at least once a month

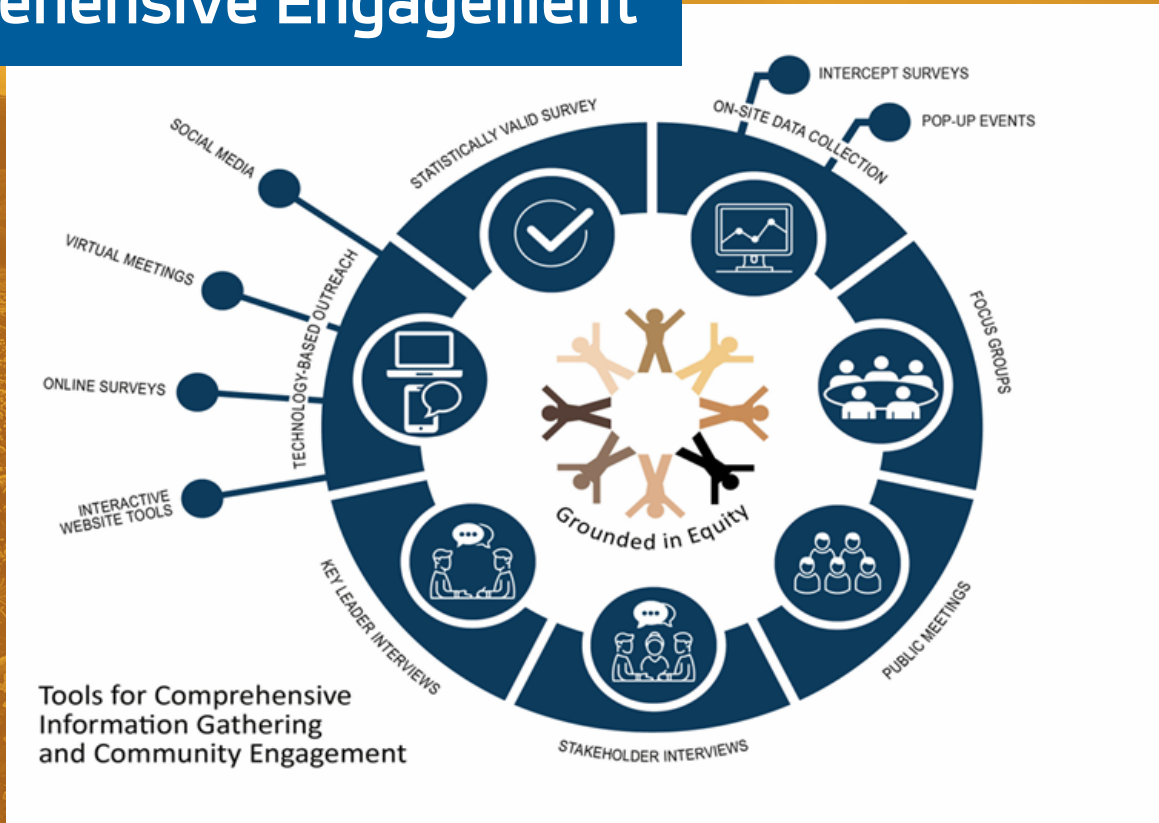
75% Value parks, trails, and recreation for supporting a high quality of life.

69% Use trails at least once a month

41% Value parks and trails in Pflugerville

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Comprehensive Engagement



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30,768+ touch points

14,200 post cards mailed and handed out

8,721 participants in Social Pinpoint

5,843 "pop-up" engagements/numerous locations

1,500 Deutschen Fest-specific engagements

419 statistical valid surveys returned

85 community-focused conversations

Help us!

CREATE A PLAN AS UNIQUE AS OUR NAME

CELEBRITY CAMEOS



Jay Jackson



Most Interesting
Man In The World

SOCIAL MEDIA ENGAGEMENT



30,768+ Social media numbers

14,200 Social media metrics

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CAMPAIGN ACCOLADES



**2023 Promotional and Marketing
Excellence**

Texas Recreation and Parks
Society (TRAPS)

**2023 Award of Excellence, Best Social
Media Campaign.**

Texas Association of Municipal
Information Officers (TAMIO))

**2022 Central Region Best
Department Marketing**



Voices of the Community



Top Themes of Community Engagement

- Trails play a significant role in livability, transit, and wellness in Pflugerville.
- Leisure-based aquatic activities are important to the community.
- Maintenance of existing parks and recreation facilities is a high priority.
- Providing new, modern recreation facilities, such as a new recreation center, is strongly desired.
- The natural environment, especially the tree canopy, is of the highest priority for residents.
- Opportunities to expand outdoor recreation enjoyment, such as providing more shade, lighting trails, and providing enhancements at Lake Pflugerville are highly desired.
- Acquiring new land for biking and walking trails and new parks is important.

- Access to athletic facilities, indoors and outdoors, are highly important for both youth and adults.
- Specialized parks, such as splash pads and dog parks are highly desired.
- Access to park and recreation amenities, within reasonable walking distance from resident homes is important.
- Recreation programs to meet the diverse needs of the community.
- Residents with diverse and/or limited abilities are not getting their recreation needs met and the community desires more inclusive playgrounds, trails, paths, and programs.
- Special events, and services that bring people together in unique ways, are highly desired.
- Outdoor, nature, fitness, aquatic, and sports programs are higher prioritized program areas.

“

The City needs to invest in parks, walking and biking paths, a well-maintained trail system, high-quality trail and park surfaces, adequate shade, and water fountains. These are key differentiators for new people moving here, and for existing residents.

”

4 MAIN TAKEAWAYS



TRAILS



AQUATICS



SHADE



FIELDS/COURTS

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Spotlight on Trends

Pflugerville Parks and Recreation aspires to be the best of the best for the community and works hard to ensure they are providing the very best services while regularly reviewing service needs. As part of this planning effort, a gathering of park and recreation professionals across the region, state, and nation provided input on future needs and trends in parks and recreation. This “Think Tank” effort was completed to assist our planning efforts in reaching broadly for future Parks and Recreation needs in Pflugerville.



Think Tank

In order to create the highest quality engagement, a team was assembled to:

- Ensure the master plan met best practices
- Consider input from park and recreation professionals from around the nation
- Identify current and future trends



23

Organizations participated from across the United States

TOP EMERGING TRENDS

INCLUSION



MENTAL HEALTH



NATURE



NEW PROGRAMS



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3

Vision for the Future

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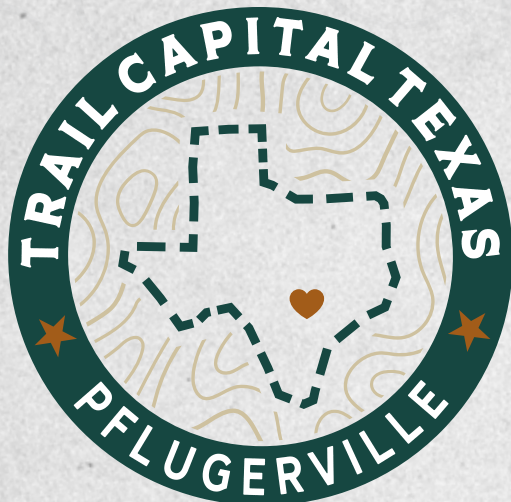
TRAIL CAPITAL OF TEXAS



Pflugerville provides more trail miles per capita than any other city in Texas.



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56 miles of trails

1.49 miles of trails per 2,000 residents



A Healthier Community, Through Diverse Recreation Activities

Ways to accomplish this vision:

- Evolve recreation programs to be aligned with community needs and address gaps in services.
- Provide a new recreation center with services that meet the highest needs of Pflugerville residents.
- Significantly increase recreation aquatic activities.
- Expand group fitness opportunities.
- Provide more adult sport activities.
- Expand indoor walking/running opportunities.



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2023 Program Snapshot

POPULATION

25%
YOUTH



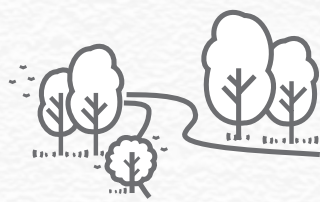
75%
ADULT

NO. OF PROGRAMS

70.9%
YOUTH



29.1%
ADULT



Ways to accomplish this vision:

- Provide more nature-based services
- Expand services and amenities at Lake Pflugerville
- Improve mobility through better trail connections
- Acquire more open space
- Provide more shade
- Increase awareness of Pflugerville’s commitment to trails and robust trail system
- Expand destination-based, diverse outdoor facilities such as dog parks and splash pads

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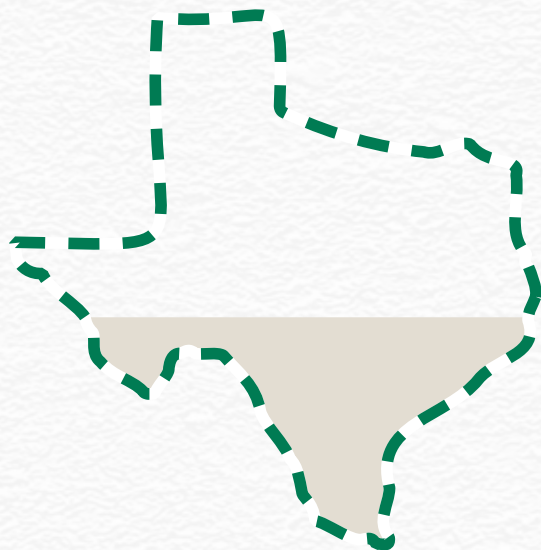
Increase Equitable Access to Services



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PFLUGERVILLE'S PARKS LEVEL OF SERVICE

The City of Plugervill has adopted a baseline goal of 10 acres/1,000 residents to be used in this analysis.



7.1

CURRENT ACRES*

15.3

FUTURE ACRES*

*Acres of parks/1,000 people



Ways to accomplish this vision:

- Address barriers to services that have been identified through planning efforts and ongoing research
- Approach service delivery through the lens of diversity, equity, and inclusion
- Increase safety measures, such as increasing lighting on trails and in parks
- Provide new parks to provide reasonable proximity to resident homes
- Partner with developers to ensure equitable land and resources are being provided through development
- Increase marketing and promotion of services

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Build the Foundation for Success

Ways to accomplish this vision:

- Bring the City and Department’s mission to the forefront of the organization’s effort to staff and stakeholders understand and support your future
- Champion the master plan vision to help ensure actionable planning aligned with community and organization needs
- Commit to annual and ongoing review of staffing, operations, and capital needs to increase and adjust resources to be aligned with expectations.
- Continue to embrace the uniqueness and innovation that Pflugerville is known for and create ongoing opportunities to grow innovation throughout the department
- Continue to build sound business and financial practices (including cost recovery goals) in the department to grow a strategy focused organization
- Continue to update important policies and procedures in a manner that supports the success of planning efforts and goals



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Ways to accomplish this vision:



- Plant more trees and provide more care for the City’s tree canopy
- Expand opportunities to provide services and engage staff on the importance of parks and recreation experiences in mental health
- Provide more special events and public gathering facilities and activities to continue to bring the community together
- Protect and grow green spaces to support the natural environment

4

A Thriving Community



It's an ambitious vision for Pflugerville, led by the voices of the community, and as unique as the City's name... "Pflugerville"



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Action Based Outcomes



The roadmap provided by the master plan will be integrated into the department's efforts over the next decade.



The vision and goals of the plan will be accessible and shared regularly with the community.



Voices of the community will continue to be important to the implementation and prioritization of parks and recreation efforts.

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Resources Supporting Actionable Planning



Comprehensive data and analysis have been developed and documented to support the master plan.



The department has committed to annual review of plan progress.

Pflugerville

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