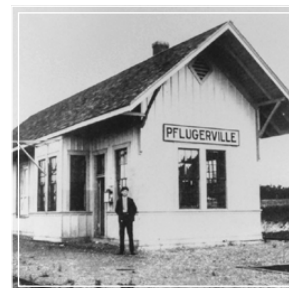




PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

CITY OF PFLUGERVILLE
**STRATEGIC
ACTION PLAN**
TEXAS, USA JUNE 2025





CITY OF PFLUGERVILLE

STRATEGIC ACTION PLAN

TEXAS, USA

JUNE 2025

This report summarizes the outcomes from the City of Pflugerville Strategic Action Planning process.

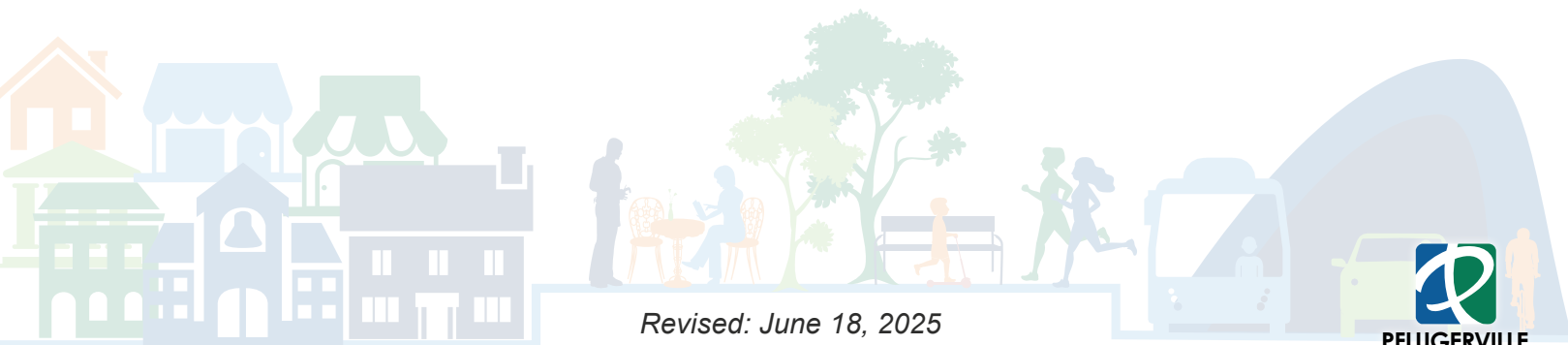
This planning process ran from January through June 2025. The process included a Situational Analysis study, a Two-day Think-Tank, Think-Tank report, Stakeholder Survey, Community Visioning Sessions and Focus Group sessions. This process was designed to provide an open, inclusive, and transparent platform for community and City staff members to help create a shared vision and plan for the future of Pflugerville.

These reports and the associated data analysis are available on the city website:

<http://pflugervilletx.gov/StrategicActionPlan>

REPORT PREPARED BY:

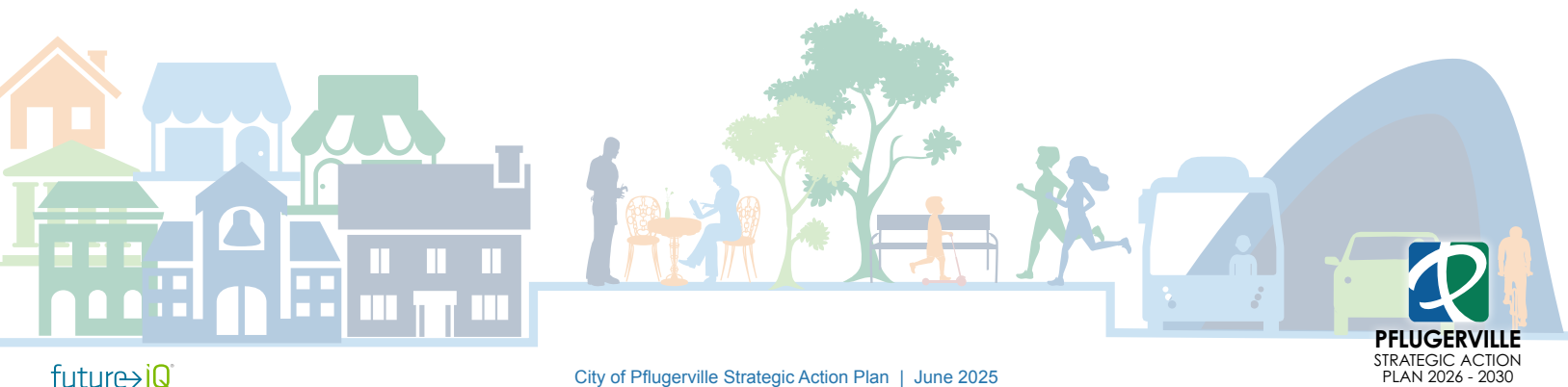
future→iQ[®]
Create Future Intelligence[®]



Revised: June 18, 2025

»»»»» TABLE OF CONTENTS

Snapshot Report Highlights.....	1
1.0 Introduction.....	2
Setting The Context – City of Pflugerville’s Situational Analysis	3
Overview of the Strategic Action Planning Process	4
2.0 How to Use this Report.....	5
3.0 Stakeholder Engagement Methodology & Insights.....	6
Future Think-Tank & Community Visioning Sessions.....	7
City of Pflugerville - Stakeholder Survey	8
Stakeholder Focus Groups.....	11
Youth Advisory Council & Elementary School Sessions	12
4.0 Future Strategic Direction - the Preferred Future	13
Scenarios of the Future – A Framework for Exploration.....	13
Identifying & Validating the Preferred Future.....	14
The Preferred Pflugerville Future – “Connected Smart City”	15
5.0 Strategic Pillars Framework.....	16
Community Social Fabric & Neighborhood Character.....	17
Mobility Infrastructure & Connectivity	21
Community Amenities & Events	24
Residential & Node Development	28
Economic & Business Development	32
Brand & Reputation	36
6.0 Ranking Future Impact of Strategic Pillars	40
7.0 Prioritization & Implementation Matrix	41
8.0 Next Steps - Roadmap to the Future.....	42
9.0 Acknowledgements & More Information	43



This planning work has identified a range of existing and emerging issues that are important to the community of Pflugerville. It has highlighted areas where the community would like to see new or additional attention and where they see new opportunities. Some highlights include:

Pflugerville is a city where a lot of good things are already happening. This creates the momentum to move forward and tackle the next set of challenges and big ideas.



SENSE OF COMMUNITY IS PARAMOUNT

The people of Pflugerville love their community and feel very connected to the values and the vibe of the community. There is a strong desire to build more connectivity and place-making to strengthen the community bonds and sense of belonging.



TRAILS NETWORK IS A VITAL RECREATION AND SOCIAL ASSET

The trails, parks and greenspaces are prized community features. There was significant community interest in completing the full connected trail network to create a way for people to move around the community, away from roads and cars. The trails were seen as key recreational and social assets, with many ideas generated on how to activate the trail spaces to create the opportunity for more social interaction.



DEVELOPMENT TRAJECTORY MUST BE GUIDED

The community has expressed a strong desire for proactive and intentional planning to guide new development in a way that supports a balanced mix of housing types, walkable neighborhoods, and vibrant, appropriately scaled centers of activity. There is concern that market forces alone may not deliver the quality, diversity, and spatial patterns of development needed to meet the community's long-term goals.



OPPORTUNITY TO LEVERAGE PFLUGERVILLE'S STRATEGIC POSITION

There is recognition that Pflugerville has a strong strategic geographic position and development potential. The sweet spot for economic activity is around innovation and technology clusters and is driven by the proximity to important emerging technology hubs to the north and south.



DESIRE TO PROACTIVELY SHAPE THE FUTURE

There is a recognition that Pflugerville needs to proactively shape its future. There is a lot of change coming, and impactful trends are emerging. There is a desire in the community to 'get on the front foot' and guide development and boldly invest in building the connected community that people desire.

"Collective Radiance"
art bench by Ion Art



PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

In January 2025, the City of Pflugerville embarked on a planning process to deliver a 5-year Strategic Action Plan.

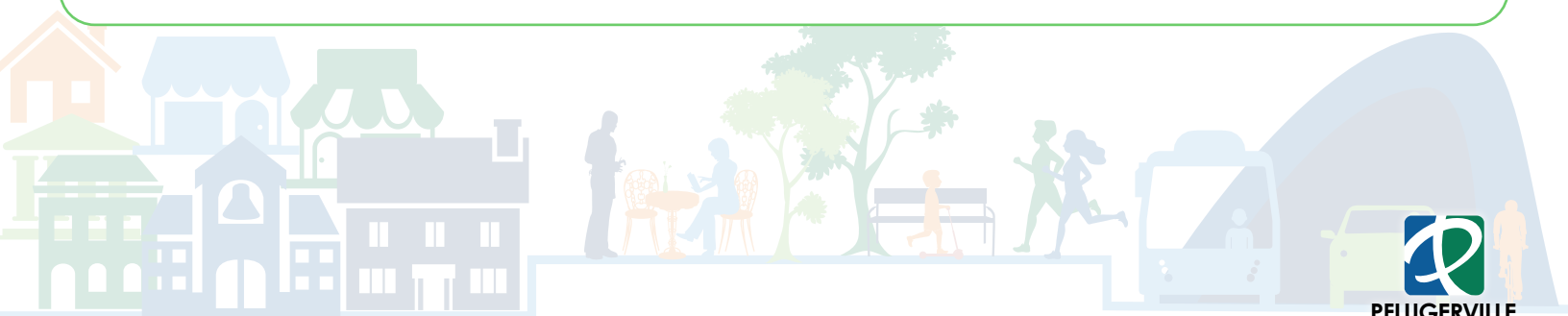
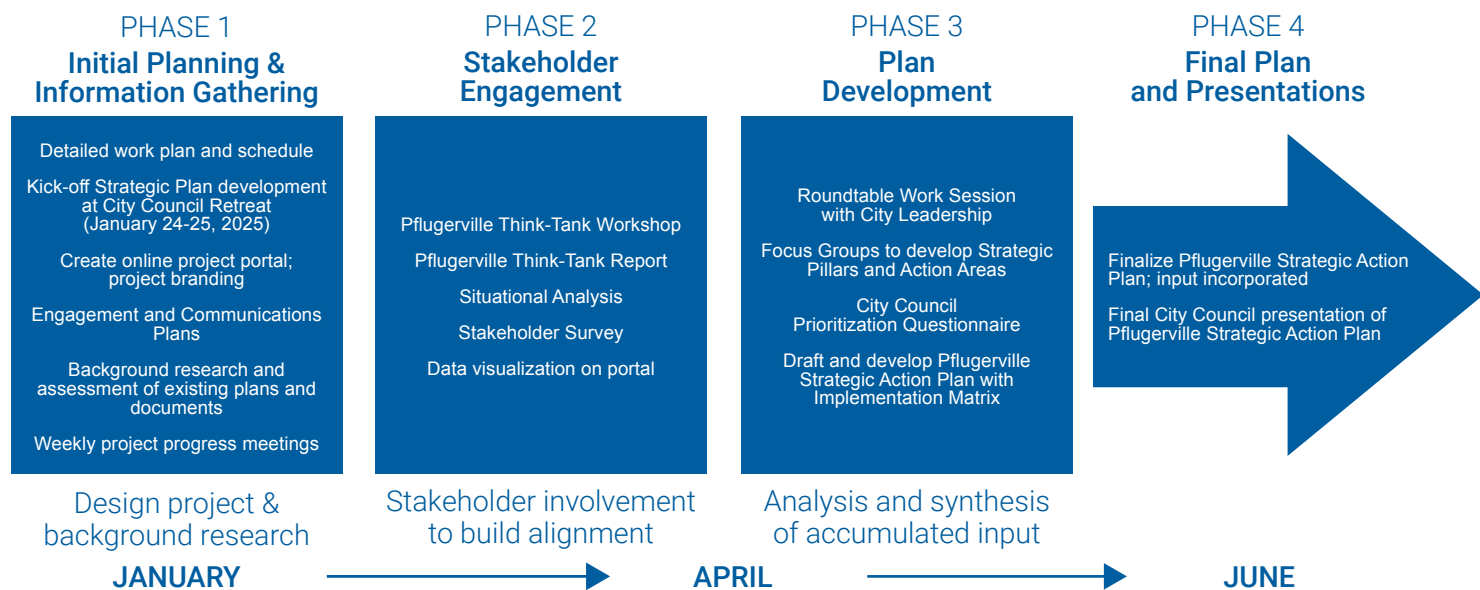
The objective of the strategic planning process was to build on Pflugerville's current success and incorporate new actions to maintain this success over the next 5 years. The City of Pflugerville expressed a desire to have extensive community and stakeholder engagement and input in the creation of this plan. This engagement was very successful with over 700 individuals participating in the process over the six-month planning period. This engagement work explored stakeholder sentiments, and examined where Pflugerville is today, and where it could evolve to by 2030. The planning process explored the future from an economic, environmental, governmental, societal and community level.

The strategic planning process began in January 2025 and ended in June 2025, with the production of this final City of Pflugerville Strategic Action Plan. This report represents the analysis of the research and engagement outcomes and outlines how the extensive accumulated stakeholder data has informed the identification of a preferred future and key strategic action areas for the future development of Pflugerville. All information pertaining to the City of Pflugerville Strategic Action Plan project can be viewed on the [city website](#).

For a complete account of the City of Pflugerville Strategic Action Planning process and reports, please see the [city website](#).



PFLUGERVILLE STRATEGIC ACTION PLAN 2026-2030



SETTING THE CONTEXT – CITY OF PFLUGERVILLE’S SITUATIONAL ANALYSIS

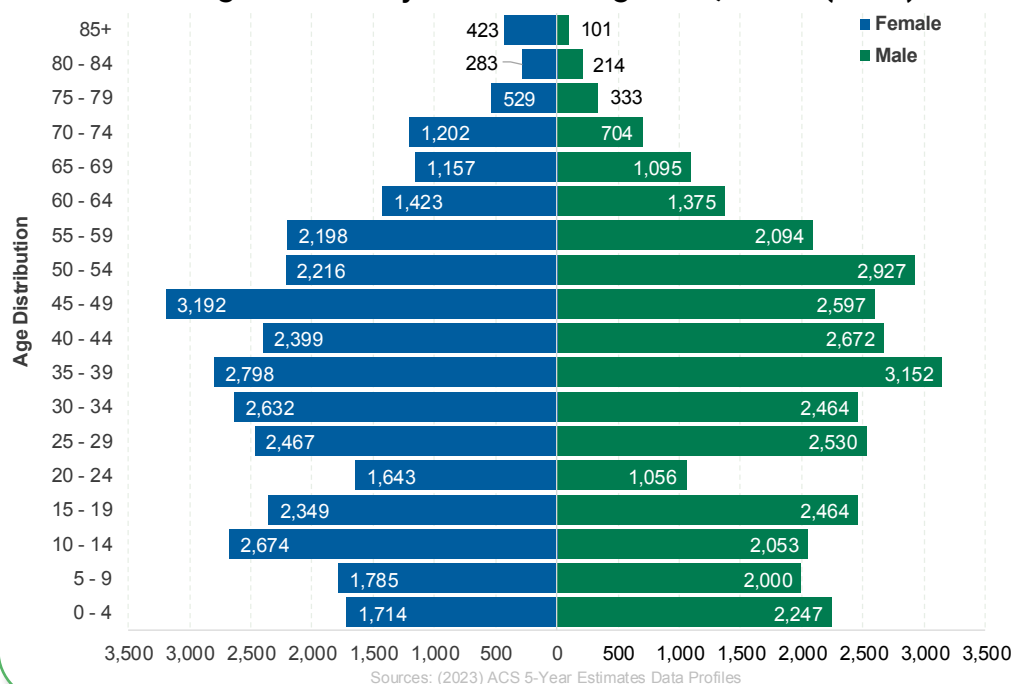


As part of this strategic planning process, a Situational Analysis Report was produced that provided quantitative data on current trends and performance.

This [Situational Analysis Report](#) includes longitudinal data on demographic, livability, and economic data. It also includes a comparison with a group of peer communities. The purpose is to help inform the current strategic plan development, build on the City’s current success, and incorporate new actions. The Situational Analysis Report highlighted key population trends in Pflugerville, which has faced the challenge of a falling population.

Pflugerville is a large, rapidly growing community that has been primarily driven by its proximity to the Austin market. The population make-up is changing, and the community faces choices about how it will evolve.

Age and Sex Pyramid for Pflugerville, Texas (2023)



Data Insights

- As a rapidly growing city, population demographics are critically important. Pflugerville has a very healthy age pyramid, with the widest age-band between ages 35 – 39 band, followed by the 45 - 49 band (about 3,192 females and 2,597 males). This shows that Pflugerville’s population is anchored by adults in their prime working and child-rearing years.
- Pflugerville’s population is shifting upward in age. Growth is strongest among residents 45 + and 65 +. At the same time, the percentage share of children has fallen sharply, and the 20-24 group has declined.
- Pflugerville compares well with its benchmark communities with good household income and reasonable relative housing affordability levels. However, home values have jumped 122% since 2010 while incomes rose only 53%, driving the income-to-value ratio down from 29% to 23% and potentially threatening future home-ownership rates.
- Pflugerville’s commuting patterns show about 35,400 residents held jobs, yet only 2,598 (7%) both lived and worked inside city limits. 32,829 (92.7%) commuted elsewhere, producing a large daily outflow. Meanwhile, local employers provided roughly 21,500 jobs, but 18,866 (87.9%) of those positions were filled by non-residents.



OVERVIEW OF THE STRATEGIC ACTION PLANNING PROCESS

The City of Pflugerville embarked on creating this Strategic Action Plan for the 2026-2030 period. The objective of the strategic planning process is to build on the city's current success and incorporate new actions to maintain this success over the next 5 years.

This planning process had a specific and deliberate focus on community and stakeholder engagement. The intention was to provide residents and city staff with numerous opportunities to contribute to the creation of the plan and to help identify and prioritize key strategic actions. A key focus of the Strategic Action Plan process has been to engage a wide range of stakeholders. This has been done to ensure that the plan reflects the 'voice of the people'. This is part of the larger commitment to create meaningful collaboration and communication between the City and the Pflugerville Community. Some of the specific steps through the planning process were:



Understanding key drivers that are shaping the future of Pflugerville. This included examining emerging trends, developments and shifts in societal expectations and desires.



Exploring different plausible future scenarios and examining their implications for the future. This allowed residents to consider what represented their preferred future and to gather insight into the appetite for change.

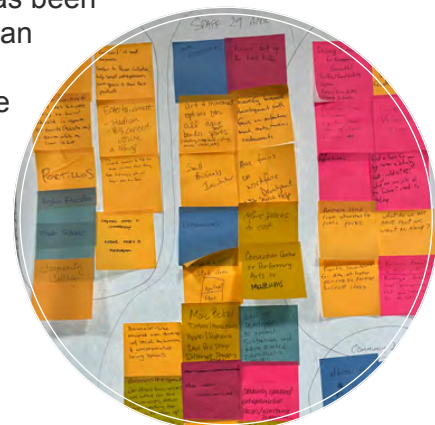


Formulating key strategic themes, which were presented as Strategic Pillars. These represent the broad focus areas that the community identified as important in shaping the future direction of the community.



Identification and prioritization of a range of strategic actions that support the Strategic Pillars. This was intended to identify new actions or priority areas that the community judged as having the greatest impact on shaping the preferred future.

One of the overarching principles in the planning process was to create a community-driven process, where their ideas and thoughts could be drawn into identifying a vision and future strategic direction.



Future Insights

- The City of Pflugerville leadership team recognized the importance of strong stakeholder engagement, with residents, staff and other partner organizations. Over the six-month planning cycle, people were offered numerous opportunities to contribute ideas and help shape the actions. This makes the plan stronger and more reflective of the community's aspirations and priorities.
- Pflugerville is within an important and growing metropolitan region. Considering the future strategic positioning of Pflugerville within this regional context was an important topic that was explored throughout this planning process.

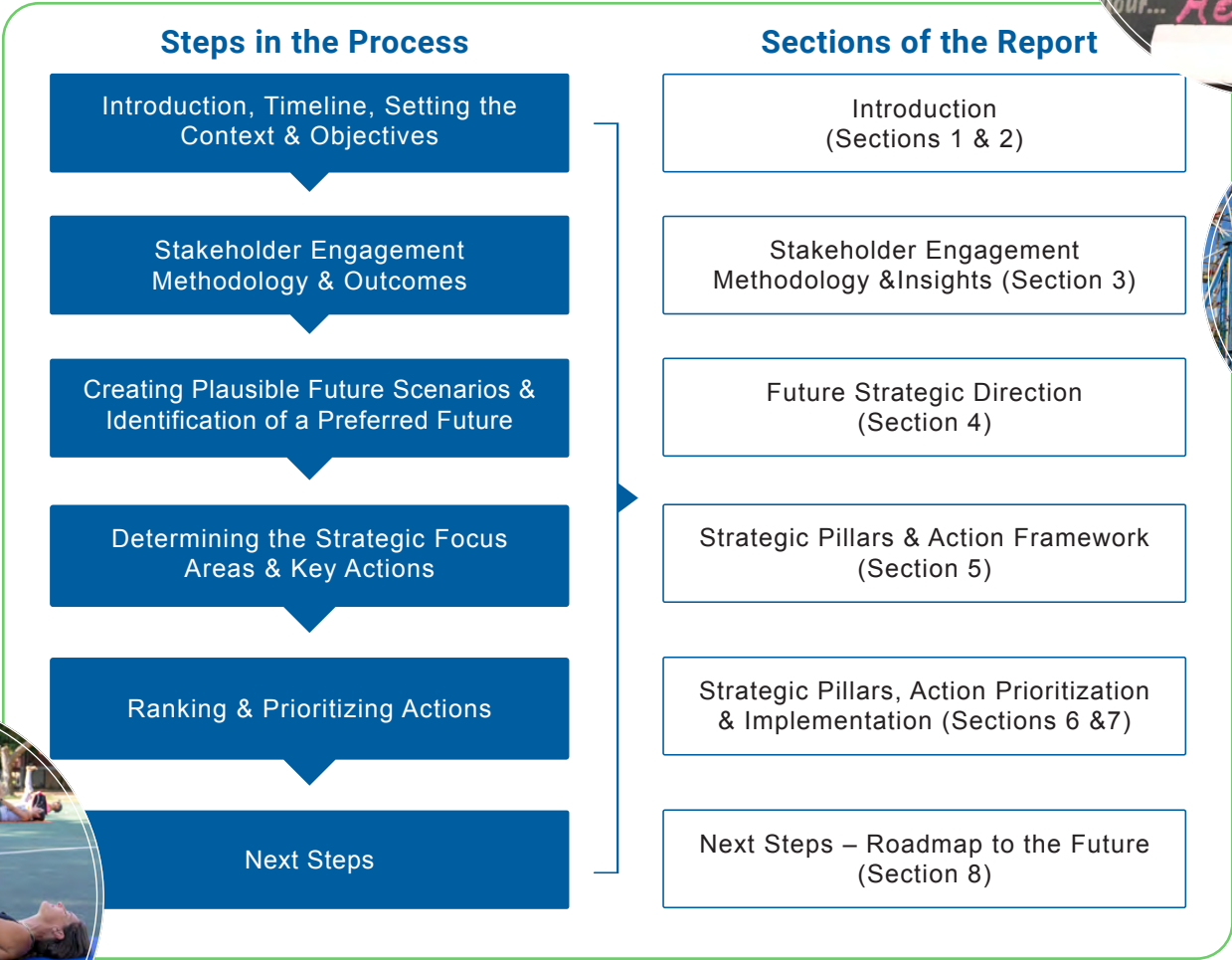


The planning process has included extensive research and in-depth community and stakeholder engagement that focuses on the future of Pflugerville looking out to 2030.

»»»»» 2.0 | HOW TO USE THIS REPORT

This report lays out the findings from each key step in the Strategic Action Planning process. The process moved from background analysis and exploration to identifying key priority actions.

This work represents robust ‘future thinking’ where stakeholders and community members considered possible future directions and the probable impacts and consequences on the City of Pflugerville in 2030. The process and this Strategic Action Plan report then drilled down deeper into what people saw as the optimal or preferred future. This understanding helped lay the groundwork for illustrating how the preferred future can be reached. The preferred future identified through this process presents a compelling and enticing vision for how Pflugerville could evolve looking out to 2030. However, a vision needs actions, and this report identifies those priority actions.

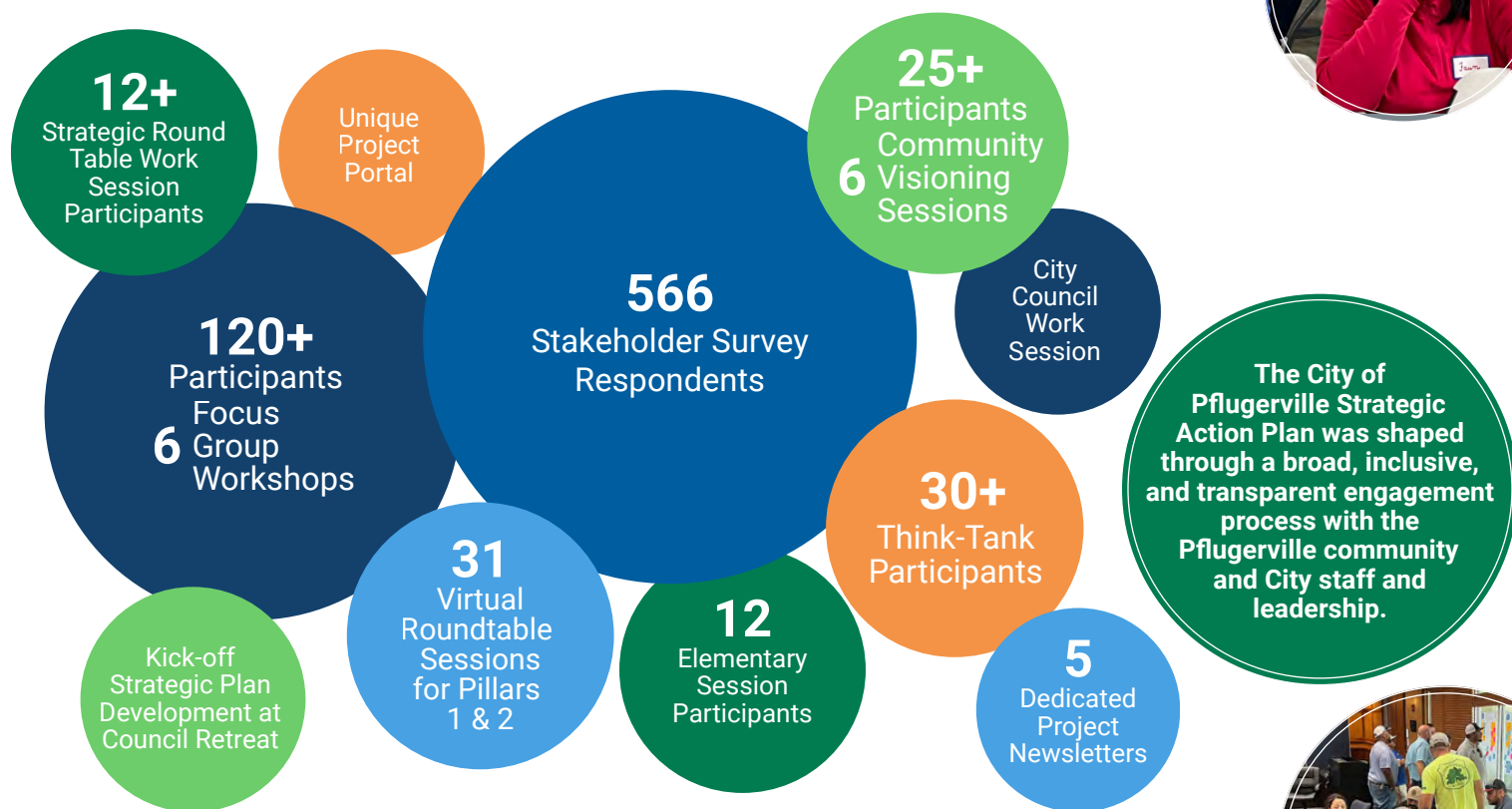


3.0 | STAKEHOLDER ENGAGEMENT METHODOLOGY & INSIGHTS

The City of Pflugerville Strategic Action Plan was built on extensive community and stakeholder input. This engagement was an integral and central design feature of the planning process.

The engagement approach explored future vision and direction, and created a high-level roadmap. It was characterized by a bottom-up approach that focused on community and staff input. Stakeholder engagement aimed for deep and diverse engagement, with multiple methods such as surveys, think-tank, community workshops, focus groups, and youth sessions.

These engagement opportunities were also supported by a robust communication effort, with a dedicated project website portal, regular e-newsletters and social media posts.



Data Insights

- In total, approximately 700 people had input into this planning process. This included significant resident and staff input in both virtual surveys and in-person sessions. The data collected are considered 'high-quality' data points due to the depth of questions and the sample sizes.
- People were able to offer input in a variety of ways, including online surveys, workshops, think-tank sessions and focus groups. This was complemented by more informal sessions through community visioning sessions with students, community members, and staff.
- Overall, people appeared to really appreciate the opportunity to participate and generously provided their insight and perspectives.





»»»» FUTURE THINK-TANK & COMMUNITY VISIONING SESSIONS

The initial part of the engagement methodology was the Think-Tank held in early March 2025. This significant stakeholder engagement event ‘kicked off’ the exploration about the future direction of the community.

To explore the future of Pflugerville, stakeholders and community members participated in the two-day scenario-planning future Think-Tank conducted on March 6 and 7, 2025. Approximately 30 people attended including key business, education, government, non-profit stakeholders, and community members. Think-Tank participants worked through the scenario planning process to produce four plausible futures for Pflugerville, looking out to 2035. More information on the content and outcomes can be viewed in the [Think-Tank Report](#). This work examined these plausible futures and their implications and consequences.

Following on from the City of Pflugerville Future Think-Tank, six Community Visioning sessions were held between April 1-3, with 21 participants, plus a dedicated youth session was held with members of the Pflugerville Youth Advisory Council. These sessions were designed to share the outcomes of the Think-Tank and ask people to contribute their additional thoughts on the future.

These scenarios became a ‘testing ground’ for future stakeholder discussion, input in the survey, and community visioning sessions.



Key Insights

- The Think-Tank process identified several key drivers shaping the future. Key amongst these was ‘mobility infrastructure’ where issues of traffic congestion is a major concern, but people also saw huge potential for a multi-modal transportation trail network that incorporated trails for more than just recreation.
- There was the sense that Pflugerville is at a significant crossroads, where development that could occur over the next decade could forever change the character and appeal of the community. It was felt this could go either way – where it could degrade the community character, or it could enhance the community. This future development is a ‘future-splitting’ issue that people want to be intentional about guiding.
- The community fabric is an important aspect to stakeholders, and people are keen to build and nurture the sense of belonging. However, there was recognition that the community is largely a commuting population, and community building must reach out to those busy working people to help create a more connected community.





»»»»» CITY OF PFLUGERVILLE - STAKEHOLDER SURVEY

The City of Pflugerville Strategic Action Plan Stakeholder Survey ran from April through May 2025. The survey received 566 responses.

This survey was intended to offer the community and stakeholders an opportunity to have detailed input into shaping the direction of Pflugerville. The survey was designed to build on the work in the Think-Tank and to further explore the key themes that were developed in that workshop. There were 30 questions with a mix of scale and open-ended questions. This survey also explored community and stakeholders' views on the following topics, including:

- **Pflugerville's current direction and speed of change,**
- **Pflugerville's ability to adapt to change,**
- **Development trajectory and community evolution of Pflugerville, and**
- **Pflugerville's reputation and strategic positioning.**

The response rate and completion rate on the survey were good, providing a good sample of high-quality data points. The full [Stakeholder Survey](#) results are on the project portal and can be filtered and analyzed by categories like age groups, how long people have lived in Pflugerville, and where people live in Pflugerville.



Key Insights

- The Stakeholder survey results reveal that people are generally satisfied with the current direction of Pflugerville, but a significant cohort of 12% is actually very concerned with the current direction. Similarly, the question about the speed of change revealed the same pattern.
- Nearly 45% of respondents were concerned about the ability of Pflugerville to manage and adapt to changes that are occurring. This reflects the sentiment in the open-ended questions where people are concerned about the pace of development overwhelming the city and its capacity to adapt and manage growth.
- For the questions about community evolution, people were very interested in Pflugerville moving away from the 'bedroom community' future and want to evolve to be a more complete connected community. This included a desire for more connectivity through multimodal trail connections, stronger neighborhood identities and more local events, experiences and amenities.
- For the questions about development trajectory, there was no appetite for an approach that allows market forces to dictate growth. People were keen for Pflugerville to leverage opportunities, and over 90% of responses said it was important to proactively and intentionally guide new development to create the desired density, diversity and character of housing and focus on building the local business and economic base that takes full advantage of Pflugerville's geographic position and development potential.

»»»»» KEY INSIGHTS FROM STAKEHOLDER SURVEY RESPONSES

The stakeholder survey conducted for Pflugerville's Strategic Action Plan collected rich qualitative data reflecting a diverse range of voices from across the community.

The following table identifies key insights based on an in-depth thematic and demographic analysis of open-ended responses. These insights offer strategic guidance on where the community stands, what it values, and what concerns are rising to the forefront.

Key Insight	Stakeholders Perspectives
Community identity is central, and under perceived threat	Across all age groups and neighborhoods, respondents expressed a strong attachment to the concept of community. Residents value Pflugerville's small-town feel, close-knit culture, and identity distinct from the Austin metro. However, there is widespread concern that unplanned growth may erode these qualities.
Residents want growth, but not at the expense of livability	While most residents accept that Pflugerville will continue to grow, they emphasize the need for intentional growth. Respondents want the city to proactively guide development rather than simply reacting to market forces. Infrastructure, housing diversity, and quality-of-life features should be integral to future planning.
Local economy and small businesses matter deeply	Support for local businesses emerged as a consistent theme, especially among younger and middle-aged respondents. Residents want to see commercial districts with character - including walkable downtown areas, locally owned shops, and employment options that reduce the need to commute to Austin.
Infrastructure concerns are widespread and urgent	From traffic congestion to road conditions and utility capacity, infrastructure was one of the most frequently mentioned issues. Respondents feel the city's physical systems are not keeping pace with population growth, leading to frustration and declining confidence in public services.
Parks, public spaces, and walkability drive quality of life	Respondents repeatedly emphasized the importance of access to green spaces, trails, and pedestrian-friendly environments. Parks and recreational areas are viewed as essential not only for leisure but for building a strong, inclusive community.
Pflugerville's role in the region is a source of both opportunity and anxiety	Many respondents referenced Pflugerville's relationship with Austin. Some see proximity to Austin as an economic asset. Others worry about cultural loss and being subsumed by regional dynamics. This reveals a desire to define Pflugerville's unique role in Central Texas more clearly.
Age and neighborhood shape concerns and aspirations	Younger residents prioritize housing, parks, and local jobs. Middle-aged residents are focused on infrastructure and family amenities. Older residents emphasize preservation, safety, and pacing of change. Neighborhood analysis also shows geographic differences in concerns, especially regarding infrastructure and community evolution.

Key Theme

- The survey reveals a community that is *engaged, thoughtful, and eager* to help shape its own future. While challenges like infrastructure and growth management dominate concerns, there is also great optimism and civic pride. With proactive planning and inclusive implementation, Pflugerville can use these insights to shape a truly resident-driven Strategic Action Plan.

»»»»» ANALYSIS OF OPEN-ENDED SURVEY RESPONSES BY AGE GROUP

The open-ended responses were analyzed to explore sentiments and themes. There are notable differences by age groups.

The survey sample breakdown reflects the age-pyramid of the community, with the most people in the 30–50-year-old age range.

Age Group	Key Sentiments	Key Difference	# Survey Respondents
19-29	<ul style="list-style-type: none"> Strong support for <i>walkable spaces, parks, and local businesses</i>. Emphasis on creating a <i>vibrant downtown</i> and ensuring Pflugerville is an attractive place for young adults. Interest in <i>public trails, connectivity, and access to amenities</i>. 	This group most frequently mentions “downtown,” “trails,” and “local businesses,” highlighting a desire for activation of public and commercial spaces in a youthful, accessible way.	34 (3%)
30-39	<ul style="list-style-type: none"> Focus on <i>family-oriented infrastructure</i> like parks, trails, and public amenities. Interest in <i>balanced development</i> that retains character while improving quality of life. Prioritization of <i>accessibility, public safety, and recreational investments</i>. 	This group is the most family-focused, consistently referencing “parks,” “trails,” and “public” needs, suggesting a desire for Pflugerville to be optimized for young families and children.	158 (13%)
40-49	<ul style="list-style-type: none"> Concern about <i>sprawl, traffic, and overdevelopment</i>. Focus on <i>community structure, regional planning</i>, and maintaining livability. Consistent mentions of “roads,” “infrastructure,” and “place” alongside civic pride. 	This group emphasizes strategic growth and community livability, showing strong alignment with long-term city planning and quality infrastructure investment.	207 (17%)
50-59	<ul style="list-style-type: none"> Repeated concerns about <i>community identity, traffic, and infrastructure strain</i>. Mentions of wanting to preserve Pflugerville as a distinct town amid the Austin metro’s growth. Calls for maintaining <i>roads, greenspace, and residential character</i>. 	This group voices the highest concern about Austin’s influence, reflecting tension between growth and retaining the city’s individual identity.	203 (16%)
60-69	<ul style="list-style-type: none"> Prioritization of <i>water, traffic, and business development</i>. Strong support for <i>safe streets, local services, and neighborhood cohesion</i>. Emphasis on <i>preserving community feel</i> while recognizing economic opportunity. 	This group balances the need for development with a clear focus on managing growth-related challenges like traffic and infrastructure.	294 (24%)
70-79	<ul style="list-style-type: none"> Concerns about <i>infrastructure, safety, and loss of small-town values</i>. Frequent mention of “safe,” “infrastructure,” and “community.” Preference for <i>measured change and preserving what works</i>. 	This group is conservative toward growth, showing caution in the face of rapid development and emphasizing safety and community stability.	293 (24%)
80+	<ul style="list-style-type: none"> Desire to maintain Pflugerville “<i>as it is</i>” with <i>minimal disruption</i>. Support for <i>zoning clarity, business vitality, and calm neighborhoods</i>. Concern about losing the <i>sense of place</i>. 	This is the most resistant to change group, prioritizing legacy, continuity, and preserving a town they feel connected to.	56 (4%)



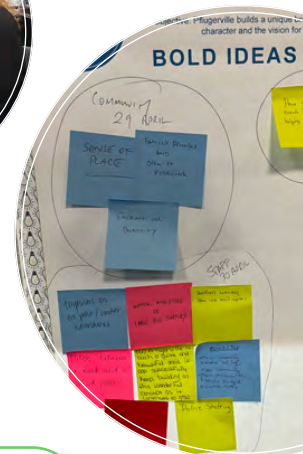
STAKEHOLDER FOCUS GROUPS

The Focus Group sessions generated and prioritized a set of great ideas and initiatives that address each of the key Strategic Pillars.

Following the Think-Tank, Community Visioning Sessions, and Stakeholder Survey, the project team began to build the Strategic Pillar framework.

This grouped the key issues identified by stakeholders into six high-level focus areas called Strategic Pillars. These were identified as:

- **Community Social Fabric and Neighborhood Character**
- **Mobility Infrastructure and Connectivity**
- **Community Amenities and Events**
- **Residential and Node Development**
- **Economic and Business Development**
- **Brand and Reputation**



To help further develop these Strategic Pillars, as a series of Focus Group workshops were held from April 28-30, 2025. This included two open community sessions, one Youth Council session and three City Staff sessions. In total, over 120 people participated in these discussions. During these sessions, participants brainstormed action ideas that would support each of the six Strategic Pillars.

Key Insights

- The focus group sessions helped identify key issues, objectives and actions under each of the Strategic Pillars. The discussions were very productive and surfaced actionable ideas to help shape the future direction of the community.
- The focus group sessions were designed to build on each other, where ideas were added and sorted by each group. This allowed a way to organize the ideas developed in the brainstorming part, into a series of specific actions. This was a stakeholder driven process of identifying ideas and grouping them into actions.
- There was considerable interest in the Strategic Pillars that focused on community amenities, neighborhood character, and mobility and connectivity. The importance of 'community fabric' was highlighted, with lots of creative input into how to build more unique neighborhoods and elevate the focus on place-making.
- The development of the new City Hall and recreation center, and the revitalization of Main Street, were seen as 'game-changing' developments that will give an incredible boost to the community and its reputation.

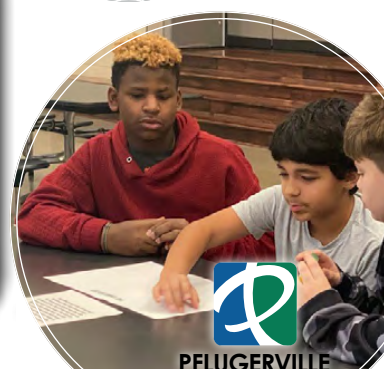
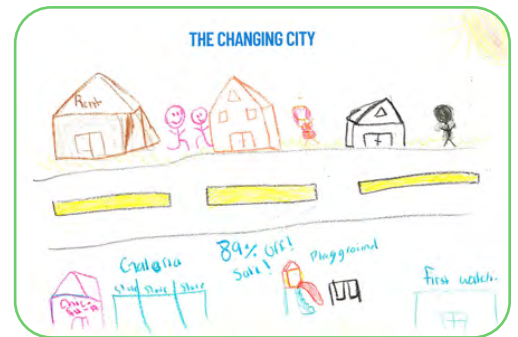


YOUTH ADVISORY COUNCIL & ELEMENTARY SCHOOL SESSIONS

An outstanding feature of the stakeholder engagement work was the youth sessions, where students were given the opportunity to design how they would like to see the future of Pflugerville.

In addition to the two Youth Advisory Council sessions, on April 9, 2025, City leadership staff met with fifth-grade students at Timmerman Elementary School to ask for their thoughts on the future of Pflugerville. The staff designed a modified version of the scenario planning work done at the Think-Tank and turned it into narratives of the future based on a fifth-grade world view. The students reviewed these versions of the future and were asked to put a frowning sticker on the type of city that they wouldn't like to live in and a smiling sticker on the city that they would like to live in. They were then asked why they put their stickers where they had chosen.

Youth engagement was a key feature of this process, and it helped ensure that all perspectives in the community were included.



Future Insights

- The students in each of the sessions were able to grasp the concepts of the different future scenarios and work through the implications. This highlights the usefulness of the scenario-planning work as a tool to help imagine and think about different options for the future.
- The student groups ended up choosing the same preferred future as the adults did in the Think-Tank and community visioning sessions.

4.0 | FUTURE STRATEGIC DIRECTION - THE PREFERRED FUTURE

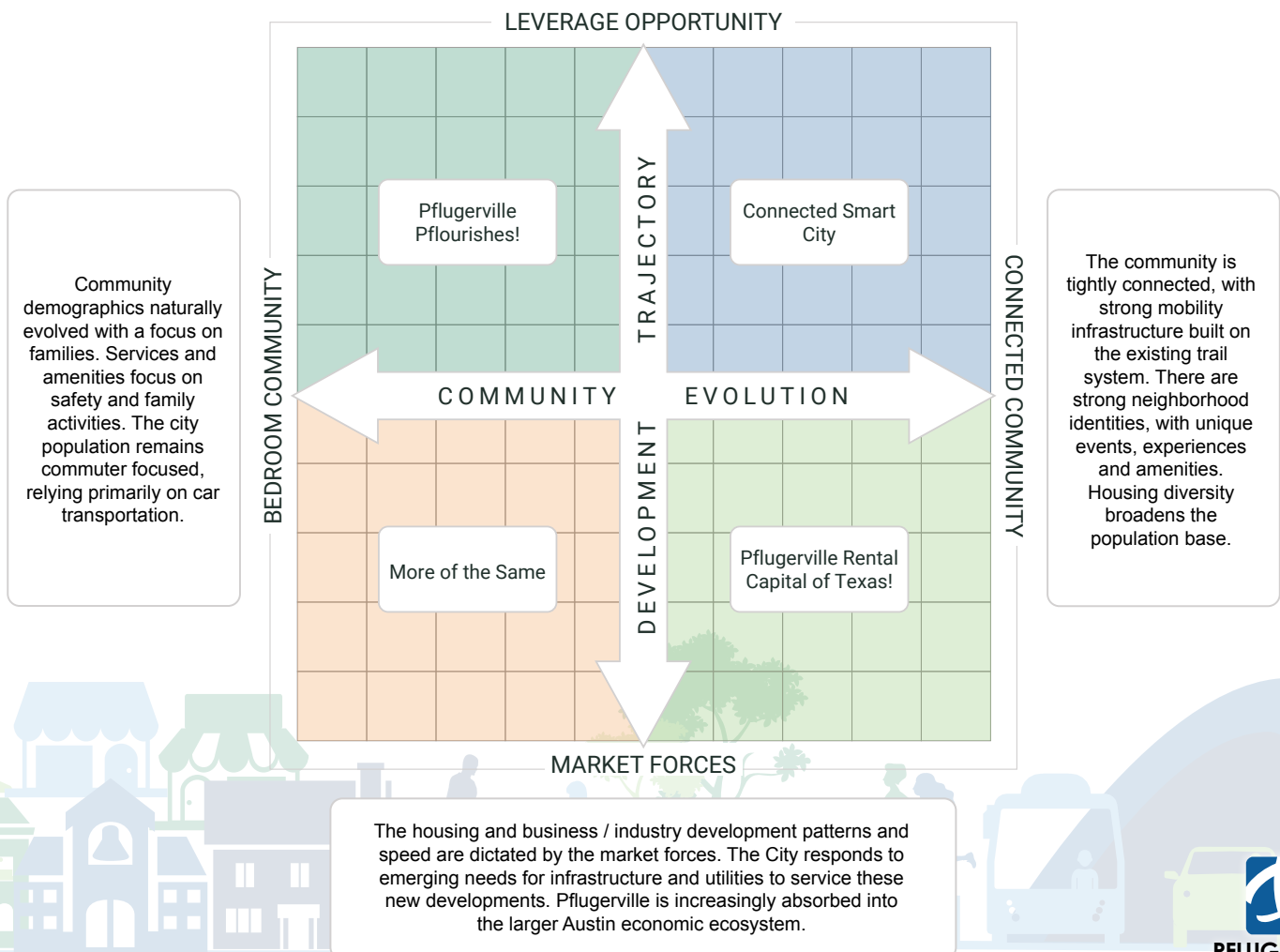
The scenario development process at the Think-Tank allowed stakeholders to examine the implications and consequences of different and plausible future directions for Pflugerville, looking out to 2035.

SCENARIOS OF THE FUTURE – A FRAMEWORK FOR EXPLORATION

The scenarios developed during the scenario planning process at the Think Tank were used as a framework to discuss future possible outcomes and implications for strategies for the City of Pflugerville.

The scenario framework built during the Think-Tank created four different future scenarios for 2035, with varying degrees of change and trajectory. The scenarios were created using the scenario matrix framework, which was built around the two macro themes of Community Direction and Development Trajectory. This framework was used through the community engagement work and survey to identify a preferred future and help inform the Strategic Action Plan. For more details on the City of Pflugerville Strategic Action Plan Think-Tank, please refer to the published in-depth [Think-Tank report](#).

Pflugerville proactively and intentionally guides new development to create the desired density, diversity and character of housing. There is a focus on building the local business and economic base, that takes full advantage of Pflugerville's geographic position and development potential.



IDENTIFYING & VALIDATING THE PREFERRED FUTURE

The scenario framework was used in multiple ways to explore the concept of the least desirable, expected and preferred futures.

Think-Tank participants and Community Visioning workshop attendees were asked to plot their least desirable, expected and preferred future for Pflugerville in 2035 via the scenario matrix. The same exercise was done with the youth sessions. The notion of preferred future was also explored in the Community Survey, where the scenario framework and axes were used to assess the preferred future and appetite for change.



Key Insights

- Throughout the planning process, the vast majority of participants have identified the upper right quadrant (Scenario B – Connected Smart City) as the preferred future. In fact, most responses are in the extreme upper right, which reflects a high appetite for change and even a sense of urgency.
- This Preferred Future result has been validated in multiple ways through the engagement to ensure it is reflective of the community aspirations.
- The Preferred Future represents the most change and a significant investment in intentionally guiding future development and investing in community-building infrastructure and programming.

THE PREFERRED PFLUGERVILLE FUTURE – “CONNECTED SMART CITY”

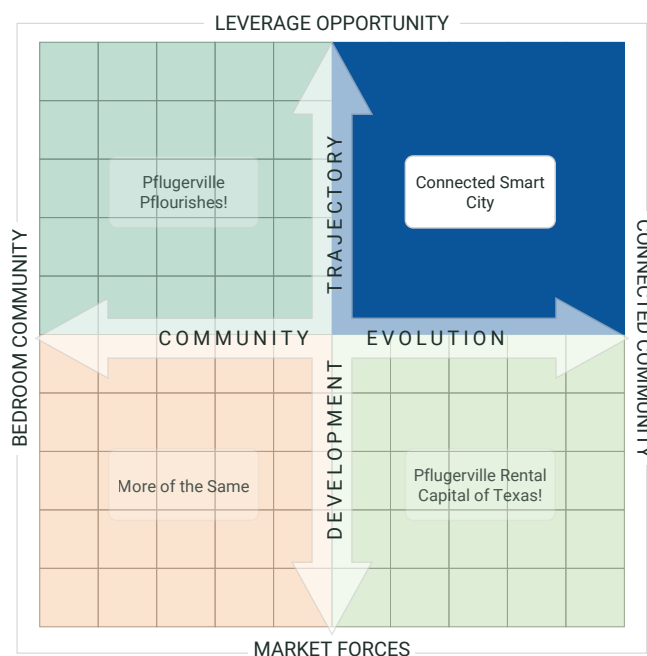
The preferred future generated from the work carried out in the Future Think-Tank was Scenario B – Connected Smart City.

The characteristics of this future scenario convey a future where there is intentionality in guiding new development and building the local business and economic base, while also focusing on building the community structure of Pflugerville. Housing affordability and options appeal to new residents and demographics with employment options across large and small businesses. With a wide array of community amenities, recreation options, activities and events, Pflugerville is appealing for those wishing to find community connection. Trails connect parks, neighborhoods and businesses, which makes Pflugerville less car-orientated and more walkable. This has all been created through intentional efforts by the City of Pflugerville and developers to proactively enhance Pflugerville as a desirable place to live for all ages.



SCENARIO SNAPSHOT | FUTURE IMPLICATIONS

- Pflugerville has a more diverse tax base with a mixture of large and small businesses and industry.
- Planned, mixed use development provides diverse housing and economic zones.
- The city works proactively with developers to address community needs.
- The community is characterized by kindness and caring for each other across all age groups.
- Large businesses are integrated into the community by promoting volunteerism opportunities, sponsoring local events and organizations.
- Small businesses and new restaurants attract people by providing places to gather after work and on weekends.
- Parks and activities are built to cater to people of all age groups.
- Focus is on enhancing community connection and establishing development requirements.
- Green space requirements for development are established, and trees are preserved.
- Trails connecting parks, neighborhoods and businesses are completed.



The preferred future was used to help define the key strategic focus areas that will make that future a reality. These key focus areas are called the Strategic Pillars.

Each of the Strategic Pillars are supported by a series of key actions that can be achieved in the short to medium term and will produce long-term results. They are intended to produce systemic and catalytic shifts that will drive the future economic growth, community experience, and the reputation and character of Pflugerville. These actions have been designed to build the future pathway to the preferred future. The timeframe for the Strategic Pillars and Actions was 2030. This creates five years of actions that support the longer 2035 vision established in the Think-Tank process.

The Strategic Pillars are the big focus areas identified through the stakeholder engagement work. Pflugerville residents and stakeholders helped to shape these focus areas and their supporting actions.





COMMUNITY SOCIAL FABRIC & NEIGHBORHOOD CHARACTER

Objective: There are strong neighborhood identities that reflect an overall Pflugerville character and feel, which is inclusive and welcoming.

IMPORTANCE OF COMMUNITY SOCIAL FABRIC & NEIGHBORHOOD CHARACTER

The community of Pflugerville has deep roots and history, having evolved from a small rural town. The community has grown to a population of over 75,000 people and is developing into a vibrant and prominent city. People in the community enjoy being part of a community that they see as open, welcoming and with a sense of place and history. Throughout the engagement work, people have repeatedly expressed that the ‘sense of community’ is one of the things they find most important about Pflugerville. The workshops and surveys have explored how Pflugerville can retain and enhance this sense of community, even as it continues to grow and evolve.

The neighborhood districts in Pflugerville offer a structure to be able to build community and a sense of place, at a scale that connects to people's everyday lives.



Future Insights

- Pflugerville has experienced significant growth, largely as a residential community supporting the Austin metropolitan area. Each day, nearly 33,000 residents leave the city to go to work elsewhere, and nearly 19,000 commute into Pflugerville to work. Only about 2,500 people live and work in Pflugerville (for more information refer to the Situational Analysis Report). Connecting to this commuting population is important, to help build the sense of belonging for people who are absent for much of the day.
- Pflugerville has 16 defined neighborhood districts, some of which have active neighborhood associations. The size and scale of the neighborhood districts are ideal to help build a localized sense of belonging and local identity. During the focus groups, there was considerable interest in enhancing the social fabric and neighborhood identity and character.



The stakeholder engagement process has surfaced a lot of action ideas for this pillar. The most promising ideas have been grouped into a series of possible key actions.

Action 1.1: Develop programs and initiatives that strengthen the existing neighborhood structure and associations.

The existing 16 neighborhoods districts offers a great starting point to build the local neighborhood structures. This localized model helps people come together on a neighborhood scale to figure out issues that are important in their unique area. Ideas for this action area include hosting meetings with all the neighborhood representatives on a regular basis to build better direct connection with the City. In addition, the City could provide support for the establishment and running of these local associations.

Action 1.2: Bolster unique neighborhood identities using art and connection to nature.

The community engagement work showed that people were keen to create unique identities in the different neighborhoods that connect directly to motifs or themes - like birds or trees. Ideas included using art to help identify neighborhood locations to convey a sense of place, connection and location.

Action 1.3: Foster and support community-based and neighborhood building events.

There is a macro-trend of cities investing more in local community-building activities, especially at a street and neighborhood level. This is an important building block in community-building work. Ideas in this action area included things like block-parties, hyper-local events and activating local parks with community programming.

Action 1.4: Enhance residential development regulations that aid in creating unique neighborhood character and identity.

Each neighborhood has a character, in part defined by when and how it was developed. Locations will have different layouts, house designs and even tree plantings. Over time, this helps build a certain identifiable character and identity for each neighborhood. Enhancing residential development regulations is important to ensure that new neighborhoods reflect a distinct character and sense of place. This helps foster community pride, support long-term livability, and maintain a visually appealing and cohesive city identity as growth continues.



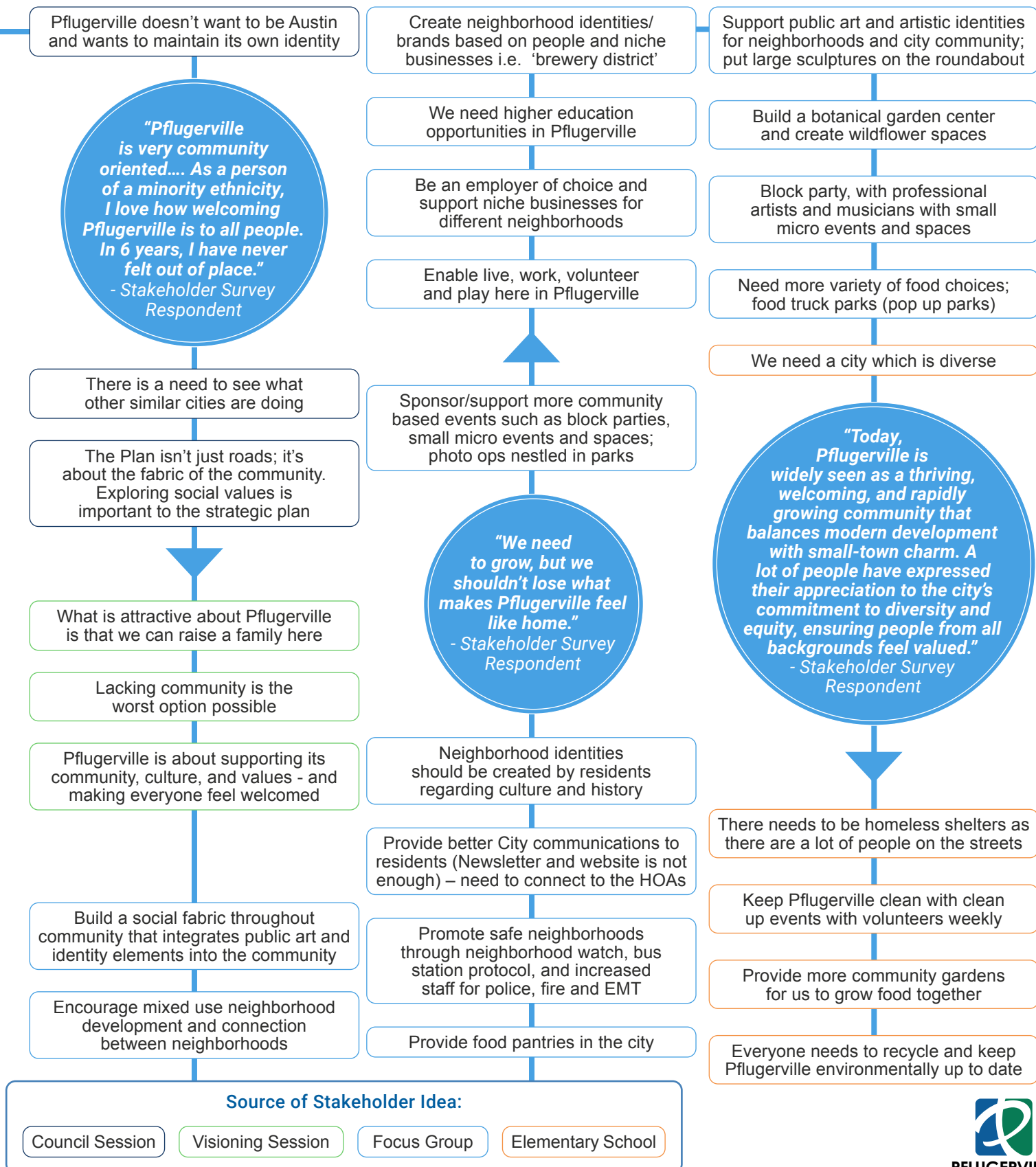
Key Theme

- People are excited about Pflugerville being a community that offers a unique sense of place, that is rich in arts and culture, has strong connections to nature, and exudes a powerful sense of belonging.

IDEAS FROM THE COMMUNITY

Community Social Fabric & Neighborhood Character

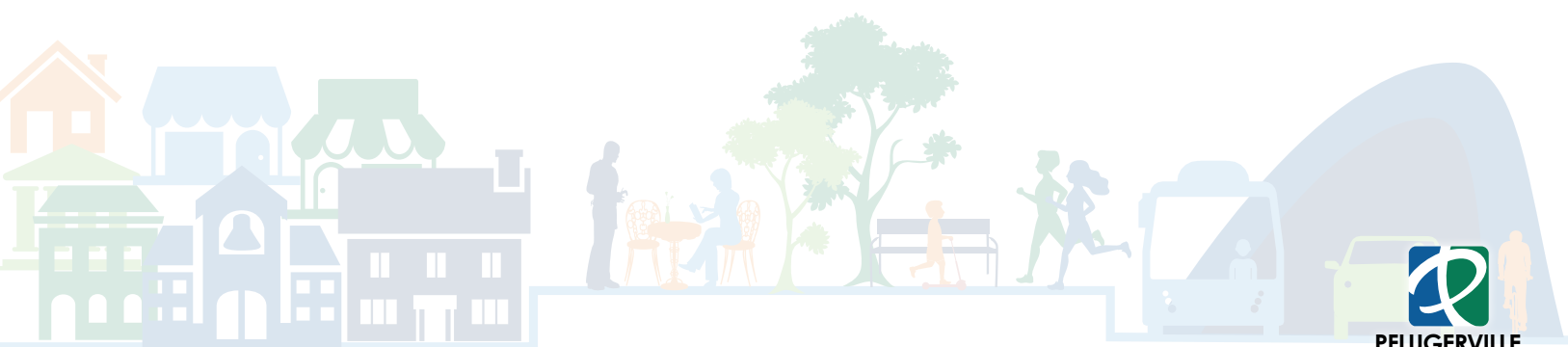
The following represents ideas and actions that emerged during the engagement process. Focus group participants and survey respondents were asked for specific ideas on actions that could be taken to achieve the preferred future, 'Connected Smart City.'



What do you think would make Pflugerville a stronger and more livable community?

Below are key improvements suggested by Stakeholder Survey respondents.

Improvements	Mentions	Narrative
Community engagement	63	Inclusive forums and volunteer programs foster shared ownership of city decisions.
Expanded green spaces	56	More parks and community gardens enhance quality of life and environmental health.
Mixed-use development	45	Combining residential, retail, and office spaces promotes walkable, vibrant districts.
Improved transportation	43	Better bus service, bike lanes, and pedestrian crossings reduce reliance on cars.
Affordable housing	41	Diverse housing stock ensures residents of all income levels can stay.
Public safety enhancements	41	Increased patrols, street lighting, and emergency resources strengthen community security.
Local business support	39	Small-business grants and marketing programs help retain unique, home-grown enterprises.
Cultural and arts funding	35	Investing in galleries, theaters, and public art cultivates a creative community identity.
Recreational facilities	34	Upgrading sports complexes and pools promotes wellness and community gathering.
Educational outreach	33	After-school and adult-education opportunities build skills and social networks.
Healthcare access	29	Expanded healthcare facilities improve community-wide health outcomes.
Neighborhood improvements	27	Streetscape beautification and traffic calming strengthen residential areas.
Environmental stewardship	26	Recycling, stormwater management, and tree-planting safeguard natural resources.
Youth programs	24	Mentorship and recreational programs engage young residents and support families.
Technology infrastructure	23	High-speed internet and smart systems enable efficient services and remote work.



MOBILITY INFRASTRUCTURE & CONNECTIVITY

Objective: The community has a great mobility infrastructure built with an expanded and enhanced trail system, providing increased connectivity across the city within the transportation system.

IMPORTANCE OF MOBILITY INFRASTRUCTURE & CONNECTIVITY

Stakeholders and residents in the planning work have identified mobility infrastructure as one of the key drivers shaping the future. There is a desire to have a fully connected trail system that offers car or vehicle-free options to move about the city. People often expressed a desire to be able to get to festivals and events and visit the Main Street area without getting in their car. Concern was also expressed about the congestion on the road system and how rapid growth has put additional pressure on transportation and road services.

The trails system in Pflugerville is seen as the backbone to an innovative mobility network. People would like to see this fully connected to create an 'end-to-end' mobility option.



Future Insights

- There is a great deal of pride in the trail network in Pflugerville and the designation as the 'Trail Capital of Texas'. Residents see this as a key part of the value proposition of the community. It obviously adds a lot to the quality of life and enjoyment of the residents.
- Trails and multimodal networks are ideal for a community like Pflugerville, where people want to be outside, connected to nature and able to move around without relying on their cars.
- The road system in Pflugerville is an important infrastructure component and provides critical transportation for people to get to work and goods to be delivered. The recently adopted Mobility Master Plan is an important step in ensuring investment in roads and mobility is keeping on-track with use and growth.

KEY ACTION AREAS

The stakeholder sessions repeatedly highlighted a desire to build out different mobility systems. The most promising ideas have been grouped into a series of possible key actions.

Action 2.1: Expand and connect the trails network to provide more multimodal transportation and recreational options.

The bold idea on this topic was to expand and connect the trail network. People would love an 'end-to-end' trail system that connects all the neighborhoods to the key destinations in the community. These trails could also be built out to offer pedestrian and cycle options in separate lanes or routes. People see the potential for the trail network to be a transportation route as well as for recreation.



Action 2.2: Provide enhanced amenities along the trails to support increased social interaction and boost the recreational value.

There was considerable discussion about how to activate the trail system to support creating more social interaction. There were ideas such as having amenities including food and coffee stops, mini-events and activities, and more designated trailheads. By activating the trail system, a great social and recreation experience can be created.

Action 2.3 Implement the Mobility Master Plan to focus on improved transportation and trail infrastructure throughout the community.

The recently adopted Mobility Master Plan provides a roadmap to help plan and implement transportation solutions throughout the community. Implementing this plan and highlighting the work in-progress to the community will help demonstrate the solid work that is currently underway by the City.

Action 2.4: Build more smart city connectivity and interpretative experiences.

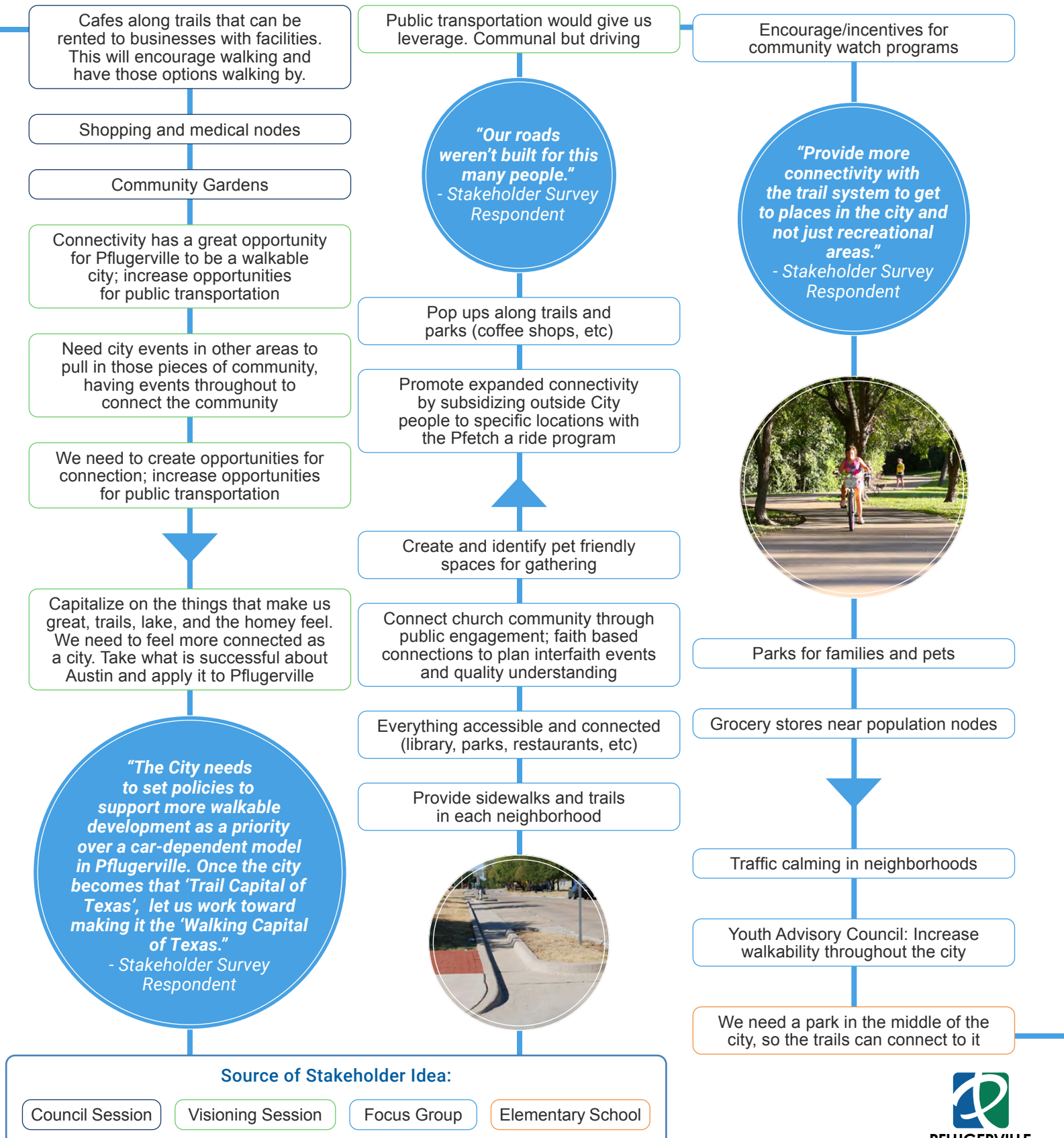
Part of the 'Connected Smart City' vision is to have more real time information available to people. To support this approach, ideas were suggested to build 'Smart-City' features such as Wi-Fi, sensors, and interpretive apps into the trail network. This would allow people to learn about the various portions of the trails, the surrounding ecosystems, and directions to nearby local amenities and features.



Key Theme

- The trail networks is highly regarded, and residents see significant opportunities to expand, connect and activate the network for recreation, social connectivity and mobility uses.

The following represents ideas and actions that emerged during the engagement process. Focus group participants and survey respondents were asked for specific ideas on actions that could be taken to achieve the preferred future, 'Connected and Smart City.'



COMMUNITY AMENITIES & EVENTS

Objective: There is investment in high-quality community amenities, including parks, trails and green spaces. These complement a vibrant events and festivals scene.

Pflugerville is building on its existing community amenities with significant new investment in infrastructure and shared public spaces.

IMPORTANCE OF COMMUNITY AMENITIES & EVENTS

Pflugerville is a city that has a track record of investing in high-quality community amenities. This is reflected in the extensive trail network, the sporting facilities and the current construction of a very impressive recreation and community center. These amenities are the backbone of communities and provide important gathering, recreation and entertainment spaces. The community has also been investing in events and festivals that are well-regarded by residents and stakeholders.



Future Insights

- The development of the new community recreation center will be a fantastic addition to the community. This will be the catalyst for the revitalization of Main Street and the downtown area, which will be game-changing for the community.
- The downtown area will become a major focal point for entertainment and festivals. This is likely to offer Pflugerville as a destination area for surrounding cities.

KEY ACTION AREAS

The stakeholder engagement process has surfaced a lot of action ideas for this pillar. The most promising ideas have been grouped into a series of possible key actions.

Action 3.1: Activate and revitalize downtown as a truly unique destination.

The City of Pflugerville has undertaken and continues to pursue a range of studies and planning efforts to revitalize and redevelop this historic core of the community. This provides an incredibly exciting opportunity for the community and is likely to transform Downtown Pflugerville into a rich regional destination.

Action 3.2: Encourage and pursue the creation of cultural and tourist destinations (e.g., museums, art galleries, etc.).

During the stakeholder engagement, and especially in the focus groups, residents expressed interest in the development of more cultural amenities, such as museum and art galleries. In addition, people expressed support for initiatives such as public art installations, murals and cultural tourism events.

Action 3.3: Expand and provide enhanced programming to serve a diverse population.

As the community amenities are developed, programming can help offer a broad and adaptable range of activities. This can be designed to serve many different parts of the community with specialized programs.

Action 3.4: Invest in smaller scale mobile and pop-up events and festivals.

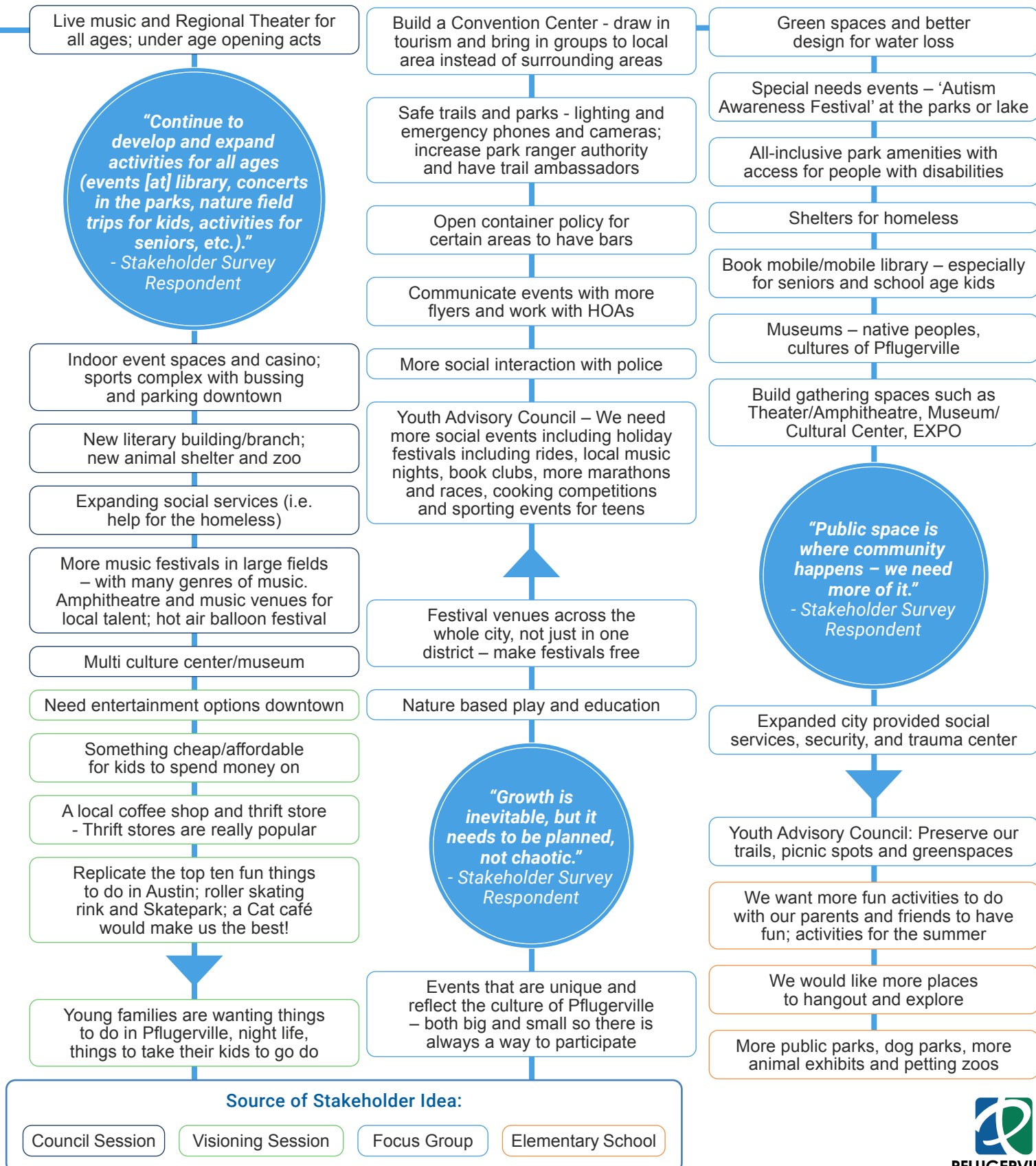
During the focus group sessions, there was great interest in smaller scale pop-up events and festivals. These smaller events can be held more frequently and could be ideal for local businesses and mobile food providers.



Key Theme

- Pflugerville residents see enormous potential in arts, cultural, music and food events that bring vibrancy to the community and help promote local talent. This delivers value to residents and helps create a destination draw to the city.

The following represents ideas and actions that emerged during the engagement process. Focus group participants and survey respondents were asked for specific ideas on actions that could be taken to achieve the preferred future, 'Connected and Smart City.'



What changes occurring in Pflugerville most interest or excite you?

Below are interesting changes and developments identified by Stakeholder Survey respondents.

Changes & Developments	Mentions	Narrative
New developments	119	Unique residential and commercial projects signal growth and renewed vibrancy.
Downtown revitalization	71	Upgrades to Main Street are seen as enhancing local culture and walkability.
Community events	51	Festivals and public gatherings unite neighbors and boost civic pride.
Parks expansion	36	Adding green spaces and playgrounds improves recreation and family activities.
Neighborhood centers	49	Local hubs offering services and social space strengthen community cohesion.
Local business growth	30	Opening of new shops and eateries supports the local economy and job creation.
Infrastructure upgrades	37	Road, sidewalk, and trail improvements promise safer, more efficient travel.
Housing options	22	Diverse housing types, such as apartments, townhomes, and senior living, address demand needs.
Cultural programming	20	Art installations, concerts, and markets enrich the city's cultural landscape.
Trail system enhancements	26	Extending bike and walking trails connects neighborhoods and promotes health.
Public transit improvements	26	Public transportation can reduce congestion and increase accessibility.
Environmental initiatives	21	Green infrastructure and conservation efforts demonstrate a sustainability focus.
Educational programs	20	Expanded workshops and classes support lifelong learning for all ages.
Sports and recreation	30	New sports fields and courts cater to active lifestyles and youth engagement.
Technology integration	20	Smart-city features (Wi-Fi, sensors, apps) streamline services and public engagement.





RESIDENTIAL & NODE DEVELOPMENT

Objective: Pflugerville guides new development to create the desired density, diversity and character of housing, and build key commercial and retail nodes.

Careful planning to create neighborhood nodes can help build the more intimate feel and sense of place that people are seeking.

IMPORTANCE OF RESIDENTIAL & NODE DEVELOPMENT

There is an explicit desire from the community that the City be more intentional and proactive in guiding development. To manage the expected pace of growth, the community is looking for a clear way to have thoughtful development that creates new community and residential nodes and avoids the ‘unplanned sprawl’ scenario. Residents also expressed interest in the re-development of neighborhood nodes in the existing developed areas.



Future Insights

- During the Stakeholder Survey over 85% of respondents said it was important to extremely important to ‘Proactively and intentionally guide new development.’ This is a clear mandate to the City to help shape the future development of the community in a way that maximizes the value to Pflugerville and enhances the community.
- The larger trends in urban living include more ‘place-making’ within the residential fabric to create the smaller commercial nodes where local services can be located. This is balanced with the larger community nodes that act more as destinations and offer the major amenities.

The stakeholder engagement process has surfaced a lot of action ideas for this pillar. The most promising ideas have been grouped into a series of possible key actions.

Action 4.1: Develop an annexation strategy for contiguous land on the east side.

Pflugerville has an unusual and disjointed municipal boundary, especially east of SH130. This causes some confusion about service delivery and planning. While annexation is limited by state law, it would benefit Pflugerville to develop a coherent annexation strategy to help simplify the municipal boundaries and provide land for future expansion and development.”

Action 4.2: Encourage high-quality mixed-use development that encourages green spaces and walkability.

From the initial discussions at the Think-Tank during the engagement process, there was concern about encouraging and maintaining the right type and quality developments for Pflugerville. There is a desire for more mixed-use developments that help create smaller walkable communities with good access to services and amenities.

Action 4.3: Encourage the development of ‘missing middle’ housing types to increase density and provide more housing options.

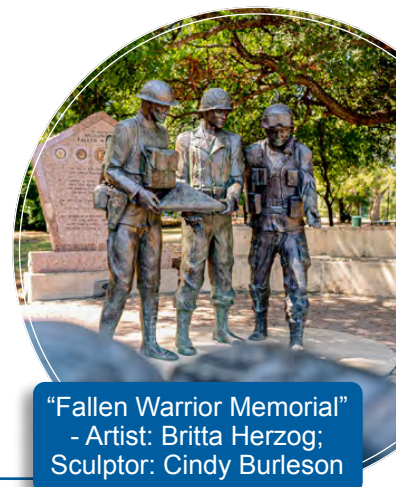
As Pflugerville grows, areas of increased density will be required to offer the necessary range of housing. This will also help create more vibrant nodes with greater density of housing and amenities. This also helps in providing more affordable living options.

Action 4.4: Develop a comprehensive housing strategy that enhances community desirability, improves affordability, and creates clear pathways to homeownership.

Pflugerville has a relatively high home ownership pattern, with over 71% of housing units being owner-occupied. Stakeholders believe this is key to the family-orientated community, where people establish their long-term home. This action aims to help encourage this pattern, which is supported by the community.

Action 4.5: Refine and strengthen ordinances that establish and maintain the appeal and aesthetics of developments.

There is growing concern in the community about the loss of the Pflugerville charm if the quality of development declines. There is strong support for the City to pursue establishing guidelines and ordinances that ensure the aesthetics of developments are in keeping with the Pflugerville image and brand.

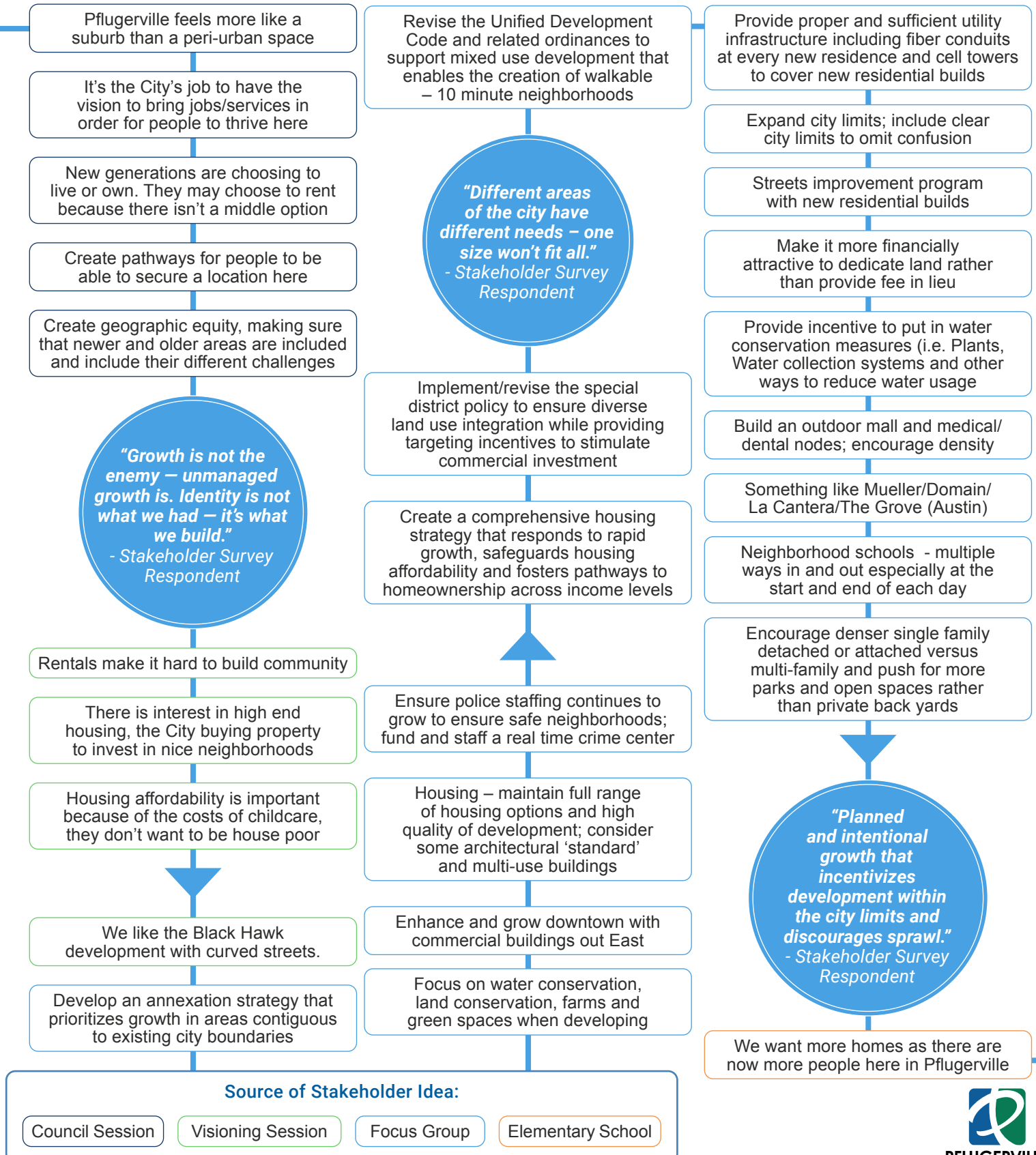


“Fallen Warrior Memorial”
- Artist: Britta Herzog;
Sculptor: Cindy Burleson

Key Theme

- The rapid pace of development over the next decade will reshape the community. Careful planning will be required to ensure development occurs in a way that enhances the overall community feel and layout.

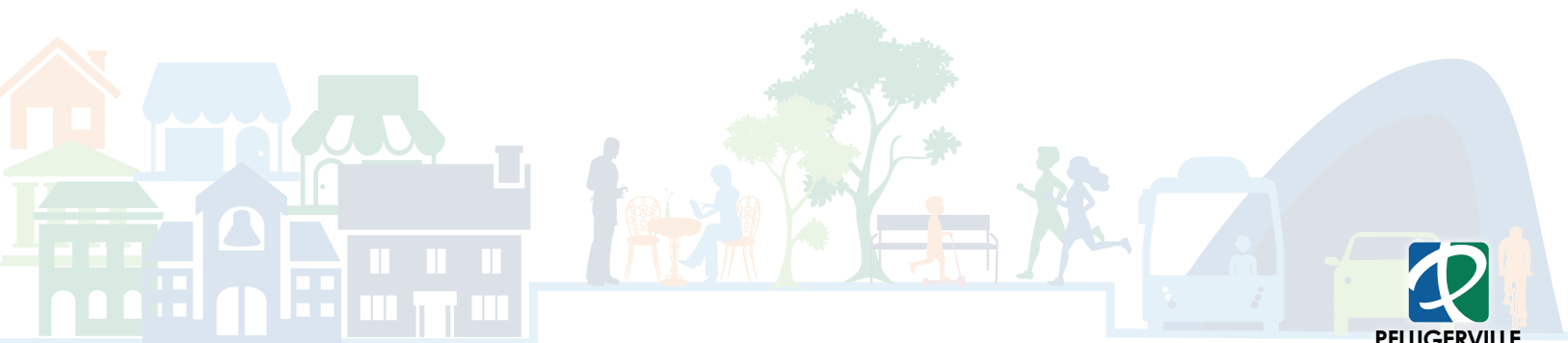
The following represents ideas and actions that emerged during the engagement process. Focus group participants and survey respondents were asked for specific ideas on actions that could be taken to achieve the preferred future, 'Connected and Smart City.'



What kind of future developments do you think will best suit Pflugerville?

Below are strategic development priorities highlighted by Stakeholder Survey respondents.

Future Developments	Mentions	Narrative
Mixed-use town centers	58	Integrated live-work-play districts reduce commutes and foster local business.
Affordable housing projects	54	Housing diversity is critical to address affordability challenges.
Green infrastructure	52	Bioswales, rain gardens, and permeable pavement mitigate flooding and improve ecology.
Transit-oriented development	49	Development near bus and future rail stops encourages sustainable mobility.
Technology parks	47	Innovation hubs attract startups and high-tech employers to diversify the economy.
Community recreation hubs	45	Multi-use centers offering sports, arts, and meeting space serve all age groups.
Neighborhood retail nodes	43	Small-scale retail clusters ensure convenient access to daily needs by foot.
Senior living communities	42	Age-friendly housing and services support an aging population in place.
Educational campuses	40	Partnerships with schools and training centers equip residents for future careers.
Public greenways	39	Linear parks and trails connect districts while preserving natural corridors.
Cultural districts	37	Designated arts zones support galleries, theaters, and creative businesses.
Biotech and health centers	35	Medical research and care facilities enhance health services and local jobs.
Sports complexes	33	Regional athletic facilities draw tournaments and bolster community pride.
Affordable retail incubators	32	Low-rent spaces for startups and artisans stimulate entrepreneurship.
Sustainable agriculture plots	30	Community farms and markets promote local food security and education.



Objective: There is a focus on building the local business and economic base, as well as leveraging the geographic position to attract iconic investments

IMPORTANCE OF ECONOMIC & BUSINESS DEVELOPMENT

During the planning process, people highlighted the need and desire for stronger economic and business development. The perspective was that Pflugerville is now big enough that it should be supporting its own strong economic and business base that offers employment opportunities for local people. There is also a strong interest in encouraging start-up businesses and helping foster the entrepreneurial approach that has always been part of the Pflugerville DNA. However, people were generally more interested in small and mid-sized businesses as this was seen as a better fit for the community.

Pflugerville can build a stronger economic and business base that creates local jobs and helps generate significant revenue for the City.



Future Insights

- Pflugerville sits in a very compelling geographic position, with growth clusters occurring to the north, south and west. The land on the east side of the community is an especially important strategic growth corridor that will see a lot of development interest over the coming years.
- While this planning process did not specifically study future economic opportunities, the sentiment from the community was that technology companies and small-scale specialized manufacturing could be viable, especially serving the emerging technology clusters to the north and south.
- The distribution and logistics sectors are an important recent addition to Pflugerville's economic landscape. However, people were cautious about this becoming too dominant as a sector, and that a mixed economic development approach would likely serve the community better.



»»»»» KEY ACTION AREAS

The stakeholder engagement process has surfaced a lot of action ideas for this pillar. The most promising ideas have been grouped into a series of possible key actions.

Action 5.1: Support an incubator approach to foster small local business start-ups.

There is a lot of appeal from residents in supporting the development of local businesses. People saw potential across a wide range of business types, including food, retail, technology and production. There was interest in an incubator type complex being developed as part of some of the new development or re-development projects.



Action 5.2: Explore opportunities to leverage the nearby technology clusters to the north and south.

These large technology investments to the north and south (Samsung and Tesla) will likely continue to drive investment in a large technology corridor that spans right through Pflugerville. There is an opportunity to proactively engage with this potential economic development and help capture parts of the supply chain and service components.



Action 5.3: Explore the potential of a regional convention and events center that supports major events.

Many people commented on the potential for Pflugerville to be a major destination within the Austin metropolis, and that it could specialize in unique outdoor events, food festivals and music shows. The most frequently mentioned event types were large music festivals, additional holiday and family celebrations, and sporting events.



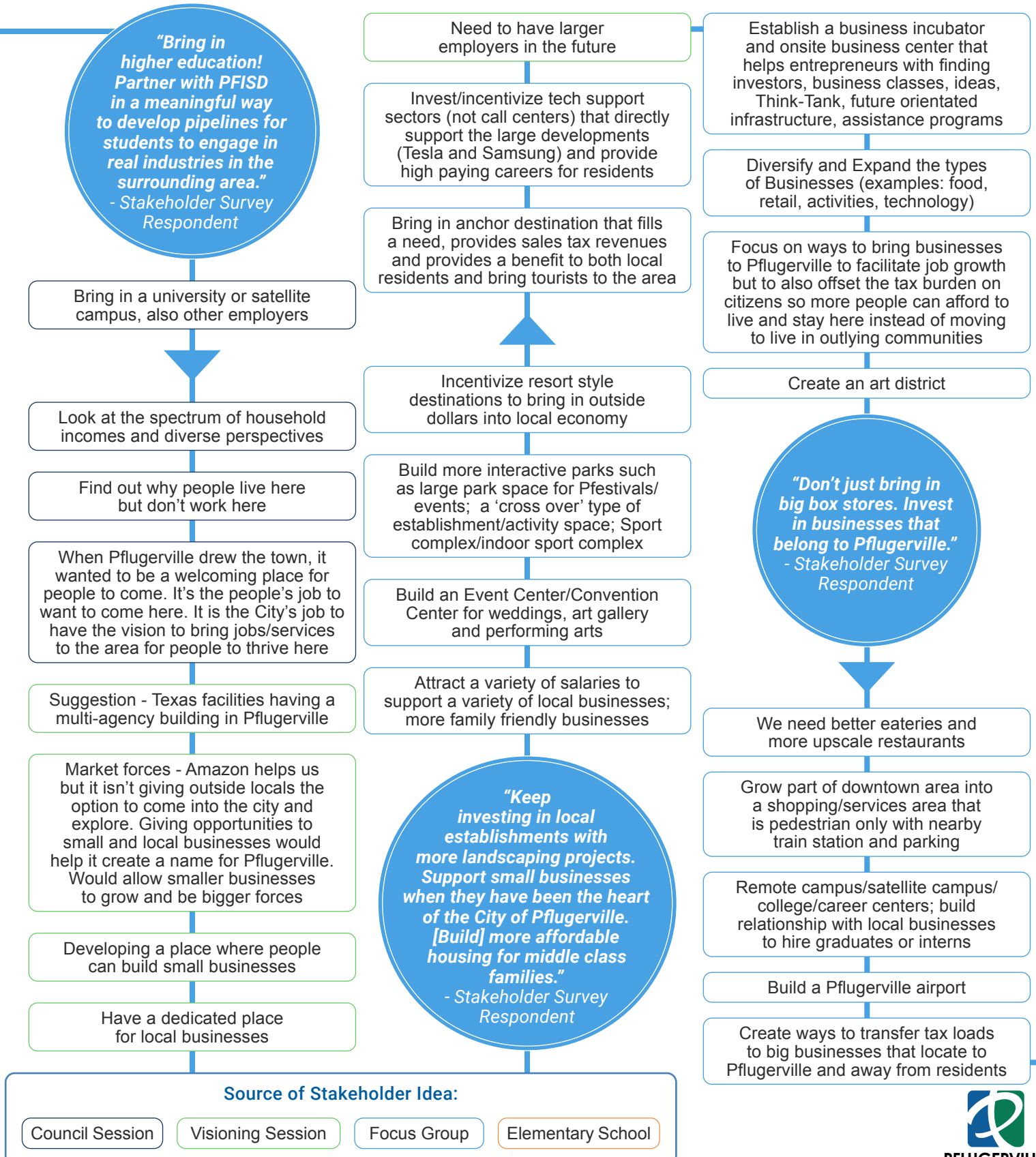
Action 5.4: Encourage new businesses to create deep connections with the community.

Pflugerville is a community that values deep connection between the community and local businesses and institutions. There is a desire that new businesses become integrated and connected to the community and to foster the sense of belonging that is so important to residents.

Key Theme

- Pflugerville sits in an important strategic growth area, and there is potential to connect new economic development to the supply chains and the growing technology clusters to the north and south.

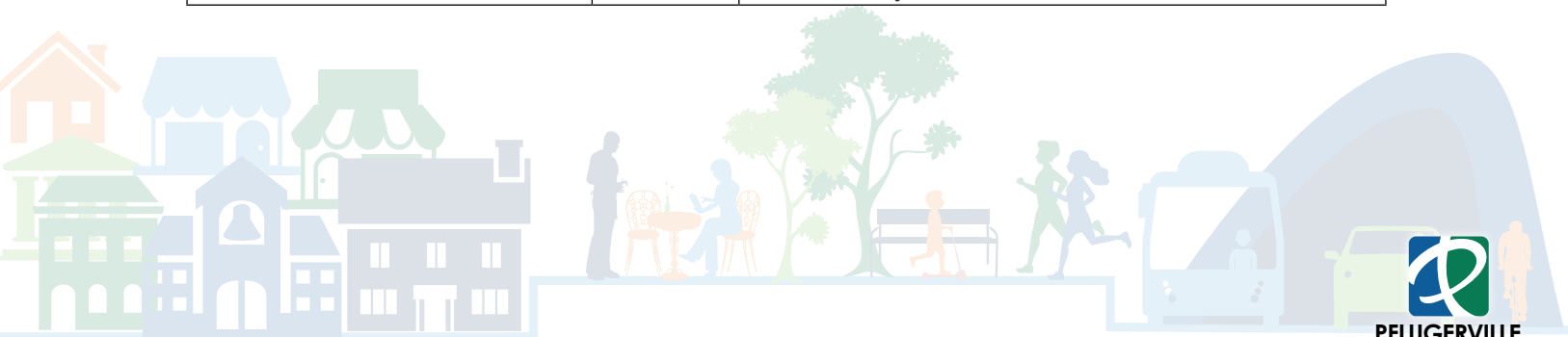
The following represents ideas and actions that emerged during the engagement process. Focus group participants and survey respondents were asked for specific ideas on actions that could be taken to achieve the preferred future, 'Connected and Smart City.'



Over the next 5–10 years, what do you see as Pflugerville's unique niche (or strategic position) within the region?

Below are aspirations from Stakeholder Survey respondents.

Unique Niche	Mentions	Narrative
Suburban innovation hub	52	A balance of proximity to Austin with its own tech startups makes Pflugerville stand out.
Family-friendly community	50	Safe neighborhoods, quality schools, and parks position the city as ideal for families.
Eco-conscious leader	48	Emphasis on green building and renewable energy distinguishes the city regionally.
Affordable residential option	46	Lower housing costs relative to Austin attract diverse residents and workforce.
Transit connector	44	Future multi-modal transit options, such as rail and bus services, will position Pflugerville as a key regional transportation hub.
Cultural crossroads	43	Festivals and multicultural events make the city a vibrant gathering spot.
Small-town charm	41	Preserved historic character amidst growth maintains unique local identity.
Educational gateway	39	Partnerships with universities and training centers prepare residents for 21st-century jobs.
Health and biotech corridor	37	Medical campuses and research facilities strengthen regional healthcare capacity.
Sports tourism	35	Regional sporting events bring visitors and showcase city amenities.
Outdoor recreation hub	33	Trails, lakeside parks, and greenways draw nature enthusiasts from across the region.
Retail and entertainment	32	Mixed-use developments with shops and theaters enhance regional draw.
Tech-enabled services	30	Smart-city deployments and digital infrastructure support modern business needs.
Arts and culture magnet	29	Galleries, performance spaces, and public art installations foster cultural tourism.
Sustainable agriculture base	27	Community farms and farmers markets highlight local food systems and education.





»»»»» BRAND & REPUTATION

Objective: Pflugerville builds a unique brand and reputation that reflects its character and community vision for the future.

IMPORTANCE OF BRAND & REPUTATION

Pflugerville has grown - in a few decades - from a rural location to now being a significant city with its own unique character. Reputation about locations tends to lag reality, and there is an opportunity to update the narrative and reputation of the community. Residents see the potential to position the community as a unique community that invests in innovative ideas and has created a highly desirable quality of life.

There is interest in strengthening the reputation of Pflugerville, and it being seen as a highly desirable location and community.



Future Insights

- During the Stakeholder Survey, most respondents thought it was important for Pflugerville to identify and develop a key strategic position and value proposition within the broader Austin metropolitan region. Nearly 40% thought it was extremely important.
- Currently, stakeholders generally thought that Pflugerville's reputation was somewhat neutral – not bad, but also not terrific. There is room to thoughtfully identify and build a stronger brand for the community and, over time, build the reputation.

KEY ACTION AREAS

A key focus of the Strategic Action Plan process has been to engage a wide range of stakeholders. This has been done to ensure that the plan reflects the ‘voice of the people’. This is part of the larger commitment to create meaningful collaboration and communication between the City Leadership and staff and the Pflugerville Community.

Action 6.1: Pursue communication and promotional efforts that focus on the desirability of Pflugerville.

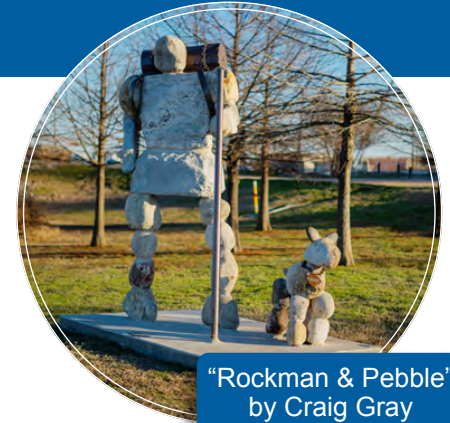
There is a desire to shift the narrative about Pflugerville from ‘affordable’ to ‘desirable’. This does not mean it is expensive, but it means it is a place of quality and offers an enviable lifestyle.

Action 6.2: Promote the unique sense of community as a key strategic proposition.

During the engagement sessions on multiple occasions, stakeholders were asked, ‘What is the key strategic proposition that Pflugerville offers?’ The overwhelming answer, from the youth session to the community stakeholders, was that the sense of community is what makes the city special. This can be part of the promotion and narrative about Pflugerville, which is that it is a place that exudes a powerful sense of belonging.

Action 6.3: Capitalize on the game-changing downtown revitalization.

The investment in the downtown revitalization will transform the community. This investment will get a lot of attention and will be game-changing in terms of the reputation of the community. The investment in the City Hall and recreation center is worthy of a prestigious community and will act as a redefining landmark.



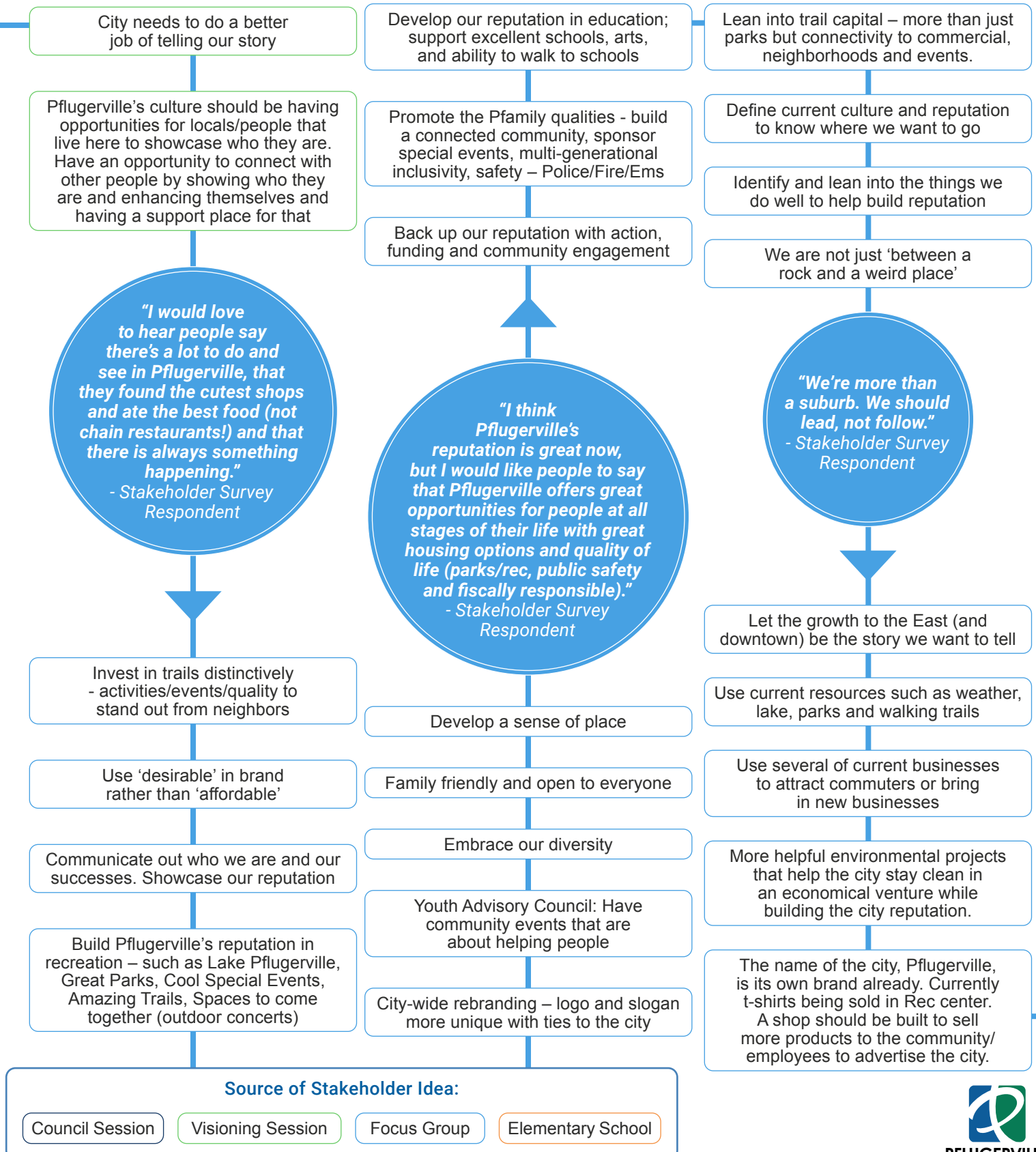
“Rockman & Pebble”
by Craig Gray



Key Theme

- Pflugerville is about to undergo a game-changing shift with the new recreation center and city hall, and the Main Street extension. This will create a lot of buzz and excitement that can be used to launch a new narrative about the community.

The following represents ideas and actions that emerged during the engagement process. Focus group participants and survey respondents were asked for specific ideas on actions that could be taken to achieve the preferred future, 'Connected and Smart City.'



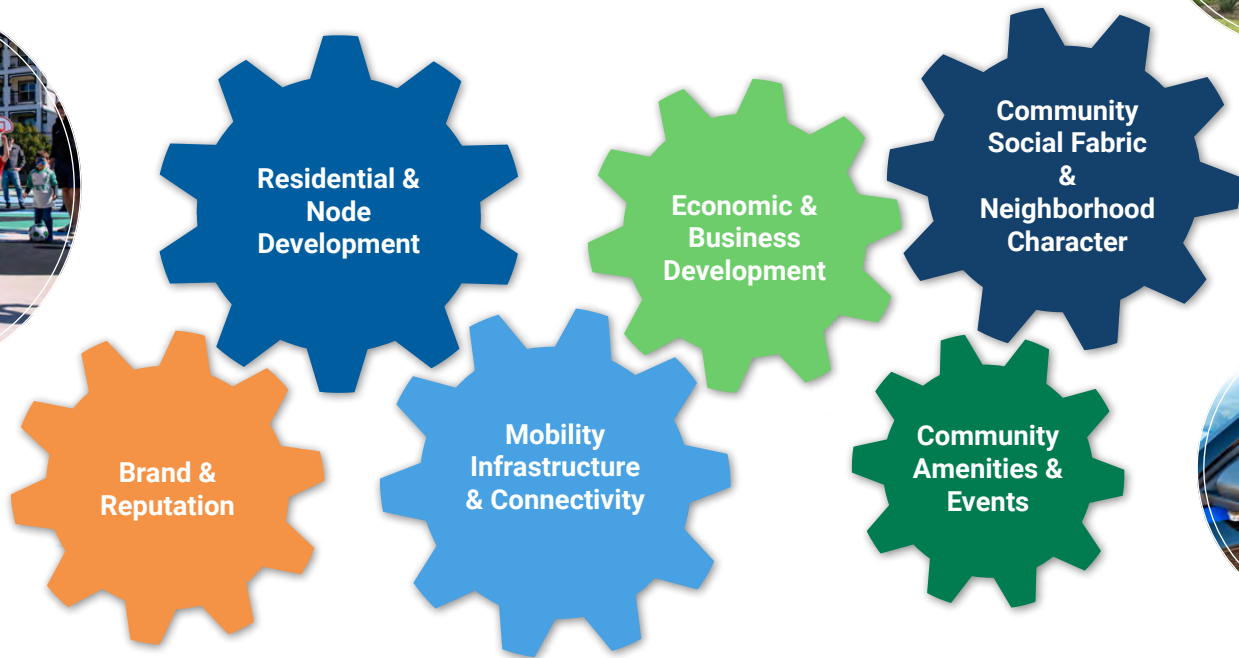
What would you like Pflugerville's reputation to be? – what would you like to hear people say about Pflugerville?

Below are aspirational reputational goals from Stakeholder Survey respondents.

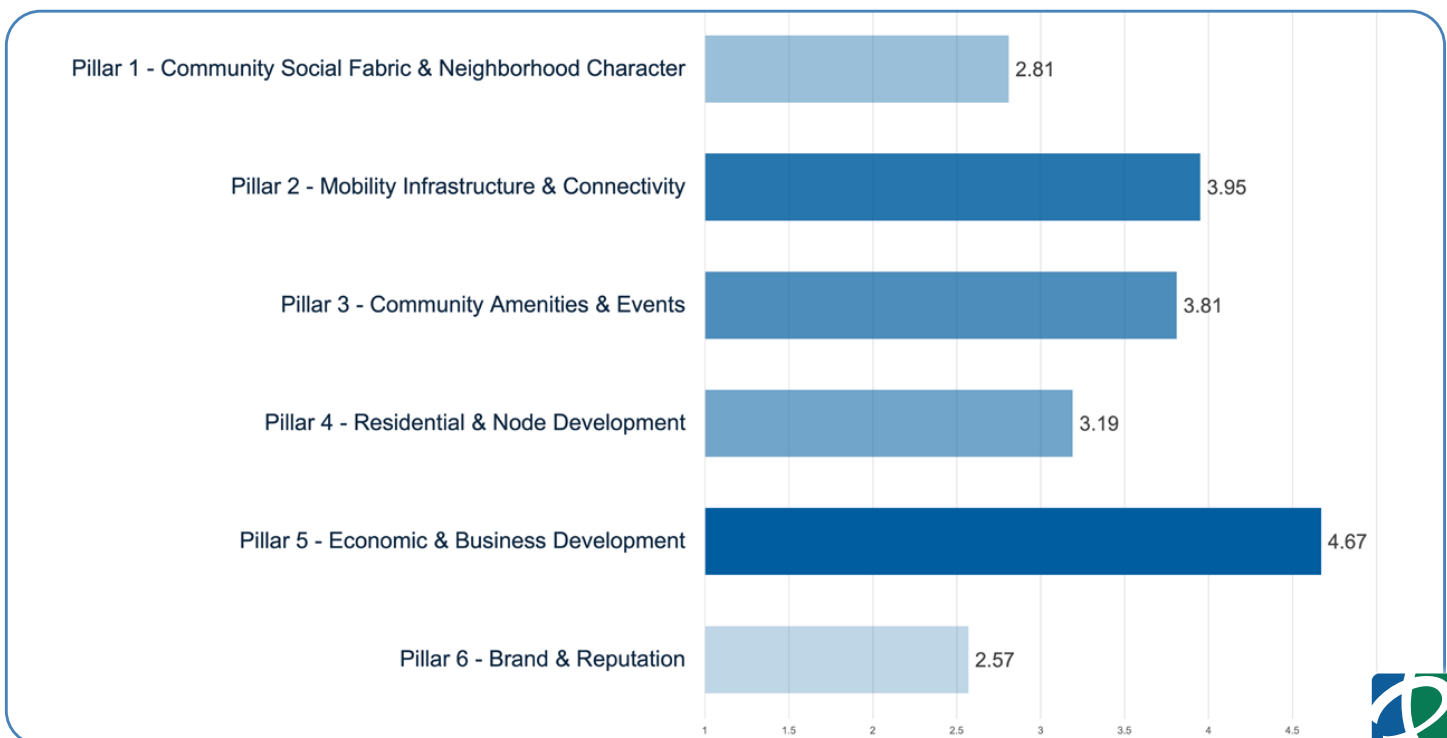
Reputation	Mentions	Narrative
Model smart suburb	54	Known for integrated technology, efficient services, and forward-thinking planning.
Regional innovation leader	52	Celebrated for attracting high-tech firms and fostering startup growth.
Walkable urban village	50	Recognized for compact, pedestrian-friendly districts with vibrant street life.
Green and sustainable city	48	Lauded for renewable energy use, green spaces, and eco-friendly developments.
Arts and culture hotspot	46	Revered for galleries, theaters, and diverse cultural programming.
Premier family destination	44	Seen as the top choice for families seeking safety, schools, and community bonds.
Efficient transit hub	42	Praised for seamless connections via bus, rail, and bike networks.
Affordable modern living	40	Known for stylish, cost-effective housing and high quality of life.
Healthcare and wellness hub	38	Recognized for top-tier medical facilities and preventative health programs.
Destination dining scene	36	Celebrated for diverse restaurants and farm-to-table culinary experiences.
Active outdoor haven	34	Known for extensive trails, waterways, and parks attracting nature enthusiasts.
Collaborative community	32	Lauded for strong civic engagement and partnership between residents and leaders.
Education and training nexus	30	Seen as a center for innovative schools and workforce development programs.
Sports and entertainment	28	Celebrated for hosting tournaments and live performance venues.
Inclusive and diverse city	27	Recognized for welcoming all backgrounds and fostering equity.

6.0 | RANKING FUTURE IMPACT OF STRATEGIC PILLARS

The framework for action developed through the strategic planning process has identified a set of six key Strategic Pillars that will help the City of Pflugerville pivot its trajectory towards the 'Connected Smart City' scenario. This framework is the culmination of engagement and input via survey, in-person events and deliberation by the focus groups. The resulting overall framework creates the basis of the roadmap to the future and the guiding vision that will inform future planning efforts by the City of Pflugerville.



Ranking of pillars based on their potential positive impact on Pflugerville over the next 5 years. SCALE: 1= lowest; 6 = highest



7.0 | PRIORITIZATION & IMPLEMENTATION MATRIX



The 24 actions were prioritized against dimensions of future Importance, Urgent and Boldness. The darker the color, the higher the average score. This provides a way to sort the highest priority actions based on stakeholder input and perspective.

Pillar	Action	Importance	Urgency	Boldness
Pillar 1 Community Social Fabric & Neighborhood Character	Action 1.1: Develop programs and initiatives that strengthen the existing neighborhood structure and associations			
	Action 1.2: Bolster unique neighborhood identities using art and connection to nature.			
	Action 1.3: Foster and support community-based and neighborhood building events.			
	Action 1.4: Enhance residential development regulations that aid in creating unique neighborhood character and identity.*	-	-	-
Pillar 2 Mobility Infrastructure & Connectivity	Action 2.1: Expand and connect the trails network to provide more multimodal transportation and recreational options.			
	Action 2.2: Provide enhanced amenities along the trails to support increased social interaction and boost the recreational value.			
	Action 2.3: Implement the Mobility Master Plan to focus on improved transportation and trail infrastructure throughout the community.			
	Action 2.4: Build more smart city connectivity and interpretative experiences.			
Pillar 3 Community Amenities & Events	Action 3.1: Activate and revitalize downtown as a truly unique destination.			
	Action 3.2: Encourage and pursue the creation of cultural and tourist destinations. (e.g., museums, art galleries, etc.).			
	Action 3.3: Expand and provide enhanced programming to serve a diverse population.			
	Action 3.4: Invest in smaller scale mobile and pop-up events and festivals.			
Pillar 4 Residential & Node Development	Action 4.1: Develop an annexation strategy for contiguous land on the east side.			
	Action 4.2: Encourage high-quality mixed-use development that encourages green spaces and walkability.			
	Action 4.3: Encourage the development of 'missing middle' housing types to increase density and provide more housing options.			
	Action 4.4: Develop a comprehensive housing strategy that enhances community desirability, improves affordability, and creates clear pathways to homeownership.			
	Action 4.5: Refine and strengthen ordinances that establish and maintain the appeal and aesthetics of development.			
Pillar 5 Economic & Business Development	Action 5.1: Support an incubator approach to foster small local business start-ups.			
	Action 5.2: Explore opportunities to leverage the nearby technology clusters to the north and south.			
	Action 5.3: Explore the potential of a regional convention and events center that supports major events.			
	Action 5.4: Encourage new businesses to create deep connections with the community.			
Pillar 6 Brand & Reputation	Action 6.1: Pursue communication and promotional efforts that focus on the desirability of Pflugerville.			
	Action 6.2: Promote the unique sense of community as a key strategic proposition.			
	Action 6.3: Capitalize on the game-changing downtown revitalization.			

*Action 1.4 was not included in the prioritization survey.



8.0 | NEXT STEPS - ROADMAP TO THE FUTURE

The findings from this planning process can be used to help inform future priorities for the City and the Council. Over the coming years, this will help shape City goals and objectives and guide new investments and planning decisions.

This Strategic Planning process was designed to identify priority focus areas and actions that are important to the community over the next five years. It has successfully accomplished this aim. Some of the ways this planning framework can be used over the coming years will include:

- Identifying **new initiatives and focus areas** for City staff and Council's attention and deliberation.
- Informing **future planning decisions** and helping to refine planning priorities, guidelines and approaches.
- Guiding future City **goals, objectives**, and informing investments and **budget priorities**.

The community has identified that they have appetite and interest in bold and innovative solutions on a number of high impact areas, that are seen as urgent to address.

The community of Pflugerville has shown a healthy appetite for change going forward. This is the first step toward the preferred future 'Connected Smart City,' which will guide the City's future planning efforts.





9.0 | ACKNOWLEDGEMENTS & MORE INFORMATION

Community members and stakeholders have engaged in this strategic action planning process with great enthusiasm and commitment. Their passion and interest have ensured discussions are open, thoughtful, and reflective of the myriad of perspectives that exist within Pflugerville. This is reflective of the deep commitment participants have to the future of Pflugerville.

CITY COUNCIL

Victor Gonzales
Mayor

Doug Weiss
Council Place 1

Rudy Metayer
Council Place 4

David Rogers
Council Place 6

Kimberly Holiday
Mayor Pro Tem/
Council Place 3

Cesar Ruiz
Council Place 2

Melody Ryan
Council Place 5

CITY MANAGER'S OFFICE

Sereniah Breland
City Manager

Emily Barron
Assistant City Manager

Breanna Higgins
Special Projects Manager

James Hartshorn
Deputy City Manager

Thomas Hunter
Assistant City Manager

Erin Sellers
Innovation Strategist

These reports and the associated data analysis are available on the city website:

<http://pflugervilletx.gov/StrategicActionPlan>



PFLUGERVILLE STRATEGIC ACTION PLAN 2026 - 2030





PFLUGERVILLE
STRATEGIC ACTION

CITY OF PFLUGERVILLE

STRATEGIC ACTION PLAN

TEXAS, USA

JUNE 2025