



PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

WELCOME TO THE

PFLUGERVILLE STRATEGIC ACTION PLAN 2026-2030

PROJECT

Think-Tank
Part 2

City of Pflugerville Strategic Action Plan Think-Tank PART 2



City of Pflugerville Strategic Action Plan Think-Tank



Part 1 – Explore Future Trends

- Macro trends shaping the future
- Key drivers shaping the future
- Rating future impact of drivers

Part 2 – Build Scenarios

- Develop plausible scenarios of the future
- Identify expected and preferred futures
- Build strategic pillars

March 6



March 7





WELCOME TO THE
PFLUGERVILLE STRATEGIC ACTION PLAN 2026-2030
PROJECT

The Importance of Future Thinking

The key to effective future thinking...

Consider both **trajectory** (direction of change)
and **velocity** (speed of change).



PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

The challenge for the Think-Tank

- Explore the future -
- Ask the hard questions -
- Think creatively -

The outcome may be a new view of the future.





PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

City of Pflugerville Strategic Action Plan

RANKING KEY DRIVERS



Key Drivers:

What key drivers do you think are most important for the future of Pflugerville?

(Key drivers are events, trends, developments, catalysts or forces that actively influence or cause change.)

Table brainstorm



KEY DRIVERS

City of Pflugerville Strategic Action Plan Think-Tank Day 1 | March 6, 2025



PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

What are the most important KEY DRIVERS shaping the future of the City?

(Key drivers are events, trends, developments, catalysts, or forces that actively influence or cause change.)

1.

2.

3.

**Table
brainstorm –
key drivers**

Key Drivers

1. Mobility infrastructure
2. Entertainment, restaurants and events
3. Utility infrastructure
4. Proximity to Austin
5. Affordability/Cost of Living
6. Leveraging unique location
7. Higher education opportunities
8. Housing diversity
9. Public safety and emergency services
10. Misaligned developer incentives
11. Intrinsic strategic negotiating position
12. Recreation trail network
13. Align with Aspire 2040
14. Economic strength and appeal
15. Efficient density
16. Youth amenities
17. Lack of clarity about identity
18. East side opportunity and potential
19. Neighborhood and community character
20. Career and vocational training

IMPACT MATRIX

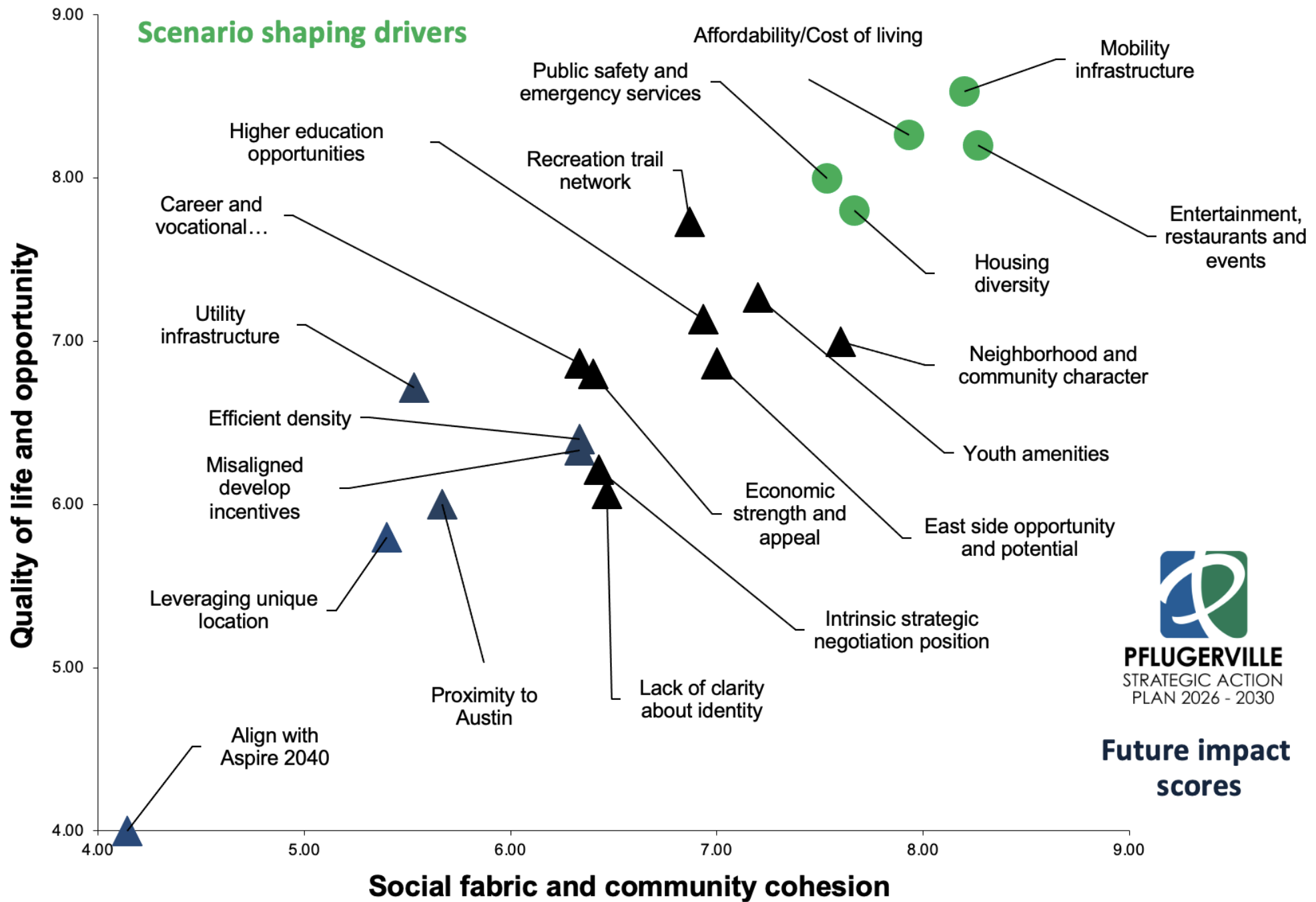
City of Pflugerville Strategic Action Plan Think-Tank Day 1 | March 6, 2025

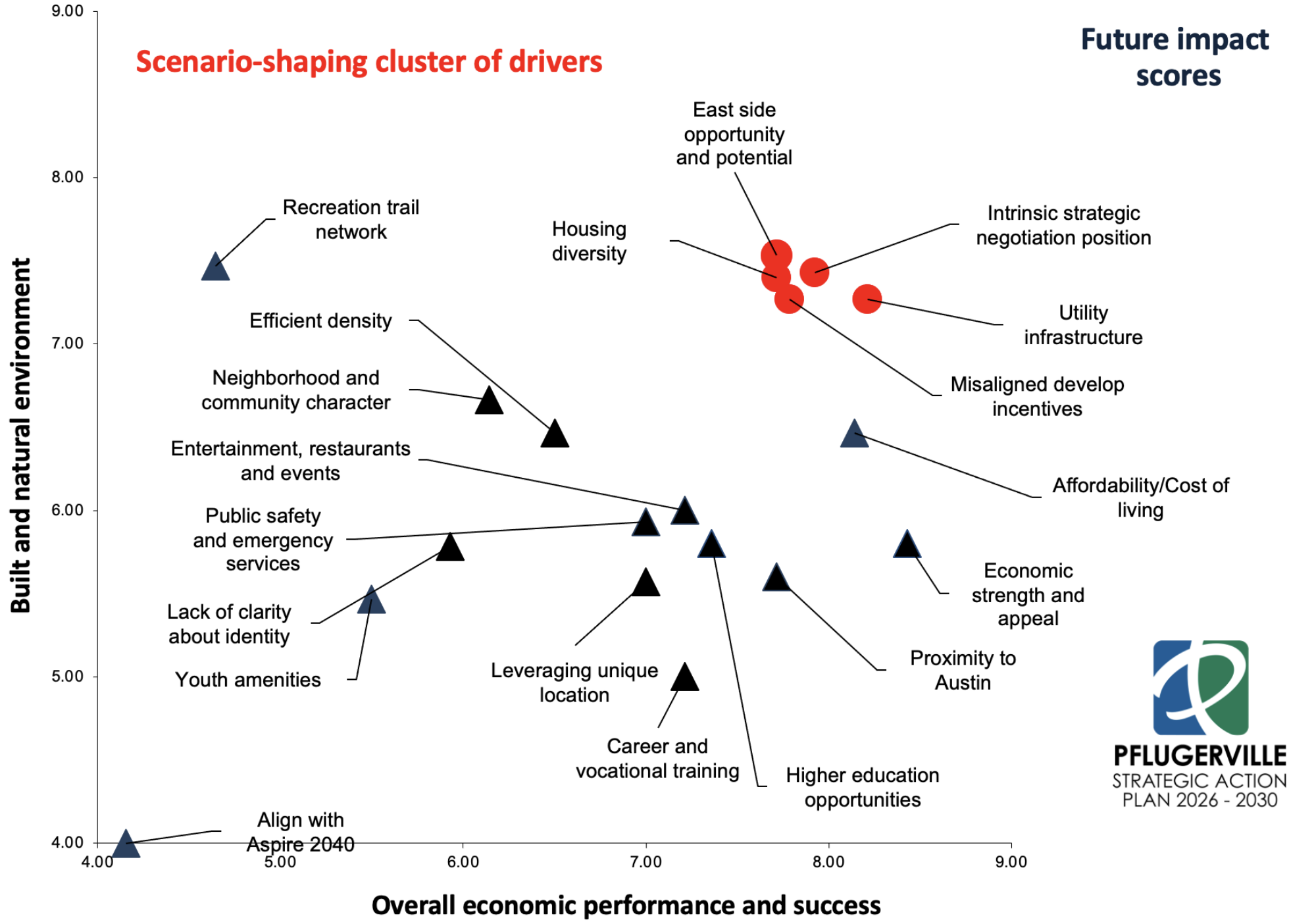
Rate each driver in terms of likely future impacts on the following dimensions for Pflugerville.

IMPACT SCALE: 1 = Low relative future impact; 10 = Very high relative future impact

| Driver | Dimensions | | | |
|--------|------------------------------------------|--------------------------------|--------------------------------------|---------------------------------|
| | Overall economic performance and success | Built and natural environments | Social fabric and community cohesion | Quality of life and opportunity |
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |

Rating the importance of each driver – individual scoring





PFLUGERVILLE
 STRATEGIC ACTION
 PLAN 2026 - 2030

Future-splitting themes – based on clusters of drivers

Community Direction

- Mobility infrastructure
- Entertainment, restaurants and events
- Public safety and emergency services
- Housing diversity
- Affordability/Cost of living

Development Trajectory

- Intrinsic strategic negotiating position
- Utility infrastructure
- East side opportunity and potential
- Housing diversity
- Misaligned development incentives

Key drivers were clustered under future splitting themes – based on data in scatter plot. These clusters are used to formulate the scenario matrix.

WELCOME TO THE PFLUGERVILLE STRATEGIC ACTION PLAN 2026-2030 PROJECT

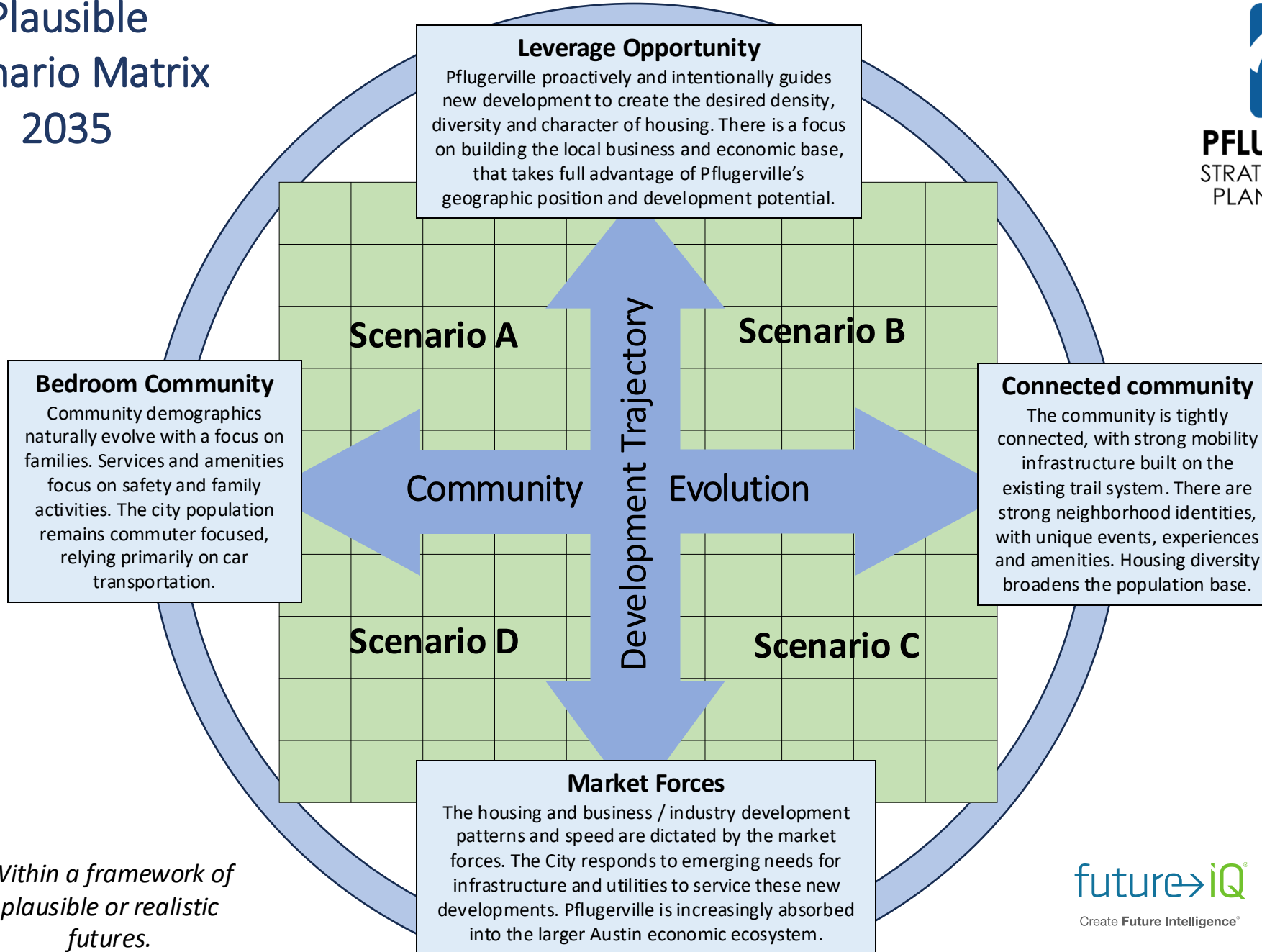
Future Scenario Development



Plausible Scenario Matrix 2035



PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030



Within a framework of plausible or realistic futures.



SCENARIO CHARACTERISTICS

City of Pflugerville Strategic Action Plan Think-Tank Day 2 | March 7, 2025

SCENARIO NAME: _____

Economy & Industry - Predicted Characteristics in 2035:

Community & Social Fabric - Predicted Characteristics in 2035:

Built Environment & Landscape - Predicted Characteristics in 2035:

**Building
scenario
characteristics**

Scenario Characteristics - Dimensions to Consider



PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

Community and Social Fabric Characteristics

- Population makeup / demographics
- Key social infrastructure – housing, childcare, schools, parks, amenities
- Community safety and wellness
- Workforce and skills profiles, workplace models and opportunity
- Community vitality and celebration of history; arts and culture - feel and ‘vibe’
- Community inclusiveness and values
- Downtown core/Main Street and architectural assets
- Role of educational institutions and models of education

**SUGGESTED
TOPICS**

Economic and Built Environment Characteristics

- Businesses and industry sectors (retail, education, health, technology, recreation, tourism)
- Type and size of industries in Pflugerville
- Hard infrastructure (roads, water, transport, utilities)
- Development patterns in the community
- Level of innovation and investment
- Regional appeal and competitiveness
- Small business ecosystem

Environmental and Landscape Characteristics

- Housing types and affordability
- Neighborhood character
- Transportation, mobility, and geographic location
- Natural resource usage
- Adaptation to climate change / severe weather events
- Streetscapes, parks, green spaces, and recreation amenities
- Energy systems and sources
- Key buildings and assets – what’s being preserved, uplifted, catalyzed on

HEADLINE NEWS - SCENARIO: _____

City of Pflugerville Strategic Action Plan Think-Tank Day 2 | March 7, 2025

Economy & Industry

Community & Social Fabric

Built Environment & Landscape

2025

2025

2025

2030

2030

2030

2035

2035

2035

Avoiding potential pitfalls.....

- Stay in your swim lane (your scenario)
- Don't try to 'fix' the scenario
- We are doing objective forecasting and predictive - don't get emotionally hooked
- We are exploring possible futures; not deciding on preference
- Scan and predict widely – don't get micro-focused
- Make it a group discussion, everyone has a perspective to contribute



Breakout Session Roles

Each Scenario Group must include the following roles:

- **Facilitator:** Each breakout group will have one or two assigned facilitators who help moderate the conversation and encourage participation. The Facilitator doesn't need any special knowledge on any subject matter.
- **Timekeeper:** The Timekeeper helps keep the breakout group on track.
- **Recorders:** The Recorder(s) is responsible for taking notes for the breakout group using the provided worksheets.
- **Presenter(s):** 1 or 2 Presenter(s) will share back key takeaways to the larger Vision Summit group at the end of the Breakout Session.
- **Participants:** Everyone in the breakout group is encouraged to share insights and perspectives. Active participation means a wide variety of voices and more meaningful conversations.

**All roles are voluntary and selected by the group at the start of the breakout. The Facilitator should help make sure that all roles are filled.*

Suggested Scenario Group Timeline

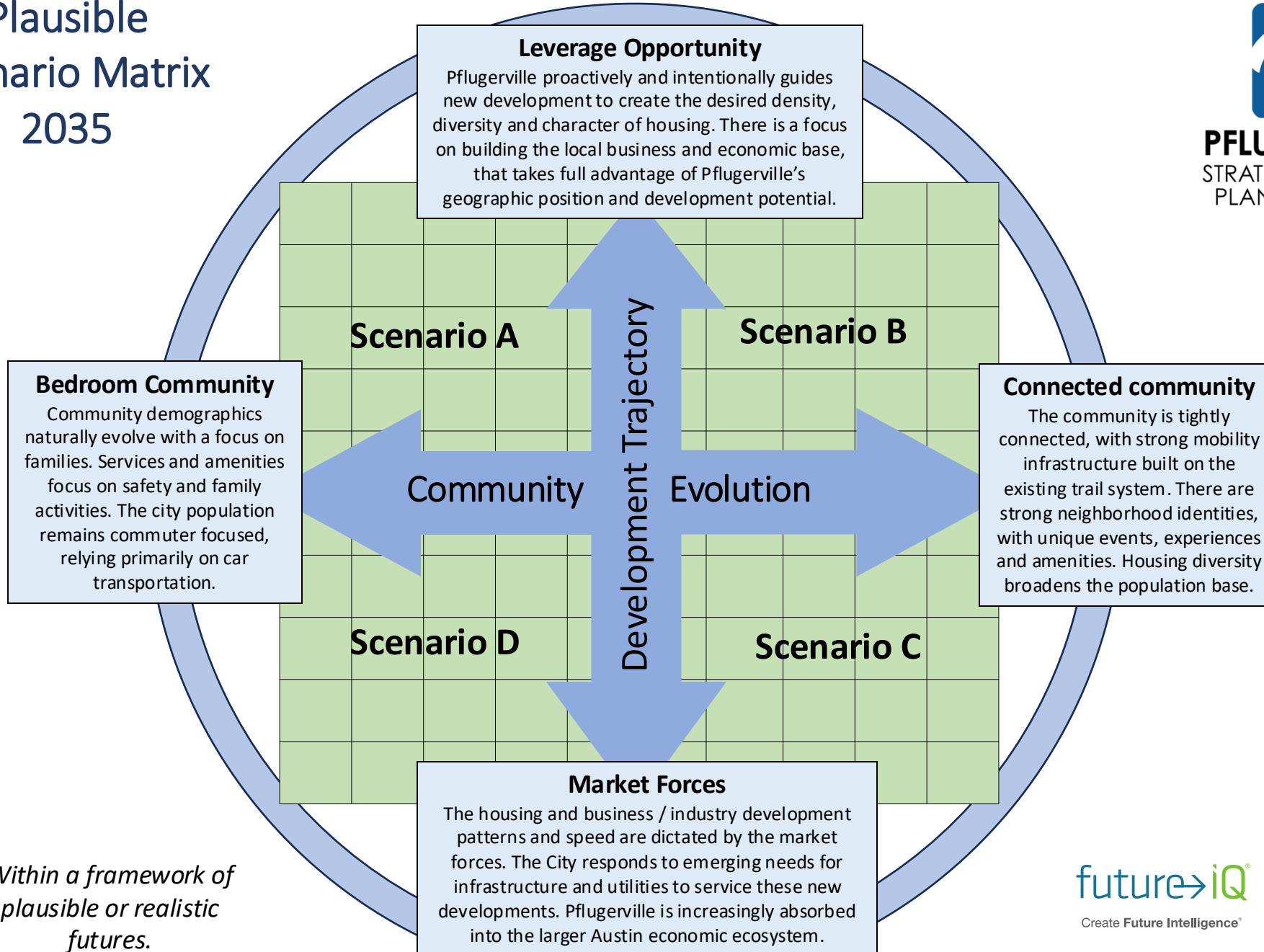
| | |
|----------|-------------------------------------------------|
| 0:00 min | Group to meet and scope out scenario (10m) |
| 0:10 min | Develop Characteristics & Narratives (35m) |
| 0:45 min | Develop Headlines News – 2025, 2030, 2040 (10m) |
| 0:55 min | Short scenario name and description (5m) |
| 0:60 min | Return; ready to present |



Plausible Scenario Matrix 2035



PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030



Within a framework of plausible or realistic futures.

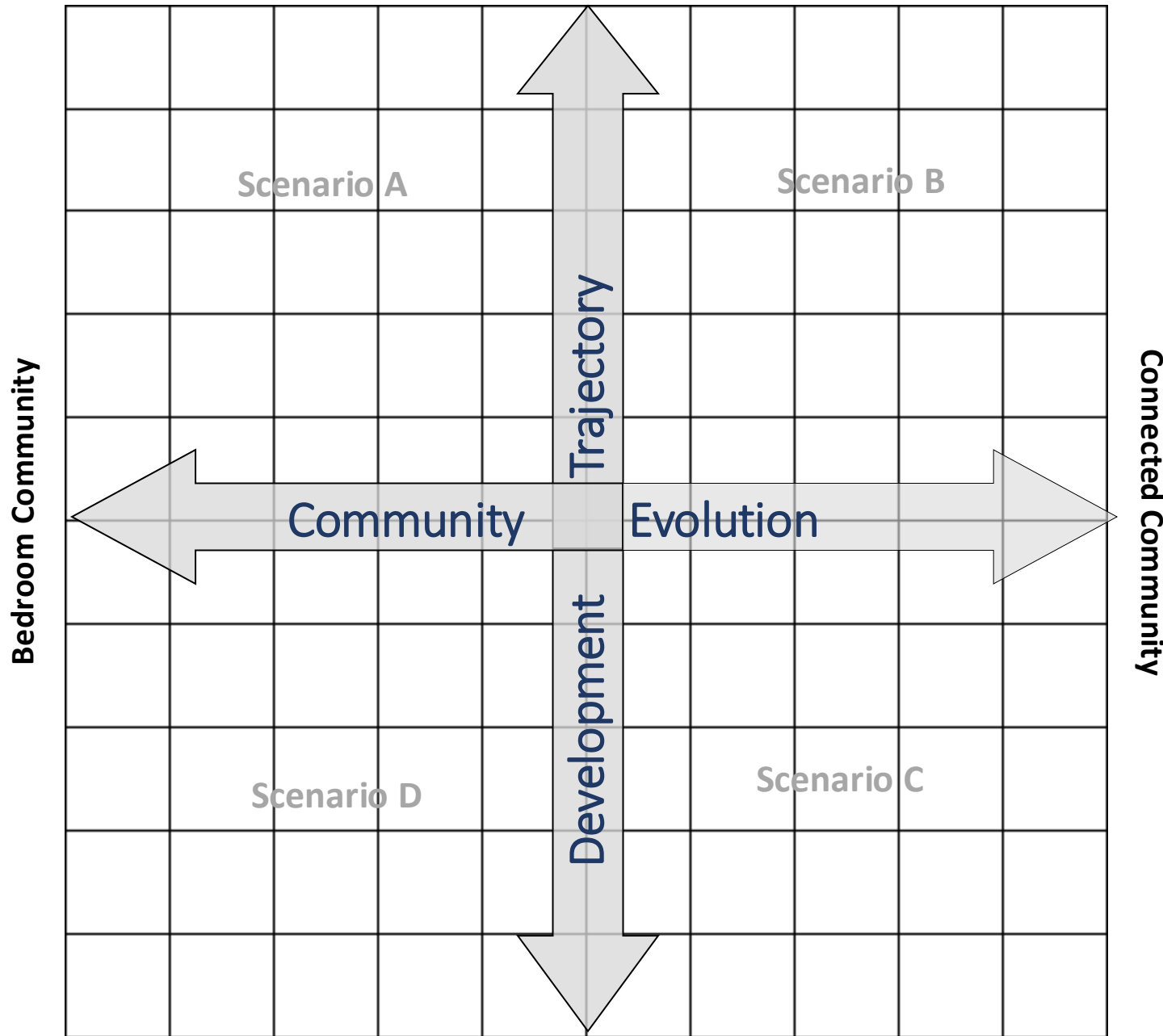
CITY OF PFULGERVILLE

Expected, Preferred and Least Desirable Futures Heatmaps

Expected, Preferred and Least Desirables of the Future – What do you think?

1. **LEAST DESIRABLE FUTURE** - The Least Desirable Future is the future that you think will be most undesirable (or least optimal or least desired) future in 2030.
2. **EXPECTED FUTURE:** The Expected Future is the future you expect most likely to eventuate by 2030, if existing trends and trajectory persists.
3. **PREFERRED FUTURE:** The Preferred Future is the future you think is optimal and creates the best outcome for Pflugerville in 2030.

Leverage Opportunity



PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

**City of Pflugerville
Think-Tank
Heatmaps**

March 7, 2025

Instructions

On the grid at the left,
please identify the
following:

- **LEAST DESIRABLE
FUTURE (L)**
- **EXPECTED FUTURE (E)**
- **PREFERRED FUTURE (P)**



Create Future Intelligence®



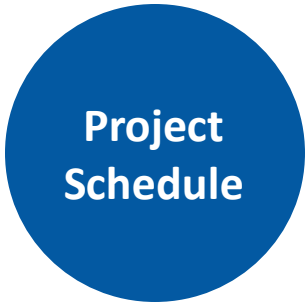
POSSIBLE HIGH-LEVEL STRATEGIC THEMES

City of Pflugerville Strategic Action Plan Think-Tank Day 2 | March 7, 2025

1

2

PFLUGERVILLE STRATEGIC ACTION PLAN 2026-2030



PHASE 1 Initial Planning & Information Gathering

- Detailed work plan and schedule
- Kick-off Strategic Plan development at City Council Retreat (January 24-25, 2025)
- Create online project portal; project branding
- Engagement and Communications Plans
- Background research and assessment of existing plans and documents
- Weekly project progress meetings

Design project & background research

JANUARY

PHASE 2 Stakeholder Engagement

- Stakeholder Survey
- Key stakeholder interviews
- Listening Sessions with Department Leaders
- Data visualization on portal
- Pflugerville Think-Tank Workshop
- Pflugerville Think-Tank Report

Stakeholder involvement to build alignment

APRIL

PHASE 3 Plan Development

- Roundtable Work Session with City Leadership
- Focus Groups to develop Strategic Pillars and Action Areas
- City Council Prioritization Questionnaire
- Draft and develop Pflugerville Strategic Action Plan with Implementation Matrix

Analysis and synthesis of accumulated input

JUNE

PHASE 4 Final Plan and Presentations

- Future Summit presentation of draft plan
- Finalize Pflugerville Strategic Action Plan; input incorporated
- Final City Council presentation of Pflugerville Strategic Action Plan

Council Retreat

Jan 24-25

Council workshop

Think-Tank

March 6-7

Community Sessions + Roundtable

April 1-4

Individual Council Interviews

Focus Groups

April 28 to May 2

Future Summit

May 12 -13

Council presentation



PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

City of Pflugerville Strategic Action Plan Next Steps



PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

Community Engagement Sessions

- Explore the scenarios for the future
- Begin to explore strategic actions to get to preferred future

Community Engagement Sessions
April 2-4, 2025

April
2025





PFLUGERVILLE
STRATEGIC ACTION
PLAN 2026 - 2030

Thank you

For more information on the City of Pflugerville Strategic Action Plan project, please visit the project portal at:

<https://lab2.future-iq.com/pflugerville-sap/>

