

STATUS	Date Started	GOAL	YEAR 1	LEAD	PARTNERS	START	END	Date Completed	ACCT
M&C-1			Ensure that there are open lines of communication among PCDC, the CITY, PFISD, the CHAMBER, Pflugerville Pforward, and other organizations whose activities impact Pflugerville's economic development opportunities.						
Ongoing	2018 - Q1	A	Participate in the CHAMBER roundtable meetings between the CITY, PFISD, PCDC, ESD2 to ensure consistent communication is taking place.	CHAMBER	PCDC,CITY, ESD2	2017	2020	2018-Q1	62000
Ongoing	2018 - Q1	B	Adopt MOUs between entities as needed to streamline coordination of economic development activities.	PCDC, CITY	CHAMBER, PfISD, other organizations who impact economic development	2017	2020	2018-Q1	62000, 61130
Ongoing	2018 - Q1	C	Hold quarterly meetings between PCDC and the CITY to review implementation tables to ensure goals are aligned, tasks assigned, and efforts are not duplicated. Include debrief sessions on progress and new developments.	PCDC, CITY	n/a	2017	2020	2018-Q1	62000
I-1			Continue long-term planning and preparation for growth – investing in roads, securing water, and protecting the natural environment.						
Ongoing	2017-Q4	A	Work with the CITY to develop ways the PCDC can strategically revise their media mix for use with real estate and site selectors to keep them posted on the new developments.	PCDC, CITY	n/a	2017	2020	2017-Q4	62000, 64210, 64230, 64200
NA		B	Support the continuation of currently planned parks and trails, protection of sensitive natural resources, and maintenance of water quality as the city expands. Conduct water and wastewater utility rate studies to ensure adequate revenues for operations and capital improvements.	CITY	CAMPO, TCEQ	2017	2020	NA	NA
NA		C	Continue working with commercial and residential customers about best practices for water conservation. Actively participate in state-level advocacy for water conservation programs and funding.	CITY	Utilities Companies	2017	2020	NA	NA
Ongoing	2018 - Q1	D	Consider a Transit Development Plan that coordinates with CAMPO, TXDOT, Travis County, and adjacent jurisdictions regarding transit and facilities. Continue to implement the existing Master Transportation Plan and identify and apply for private and outside funds for construction, expansion, and maintenance of the transportation network.	CITY	PCDC, CAMPO, TXDOT, TCEQ	2017	2020	2019-Q1	NA
NA		E	Continue to encourage private employers and citizens to assist with traffic reduction and environmental conservation efforts. Provide educational resources to improve mobility and protect the environment. Work with the PCDC to introduce the City water conservation program to new recruitment projects prior to development.	CITY	Private Partners, CAMPO, TCEQ	2017	2020	NA	NA
NA		F	Continue being involved in bold, long-term discussions regarding regional and statewide transit infrastructure networks.	CITY	CAMPO, TXDOT, TCEQ	2017	2020	NA	NA

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BC-1			Strengthen and expand programs that address the needs of Pflugerville's existing businesses, including an expanded business development and retention program.						
Ongoing	2017-Q4	A	Strengthen the Business Pfirst program within PCDC by scheduling two company visits a week that encourage free discussion and provide opportunities to learn about needs, successes and to respond to concerns.	PCDC	CHAMBER	2017	2017	2017-Q4	2017
Complete	2017-Q4	A	Provide a shared Resource Partner Directory of information for businesses on the PCDC website. Inform local businesses about support resources available and provide examples of ways that PCDC, the CITY and CHAMBER address local businesses needs.	PCDC	CHAMBER	2017	2018	2017-Q4	62000, 65000, 64170, 64200
Complete	2018 - Q1	B	Require formal training for PCDC staff and CHAMBER staff who conduct confidential surveys, questionnaires and use the BRE information management system.	PCDC	CHAMBER	2017	2018	2018-Q2	62000, 61120
Complete	2018 - Q1	C	Require that all team members involved in BR&E visits maintain confidentiality and provide reports through the PCDC information management system. Added NDA	PCDC	CHAMBER	2017	2018	2018-Q2	62000, 61121, 65200
Complete	2018 - Q1	D	Formalize the BusinessPFirst program (with Chamber) by scheduling annual meetings with Pflugerville businesses to provide updates about ongoing community activities, programs, and identify businesses for PCDC that require follow-up, confidential visits. Schedule a minimum of two company visits a week with trained PCDC-CHAMBER participants.	PCDC	CHAMBER	2017	2018		65000, 62000
Ongoing	2018 - Q1	E	Inform local businesses about support resources available and provide examples of ways that PCDC, the CITY and CHAMBER address local businesses needs. Board/Chamber joint meeting.	PCDC	CHAMBER	2017	2017	2018 - Q1	2017
Ongoing	2018 - Q1	E	Support the CHAMBER's continued efforts to develop events and programs that offer educational and networking opportunities to local business people and entrepreneurs.	PCDC	CHAMBER	2017	2018	2018 - Q1	62000, 65400, 64090
M&C -2			Build awareness of Pflugerville's assets and points of pride among residents and businesses.						
Complete	2018-Q3	A	Develop a toolkit of materials and messages for Steering Committee members and other stakeholders (EcoDev Squad)	PCDC	EcoDev Squad, media	2017	2020	2018-Q3	62000, 64170, 64200, 64040
Complete	2017-Q3	1	Post this Implementation Plan, Community Assessment, Target Industry Report, and Workforce Analysis online.	PCDC	EcoDev Squad, media	2017	2020	2017-Q4	62000, 64200
Complete	2017-Q3	2	Post progress reports online (e.g., every 6-12 months) and send the link to EcoDev Squad #ConnectPF	PCDC	EcoDev Squad, media	2017	2020	2018-Q3	62000
Complete	2017-Q3	3	Re-convene Steering Committee members and share an executive summary, talking points, and PowerPoint presentation with them.	PCDC	EcoDev Squad, media	2017	2020	2017-Q3	62000
Complete	2017-Q3	4	Charge Steering Committee members with distributing information on the Strategic Plan within their own networks. (e.g. EcoDev Squad)	PCDC	EcoDev Squad, media	2017	2020	2017-Q3	62000
Complete	2017-Q3	5	Develop a hashtag related to this Strategic Plan and encourage Steering Committee members to use it in social media posts (e.g., #ConnectPF)	PCDC	EcoDev Squad, media	2017	2020	2017-Q3; 2017-Q4	62000
Complete	2017-Q3	B	Host a launch event (in-person "summit," webinar, or combo) that shares the Strategic Plan with the larger community.	PCDC	EcoDev Squad, media	2017	2020	2017-Q4	62000
Complete	2017-Q3	1	Invite local media or stage a press conference as part of the launch event	PCDC	EcoDev Squad, media	2017	2020	2017-Q4	62000,
Complete	2017-Q3	2	Provide an overview of the strategic plan process and showcase the broad diversity of stakeholders participating.	PCDC	EcoDev Squad, media	2017	2020	2017-Q4	62000
Complete	2017-Q3	3	Have sign-up forms for attendees to receive Strategic Plan updates and become EcoDev Squad	PCDC	EcoDev Squad, media	2017	2020	2018-Q2	62000

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Complete	2017-Q3	4	Unveil the hashtag #ConnectPF and give tips for using the hashtag in social media.	PCDC	EcoDev Squad, media	2017	2020	2017-Q4	62000
Ongoing	2017-Q3	5	Consider an annual event to celebrate progress.	PCDC	EcoDev Squad, media	2017	2020	2017-Q3	62000, 64060
Ongoing	2017-Q4	C	Invest in a longer-term internal communications and branding campaign.	PCDC, CITY	EcoDev Squad, media	2017	2020	2019-Q1	62000, 64170, 64200, 64040, 64225
Complete	2017-Q4	1	Engage a professional agency to develop a unified brand strategy for Pflugerville for use by the PCDC and other partners involved in economic development.	PCDC	EcoDev Squad, media	2017	2020	2018-Q4	62000, 64170, 64200, 64040, 64225
Complete	2017-Q4	2	Develop a concise expression of Pflugerville's brand essence, descriptor words and suggested images, and creative execution (e.g, logo refresh and design standards if needed)	PCDC	EcoDev Squad, media	2017	2020	2018-Q3	62000, 64170, 64200, 64040, 64226

STATUS	Date Started	GOAL	YEAR 1	LEAD	PARTNERS	START	END	Date Completed	ACCT
Ongoing	2017-Q4	3	Develop a strategy for building brand awareness among residents and external audiences (e.g., communications channel plan, suggested marketing tools, public relations).	PCDC	EcoDev Squad, media	2017	2020	2019-Q1	62000, 64170, 64200, 64040, 64227
Complete	2017-Q4	4	Provide the agency with the reports that comprise this Strategic Plan as background brand research and content.	PCDC	EcoDev Squad, media	2017	2020	2018-Q3	62000, 64170, 64200, 64040, 64228
Complete	2017-Q4	5	If needed, place an agency on retainer to assist with implementing the brand strategy.	PCDC	EcoDev Squad, media	2017	2020	2018-Q3	62000, 64170, 64200, 64040, 64229
Complete	2017-Q4	6	Launch the brand internally first and rally EcoDev Squad, residents, and local businesses.	PCDC	EcoDev Squad, media	2017	2020	2018-Q4	62000, 64170, 64200, 64040, 64230
Ongoing	2017-Q4	D	Keep area media informed about economic development progress.	PCDC	EcoDev Squad, media	2017	2020	2017-Q4	62000, 64170, 64200, 64040, 64231
Ongoing	2017-Q4	1	Distribute press releases on ED announcements or progress related to this strategic plan and engage Steering Committee members to contribute editorials to the local paper championing Pflugerville's economic development efforts.	PCDC	EcoDev Squad, media	2017	2020	2017-Q4	62000, 64170, 64200, 64040, 64232
M&C-3 Engage in targeted marketing outreach to build relationships with external audiences such as target industries, site consultants, and other influencers.									
Ongoing	2017-Q4	A	Attend select events at which PCDC can build relationships with decision makers at target industry companies, site selectors, and real estate professionals.	PCDC	OA, Team Texas, Texas One	2017	2020	2017-Q3; 2017-Q4	62000, 64080, 64090, 64100
Ongoing	2017-Q4	1	Continue to attend high-ROI conferences such as IAMC, SelectUSA, Site Selectors Guild. Seek out additional opportunities to attend events with regional or state partners that are related to target industries and plan social and media outreach to coincide with the events.	PCDC	OA, Team Texas, Texas One	2017	2020	2017-Q3; 2017-Q4	62000, 64080, 64090, 64100
Ongoing	2018 - Q1	2	Participate in mission trips to target geographies and schedule one-on-one meetings with industry executives, brokers, and developers in each location. Ask local executives in target industries to facilitate introductions with their peers and suppliers.	PCDC	OA, Team Texas, Texas One	2017	2020	2018 - Q1	62000, 64080, 64090, 64100, 65000
Ongoing	2017-Q4	B	Participate in familiarization tours and inbound events with OA.	PCDC	OA, Team Texas, Texas One	2017	2020	2017-Q3; 2017-Q4	62000, 64080, 64090, 64100, 64130,
Ongoing	2018-Q1	1	Schedule one-on-one meetings to show case the community to target audiences.	PCDC	OA, Team Texas, Texas One	2017	2020	2018-Q1	62000, 65000
Ongoing	2018 - Q2	C	Have an active presence at Austin-area conferences that draw target audience representatives and try to participate in key target industry and real estate events.	PCDC	OA, Team Texas, Texas One	2017	2020	2018 - Q2	62000, 64090, 64080, 64100
Ongoing	2017-Q4	D	Continue to develop an annual marketing calendar for PCDC based on target industries and specific geographies.	PCDC	OA, Team Texas, Texas One	2017	2020	2017-Q4	62000, 64040, 64060, 64080, 64170
Ongoing	2018-Q3	E	Develop social media campaigns for each of Pflugerville's target industries.	PCDC	OA, Team Texas, Texas One	2017	2020	2019 - Q1	62000, 64200
Ongoing	2018-Q4	1	Continue to actively post and engage with target industry leaders, journalists, and influencers on channels like Twitter and LinkedIn.	PCDC	OA, Team Texas, Texas One	2017	2020	2019-Q1	62000, 64200, 64210
Ongoing	2018-Q5	2	Develop a monthly social media calendar that coordinates with PCDC's other marketing and business development activities.	PCDC	OA, Team Texas, Texas One	2017	2020	2019-Q1	62000, 64200, 64210
Ongoing	2018-Q6	3	Coordinate PCDC's social media calendar with other partners' calendars to amplify Pflugerville's voice. For example, Team Texas has six, month-long social media campaigns scheduled in 2017, (e.g., February is Logistics, Manufacturing & Distribution; March is Aviation, Aerospace & Corporate Headquarters). Build on their messaging by re-tweeting, replying to, and using the #TeamTexas #ConnectPF for Pflugerville-specific messages.	PCDC	OA, Team Texas, Texas One	2017	2020	2019-Q1	62000, 64200, 64210
Complete	2018-Q2	4	Ensure that Pflugerville is featured in the Team Texas #GoTeamTexas campaign.	PCDC	OA, Team Texas, Texas One	2017	2020	2018-Q3	62000, 64200, 64210

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Ongoing	2018-Q2	5	Incorporate photos and videos into social media posts.	PCDC	OA, Team Texas, Texas One	2017	2020	2019-Q1	62000, 64200, 64230, 64210

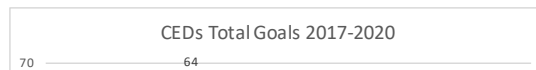
STATUS	Date Started	GOAL	YEAR 1	LEAD	PARTNERS	START	END	Date Completed	ACCT
Complete	2017-Q4	F	Invest in robust, sophisticated marketing tools: websites, social media, digital media relations, video, polished presentations, and digital advertising (to a limited degree).	PCDC	OA, Team Texas, Texas One	2017	2020	2018 Q4	62000, 64200, 64225
Completed	2017-Q4	1	Improve site selection tools and update website content related to target audiences. (See the Target Industry report for specific sales messages for each industry cluster.) Showcase testimonials of PF businesses in target industries.	PCDC	OA, Team Texas, Texas One	2017	2020	2018 Q4	62000, 64200, 64170, 64225
Completed	2017-Q4	2	Establish website pages for Retail and Business Pfirst Program.	PCDC	OA, Team Texas, Texas One	2017	2020	2018 Q4	62000, 64200, 65400, 65200
Ongoing	2017-Q4	3	Continue to invest in multimedia tools, such as the recently produced Workforce and Retail Opportunities videos.	PCDC	OA, Team Texas, Texas One	2017	2020	2019-Q1	62000, 64200, 64230, 64225
Completed	2017-Q4	4	Invest in original photography that captures real scenes, businesses and people in Pflugerville.	PCDC	OA, Team Texas, Texas One	2017	2020	2018 Q4	62000, 64200, 64230, 64225
Complete	2018 - Q1	5	Consider limiting printed materials to a one-page brochure for each target industry cluster.	PCDC	OA, Team Texas, Texas One	2017	2020	2018-Q3	62000, 64170, 64225
Ongoing	2018 - Q1	6	Limit print advertising to Site Selection Magazine and other nationwide media publications. Focus on digital advertising in industry-related publications (Area Development's newsletter, business journals)where a high concentration of target industry companies and/or site consultants are located.	PCDC	OA, Team Texas, Texas One	2017	2020	2019-Q1	62000, 64060, 64225, 64090
Ongoing	2018-Q1	G	Integrate the new Pflugerville brand into all marketing tools used for both internal and external audiences.	PCDC	OA, Team Texas, Texas One	2017	2020	2019-Q1	62000, 64055, 64225, 64170, 64200, 64210
Ongoing	2017-Q4	H	Assist in recruiting events and meetings at the new Pflugerville conference center.	PCDC	OA, Team Texas, Texas One	2017	2020	2017-Q3; 2017-Q4	62000, 65400, 64060, 64200, 64210
Ongoing	2017-Q4	I	Distribute an e-newsletter to target industry executives, brokers, developers, and site selectors to keep stakeholders informed about economic development opportunities in Pflugerville.	PCDC	OA, Team Texas, Texas One	2017	2020	2019-Q1	62000, 64200, 64170, 64225
E&W-1 Become actively involved and promote the East Williamson County Higher Education Center (EWCHEC) to align programs with the needs of Pflugerville's target industries. Provide scholarships to local students to attend programs at EWCHEC.									
Complete	2018 - Q1	A	Meet with EWCHEC administrators and faculty to discuss areas for collaboration. Identify employers in Pflugerville who could benefit from existing and potential education programs at EWCHEC. Invite them to participate in a roundtable discussion about their workforce training needs and EWCHEC's capacity to meet these needs.	PFISD/EWCHEC	PCDC, CHAMBER, Private Employers	2017	2020	2018-Q3	62000, 65000, 69150
Complete	2018 - Q1	B	Identify any barriers preventing Pflugerville students from enrolling in EWCHEC programs. Consider whether cost of attendance, transportation to the facility, or other factors stand in their way, and explore ways that community partners might address these barriers through scholarships, subsidies, transportation, and other avenues.	PFISD/EWCHEC	PCDC, CHAMBER, Private Employers	2017	2020	2018-Q4	62000, 64170, 69150
Complete	2018 - Q1	C	Raise local awareness of programs at EWCHEC and the career pathways they present to students at PFISD and adults seeking ongoing education in Pflugerville.	PFISD/EWCHEC	PCDC, CHAMBER, Private Employers	2017	2020	2018-Q5	62000, 65000, 64060, 64200, 69150
Complete	2018-Q3	D	Link Pflugerville and surrounding communities and institutions through an informal "SH-130 Education Corridor" that emerges from the SH-130 Economic Summit recommended in the Marketing and Communications section of this Strategy. Utilize the inventory of educational assets and programs to assist marketing of opportunities and identify areas for collaboration between educational institutions and employers.	PFISD/EWCHEC	PCDC, CHAMBER, Private Employers	2017	2020	2018-Q6	62000
BC-2 Develop guidelines for determining incentives offered to new and existing companies in Pflugerville.									
Ongoing	2017-Q4	A	Maintain an inventory of PCDC, City, State and other incentive tools that are available.	PCDC	CITY	2017	2018	2017-Q4	62000, 64200
Complete	2017-Q4	B	Develop clear guidelines for evaluating incentives based on economic goals and objectives.	PCDC	CITY, Regional Partners	2017	2017	2019-Q1	62000, 64170
Ongoing	2017-Q4	C	Develop and utilize clear standards for the types of businesses that qualify for incentives.	PCDC	CITY	2017	2017	2019-Q1	62000, 64170, 68100

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Ongoing	2017-Q4	D	Maintain flexibility within the incentive policy that allows creative options when determining incentives for unique and catalyst projects.			PCDC	CITY	2017	2017	2019-Q1	62000, 64170, 68100
I - 2 Expand Pflugerville's real estate offerings for light industrial, flex and office space.											
Complete	2017-Q4	A	Complete a flex industrial and office market assessment for the SH130 & SH45 Corridors			PCDC	CITY, Pflugerville Pforward, Private Partners	2017	2018	2018-Q3	62000, 64170, 64060, 64090
Ongoing	2017-Q4	B	Working with Pflugerville Pforward and other public and private partners, identify infrastructure funding for catalyst projects and identified geographic areas including the east side of SH 130 across from 130 Commerce Center.			PCDC	CITY, Pflugerville Pforward, Private Partners	2017	2020	2018-Q2	62000, 66000,
Ongoing	2018 - Q1	C	Collaborate with the CITY to ensure existing zoning and design standards are consistent with economic development policies of the CITY and PCDC and promote current industry best practices – accounting for high standards without compromising functional needs of users.			PCDC, CITY	Private Developers and Land Owners, Pflugerville Pforward	2017	2020	2018 - Q1	62000, 64170, 64060, 64090
Ongoing	2017-Q4	D	Develop, assist or otherwise support new "shovel-ready" properties within the CITY limits.			PCDC	CITY, Pflugerville Pforward, Private Partners	2017	2020	2018-Q2	62000, 64060, 66000
Ongoing	2018 - Q1	E	Advocate for inclusion of industrial, office, and flex zoned properties as high priorities in the CITY's Capital Improvement Program for implementation and funding.			PCDC	CITY, Pflugerville Pforward, Private Partners	2017	2020	2018 - Q1	62000, 64170
Ongoing	2018 - Q1	F	Support the CITY's Comprehensive Plan with infrastructure projects that promote ecoddev opportunities. Support the CITY funding and updates of CIP - including a joint PCDC-CITY review of Pflugerville's target clusters. Support locations and zoning for light industrial, office, logistics, and other target cluster business uses.			PCDC	CITY, Private Developers and Land Owners, Pflugerville Pforward	2017	2020	2018 - Q1	62000, 64200, 66000
Complete	2018 Q1	G	Work with 130 Commerce Center owners to form a property owners association for administration and maintenance of commonly held property.			PCDC	130 Commerce Center Owners	2017	2020	2018 - Q1	62000, 61130, 66000
Complete	2017-Q4	H	Retain the remaining 20 acres available at 130 Commerce Center for the location of a large, primary employer.			PCDC	PCDC	2017	2020	2017-Q4	62000, 61130, 66000
M&C-4 Position PCDC as a leader among economic development organizations in the region and state of Texas.											
Complete	2017-Q4	A	Participate in OA, Team Texas, and Texas One activities as business development and marketing platforms.			PCDC	Regional Partners	2017	2020	2017-Q3; 2017-Q4	62000, 64090, 61070, 64080, 64100
Completed	2018-Q3	B	Meet with the DoD's new Defense Innovation Unit Experimental (DIUx)'s Engagement Team in Austin to discuss Pflugerville's high concentration of veterans, patent holders, and align Pflugerville as a location for DIUx research and development spin offs.			PCDC	Regional Partners	2017	2020	2018Q4	62000, 64080
Underway	2018-Q1	C	Host a SH130 Corridor Economic Development Summit, comprised of economic development organizations, public sector entities, chambers, educators, utility providers			PCDC	Regional Partners	2017	2020		62000, 64060, 64090, 61120
Underway	2018 - Q1	1	Convene a meeting of SH130 Corridor public and private stakeholders to explore an Alliance for the corridor that would include establishing vision, goals and core activities that do not duplicate other regional efforts.			PCDC	Regional Partners	2017	2020		62000
Underway	2018-Q2	2	Focus the summit on activities such as (1) advocating for continued SH130 infrastructure investments, (2) mapping SH130 economic development and education assets, and (3) using shared marketing messages when talking about SH130 with prospects and other business influencers.			PCDC	Regional Partners	2017	2020		62000
Ongoing	2018-Q3	D	Build relationships and engage in regional dialogue with the Dell Medical Center and Innovation Zone to align Pflugerville as a location for medical device and advanced materials manufacturing.			PCDC	Regional Partners	2017	2020	2019-Q'	62000, 64080
Ongoing	2018-Q2	E	Participate in real estate associations and regularly schedule meetings with commercial brokers and developers in Austin, Houston and Dallas to build relationships and create awareness of Pflugerville.			PCDC	Regional Partners	2017	2020	2019-Q1	62000, 64080, 61070

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Ongoing	2018 - Q1	F	Raise awareness among State of Texas' Government Departments that Pflugerville is an affordable and friendly alternative location for their facilities.	PCDC	Regional Partners	2017	2020	2019-Q1		62000, 61070, 64055	
Ongoing	2019 Q1	G	Consider hosting an annual broker tour of Pflugerville.	PCDC		2017	2020	2019-Q1		62000, 64060	
Ongoing	2017-Q4	H	Work with the PFCHAMBER to establish stronger relationships with other chambers of commerce in the region, such as the Greater Austin Black Chamber and Greater Austin Asian Chamber.	PCDC, CHAMBER	Regional Partners	2017	2020	2017-Q4		62000, 65000	
Ongoing	2018-Q4	I	Consider membership in the Austin Area Research Organization (AARO) and approach them about participating in a committee meeting relevant to Pflugerville and the region (e.g. Transportation or Social Equity).	PCDC	Regional Partners	2017	2020			61070	
CoL-1 Encourage the development of unique retail and dining experiences that reflect Pflugerville's identity and offer more diverse options.											
Complete	2018 - Q1	A	Provide resources and data for retail recruitment on the PCDC website	PCDC, CITY	CHAMBER	2017	2020	2018-Q2		62000, 62400	
Ongoing	2017-Q4	B	Direct start up retailers to small business loans and other assistance programs.	PCDC	CHAMBER	2017	2020	2017-Q4		62000, 65000	
Ongoing	2017-Q4	C	Incentivize large, high catalyst retail projects with direct economic impacts that significantly outweigh incentive costs.	CITY	PCDC, CHAMBER	2017	2020	2017-Q4		62000, 68000, 64080, 61130	
NA	NA	D	Continue to include zoned commercial areas in the Comprehensive Land Use Plan that allow for diverse retail uses such as food trucks, breweries, and other local non-chain establishments.	CITY	CHAMBER, PCDC	2017	2020	NA		NA	
CoL-2 Continue to invest in family-friendly recreation amenities like the planned improvements to Lake Pflugerville, 1849 Park, trail networks, sporting facilities and fields, and inclusive community events.											
NA	NA	A	Support the CITY's implementation of currently planned improvements for Lake Pflugerville and other parks through already-approved bonds. Upon completion of projects, encourage regular event programming at the Lake Pflugerville amphitheater that appeals to all ages.	PCDC, CITY		2017	2020	NA		NA	
Complete	2017-Q4	B	Support the development and identification of new funds for the 1849 Park and its various facilities.	PCDC	CITY, Travis County, Private developers	2017	2020	2018-Q3		NA	
NA	NA	C	Support ongoing cultural events and meet with regional non-profits, cultural organizations, and other groups to develop and host new local events that reflect the character of Pflugerville and are inclusive of the city's diverse population.	CITY	Regional Parts, Arts Organizations	2017	2020	NA		NA	
NA	NA	D	Meet with live music production companies in Central Texas, local property owners, and developers to explore the possibility of constructing a live music venue in Pflugerville. Consider including an outdoor venue, rehabilitation of existing historic structure, or new building construction.	PCDC	CITY, Private Developers, Property Owners, Music Production Companies	2017	2020	NA		62000, 65000	
E&W-2 Continue to raise awareness of Pflugerville ISD's many successful educational training programs. Explore possibilities for internships, training											
Ongoing	2018 - Q1	A	Working with the PCDC, identify and meet with local employers in Pflugerville's target clusters to identify specific training programs and partnership opportunities.	PfISD	PCDC, CHAMBER, Private Employers	2017	2018	2018 - Q1		62000, 69150, 64080, 65000	
Ongoing	2018 - Q1	B	Provide information to employers about how to establish an internship program. Share a how-to guide, employer benefits and responsibilities, and other key information to take the guesswork out of implementation.	PfISD	PCDC, CHAMBER, Private Employers	2017	2018	2018 - Q1		62000, 69150, 64080, 65000	
		C	Host an Internship Fair in high schools that can connect students with employers.	PfISD	PCDC, CHAMBER, Private Employers	2017	2018			62000, 69150, 64080, 65000	
Ongoing	2018 - Q1	D	Celebrate the academic success of Pflugerville ISD and its students at events, on social media, in local newsletters, and through other publications.	PfISD	PCDC, CHAMBER, Private Employers	2017	2018	2018 - Q1		62000, 69150, 64080, 65000	

99 Total Goals

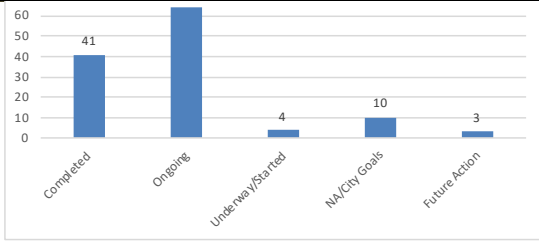
Completed 38
Ongoing 49



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Underway 3
 Not Applicable 8
 Future Action 1

	99
Completed	41
Ongoing	64
Underway/Started	4
NA/City Goals	10
Future Action	3



STATUS		DATE STARTED	GOAL	YEAR 2	LEAD	PARTNERS	START	END	DATE COMPLETED
BC-3			Invest in entrepreneurial infrastructure that attracts and supports business creation, product innovation, and R&D in Pflugerville and connect to the region's entrepreneurial ecosystem.						
Ongoing	2018-Q1	A	Continue to engage with Opportunity Austin, The University of Texas, Capital Factory, Austin Technology Incubator, and other regional organizations to highlight innovation opportunities in Pflugerville.	PCDC	Regional Partners, Private Patners	2018	2020	2019-Q1	
Underway	2018-Q4	B	Meet with partners in the Austin Innovation Zone – centered on I-35 in central Austin. Consider opportunities to connect Pflugerville as an affordable, and business-friendly location for startup businesses from the Zone to grow.	PCDC	Regional Partners, Private Patners	2018	2020		
Ongoing	2018-Q3	C	Explore opportunities to develop a low-cost, but not free shared office and resource center in Pflugerville. shared office space and resource center for self-employed individuals. Consider public-private partnerships, lease subsidies or other tools.	PCDC, CHAMBER	CITY,Regional & Private Partners	2018	2020	2019-Q1	
BC-4			Celebrate entrepreneurs and inventors in Pflugerville that shares their stories – building pride and encouraging other entrepreneurs to locate businesses in the community.						
Ongoing	2018-Q3	A	Incorporate "Pfrom Pflugerville" into the PCDC website, with a specific landing page to showcase local businesses, entrepreneurs, and events.	PCDC	PfISD, CHAMBER, CITY	2018	2020	2019-Q1	
Ongoing	2018-Q4	B	Develop "Pfrom Pflugerville" campaign and include local entrepreneurs in a video testimonial series why they chose Pflugerville. Ask local entrepreneurs to become brand ambassadors.	PCDC	PfISD, CHAMBER, CITY	2018	2020	2019-Q1	
Ongoing	2018-Q4	C	Consider a "Twitter Takeover" campaign that allows Pflugerville entrepreneurs to take over the PCDC Twitter account. Ask them to share more about Pflugerville as a location for entrepreneurs and generate pride among Pflugerville's startup scene using the hashtag #PfromPflugerville.	PCDC	PfISD, CHAMBER, CITY	2018	2020	2019-Q1	
E&W-3			Foster a new generation of innovators in Pflugerville by building courses at Pflugerville ISD that teach entrepreneurship and expose students to success stories.						
Ongoing	2018-Q1	A	Establish an Entrepreneurial Education committee composed of local entrepreneurs and representatives from PFISD to review existing programming at the ISD and discuss curriculum, internships, and training that could benefit local students.	PfISD	PCDC, CHAMBER, Private Employers	2018	2020	2019-Q1	
Ongoing	2018-Q2	B	Explore and adopt regional, state, and national young entrepreneur programs and competitions, such as Pflugerville's successful Big Step. Encourage students to participate in these programs as extracurricular activities.	PfISD	PCDC, CHAMBER, Pflugerville Pforward	2018	2020	2019-Q1	
Ongoing	2018-Q2	C	Develop recommendations for Pflugerville ISD to create and brand an entrepreneurship course of study. If possible, assign or recruit a faculty member to lead these programs. Work with Pflugerville Pforward, PCDC, and private businesses to identify funding to sponsor scholarships, faculty, and programs.	PfISD	PCDC, Pflugerville Pforward, Private Employers	2018	2020	2019-Q1	

STATUS		DATE STARTED	GOAL	YEAR 2	LEAD	PARTNERS	START	END	DATE COMPLETED
E&W-4 Celebrate veterans in Pflugerville and identify resources to support continued education and training for veterans.									
Ongoing	2018-Q3	A	Identify state and federal educational programs and other incentives to facilitate hiring and skills development for veterans. Develop a matching program to connect unemployed and underemployed veterans with local employers.	PCDC	Office of Veterans Affairs, TWC	2018	2020	2019-Q1	
Ongoing	2018-Q3	B	Conduct a survey of Pflugerville veterans to determine employment characteristics – e.g. type of industry, education levels, training, certificates, career goals. Attempt to identify other special needs among veterans – transportation, healthcare, etc.	PCDC	Office of Veterans Affairs, TWC	2018	2020	2019-Q1	
Ongoing	2018-Q3	C	Meet with the Office of Veterans Affairs and Texas Workforce Commission to collect information on the veteran population in Pflugerville – including the number of veterans, their skillsets, and other relevant statistics.	PCDC	Office of Veterans Affairs, TWC	2018	2020	2019-Q1	
Complete	2018-Q3	D	Include information about Pflugerville's sizable veteran population in marketing materials.	PCDC	Office of Veterans Affairs, TWC	2018	2020	2019-Q1	
I-4 Encourage more diverse housing in Pflugerville – including condominiums, multifamily, mixed-use developments, and executive homes.									
Complete	2018-Q3	A	Conduct an independent housing study to determine supply and demand for housing that will serve all current and future residents of Pflugerville. This study should take special consideration of the needs of retirees (Pflugerville's fastest growing demographic group), young professionals, and lower-income residents.	PCDC	CITY, CHAMBER	2018	2020	2018 - Q3	
Ongoing	2018 Q4	B	Through PCDC's Business Retention and the CHAMBER's Business Development programs, meet with existing medical center human resources departments and leadership to identify workforce, infrastructure, and other concerns that may be addressed through partnerships with the City, PFISD, and other organizations.	PCDC	CITY, CHAMBER, PFISD	2018	2020	2019-Q1	
QoL-3 Ensure Pflugerville offers a full array of human care options – including top-notch and affordable childcare services, physicians' offices, a hospital, and services for elderly residents.									
Ongoing	2018-Q2	A	Encourage the City to include locations for denser, planned developments for in the Comprehensive Plan Update. Convene regular meetings between PCDC, the City, and property owners to explore ideas, discuss plans, and facilitate housing development when necessary and appropriate.	PCDC, CITY	Property Owners, CHAMBER	2018	2020	2019-Q1	
QoL-4 Ensure Pflugerville offers a full array of human care options – including top-notch and affordable childcare services, physicians' offices, a hospital, and services for elderly residents.									
Complete	2017-Q3	A	Through partnership between the City and PCDC, continue efforts to attract a full-service hospital to Pflugerville.	PCDC, CITY	CHAMBER	2018	2020	2018-Q1	
QoL-5 Ensure Pflugerville offers a full array of human care options – including top-notch and affordable childcare services, physicians' offices, a hospital, and services for elderly residents.									
NA		A	Conduct a childcare resources study to assess the capacity of existing establishments to supply services to the entire Pflugerville community. Work with the business community through the CHAMBER of Commerce and Pflugerville Pforward to identify potential funding for the study. Develop recommendations to address gaps in service and encourage new operators to open in the city.	PCDC, CITY	CHAMBER, Pflugerville Pforward	2018	2020		
QoL-6 Explore the development of a Pflugerville City Center – a mixed use development that includes retail, residential, entertainment and event space, and office.									
Ongoing	2018-Q3	A	Encourage the City to discuss options for relocating City Hall to a new Pflugerville City Center while preparing the City Facilities Master Plan.	CITY	PCDC, CHAMBER, Private developers and land owners	2018	2020	2019-Q1	
NA		B	Convene a meeting including the City, PCDC, property owners, and local developers to explore locations and options for development of a Pflugerville City Center – ideally along SH-130.	CITY	PCDC, CHAMBER, Private developers and land owners	2018	2020		

STATUS		DATE STARTED		YEAR 3				LEAD		PARTNERS		START		STATUS		DATE COMPLETE	
E&W-5		Establish a post-secondary educational presence in Pflugerville - exploring options for classrooms, research institutes, apprenticeship programs, and other partnership opportunities.															
Ongoing	2019-Q1	A	Coordinate with the Texas Workforce Commission, Opportunity Austin, and other regional training and entrepreneurial organizations to raise outside awareness of Pflugerville's readiness for a post-secondary educational presence.	PCDC	Pflugerville ISD, City, TWC	2019	2020+	2019-Q1									
		B	Meet with local target cluster employers to identify universities and colleges conducting specialized research and training related to their field. Assess whether partnering with these institutions or bringing a satellite location to Pflugerville would benefit local business and grow the cluster in Pflugerville.	PCDC	Pflugerville ISD, City, TWC	2019	2020+										
		C	Identify Pflugerville leaders with personal contacts at post-secondary educational institutions. Initiate conversations with schools to explore whether they are considering expansions or new programs and whether they could fit in Pflugerville.	PCDC	Pflugerville ISD, City, TWC	2019	2020+										

3 total
Complete 0
Ongoing 1
Underway 0
Future Action 2
NA 0

Pflugerville Implementation Tables

FIVE GOALS

BUSINESS CLIMATE
EDUCATION WORKFORCE
INFRASTRUCTURE
QUALITY OF LIFE
MARKETING & COMM

COLOR CODE

BC
E&W
I
QoL
M&C

LEAD ORGANIZATION

PCDC & PCDC/CHAMBER
PCDC & CITY
CITY
PFISD
EWCHEC

COLOR CODE
