

Metrics



Goals

Goals are specific objectives collectively set to achieve a comprehensive outcome. They contribute to keeping the community accountable by incorporating strategies for success and by measuring the results after implementation. Goals should be SMART (Specific, Measurable, Attainable, Realistic, and Timely). The setting of goals is an iterative process that requires research into current and ideal conditions in order to be realistic about outcomes.

Metrics

Metrics are a discovery-oriented tool to shape a collective point of view about a project’s aspirations. They help to ensure goals are monitored and achieved over time. Metrics help the community understand how the Pflugerville 2030 Comprehensive Plan will positively influence quality of life in their community. Metrics result in physical outcomes that evidence the comprehensive direction of the plan.

Some goals do not have metrics associated with them. One reason for this is that the tracking of metrics requires time and resources that prove unwieldy for each goal. The second reason is that for some goals, there is no readily available source of data. Finally, some goals are qualitative making measurement difficult.

Monitoring

The Pflugerville 2030 Monitoring Report is a tool the City will use to evaluate implementation of the Pflugerville 2030 Comprehensive Plan approximately every two years. The ideal state, current state, data/source, trend, and observations must be reported for each metric. For metrics trending in the wrong direction (current conditions are further from the ideal state than previous reports), there must be a strategic plan put in place within two months of the Monitoring Report release. This strategic plan must address corrective actions, responsible parties, and timeframes for retesting.

Land Use & Development Character Goals

Goal 1: The supply, location, and type of housing will be diverse in order to meet the projected needs of the Pflugerville community in 2030, create a balanced community, and ensure residents have housing options for all phases of their lives.

Goal 2: Development (infill and new development) will be focused around a hierarchy of centers that will create a stronger sense of community, provide employment opportunities and shopping districts while reducing infrastructure costs.

Goal 3: The amount of commercial and industrial land uses will accommodate opportunities for employment, services, and growing the municipal tax base.

Goal 4: Urban design should promote the historical, environmental, and community values of Pflugerville in order to articulate the values and identity of Pflugerville to all residents, employees, and visitors in the city and to build on the qualities that have made Pflugerville an attractive place to live.

Goal 5: The City of Pflugerville will exercise its power to control land use and strengthen its financial position in the Extra Territorial Jurisdiction (ETJ) in order to encourage cost-effective growth patterns.

Goal 6: Opportunities for preserving the community's agricultural heritage will be identified and evaluated in order to promote community identity and character.

Metric: Housing Values

Ideal State: 10% or more of new single family units have a sales price of greater than 160% and 10% to 20% of new units have a sales price of less than 80% of the previous year's median single family home sales price for the Austin metropolitan area as published by the National Association of Realtors.

Current State: 2% of units are valued above \$300,000 (160% of 2009 median single family sales price). 35.4% of units are valued at under \$149,999 (80% of 2009 median price).

Data/Source: U.S. Census Bureau

Metric: Development in Identified centers

Ideal State: Increase the percent of residents within a 1/2 mile radius of centers from the current condition.

Current State: 29% of all households

Data/Source: The Preferred Alternative Plan and the City GIS.

Metric: Annexation

Ideal State: All annexations occur in areas identified as very **efficient** on the Growth Efficiency Map or in planned centers.

Current State: N/A

Data/Source: The Growth Efficiency Map, Preferred Land Use Vision Plan, and the City GIS.

Land Use & Development Character Goals (cont.)

- Goal 7: Streetscape design will accommodate multi-modal transportation and infrastructure needs as well as the beautification of the public realm in order to consistently convey the values and identity of Pflugerville throughout the community.
- Goal 8: Gateways will include a distinguishing set of features in order to provide a sense of place in individual neighborhoods and across Pflugerville, reinforce the community's values and identity at the entrances to the community, and leave a positive first and last impression of the community for visitors.
- Goal 9: Green practices for the built environment will be encouraged in both public and private structures in order to reduce energy usage by structures and reduce environmental impacts on the City and residents.

Metric: Energy Use

Ideal State: Reduce energy use per capita (kwh/month) from the baseline (current conditions).
 Current State: 2,255 kwh/month
 Data/Source: Oncor Energy (2004)

Recreation and Parkland Goals

- Goal 1: Pflugerville will have connected open space and a hierarchy of parks that form a complete system in order to serve the community.
- Goal 2: Pflugerville will have a national caliber network of trails that links parks, homes, schools and community facilities across the entire city in order to provide multi-modal access throughout the City, to provide safe routes for bicycles and pedestrians to key locations, and to reinforce the existing network of trails.
- Goal 3: Parks and Recreation facilities and programs will continue to meet current level-of-service standards and evolve as the community's recreational needs change.

Metric: Access to Parks

Ideal State: 100% of new development occurs within a ¼ mile radius of an existing or planned park and is linked by a network of trails.
 Current State: 78% of the population has access to a park within a ¼ mile radius of a park.
 Data/Source: The Preferred Alternative Plan, Park and Open Space Plan, and the City GIS.

Recreation and Parkland Goals (cont.)

Goal 4: Pflugerville will preserve and protect environmental quality and reinforce the heritage and identity of the community.

Metric: Preserved Open Space

Ideal State: Maintain or increase the 2009 average of 17 acres of park and open space per 1000 people (11.2 acres parks and 5.9 acres open space per 1000 people).

Current State: 17 acres of park and open space per 1000 people

Data/Source: City GIS maps.

Notes: Open space should include key biodiversity corridors (riparian areas and native undisturbed prairies), prime farmland for agricultural purposes, and other sensitive lands (floodplains, wetland areas, etc.).

Goal 5: Parks and facilities will attain high levels of quality in design and maintenance.

Goal 6: The operations of parks, recreation, and open space will increase awareness of existing programs and ensure the appropriateness of new facilities to the community.

Transportation Goals

Goal 1: Pflugerville will have a regional transportation presence to ensure connectivity between emerging destinations and centers both within and external to Pflugerville and to maintain a voice in regional transportation planning and funding cycles.

Goal 2: Balance land use and transportation infrastructure to make living, working, shopping and playing in Pflugerville safer and more convenient for residents and visitors.

Metric: Vehicle Miles Traveled (VMT)

Ideal State: Annual growth rate of VMT should be less than population growth rate.

Current State: N/A

Data/Source: CAMPO

Goal 3: The design, development, and maintenance of roads will consider the needs of current and projected populations in a consistent and coordinated manner.

Goal 4: The cost of developing transportation infrastructure will be shared among those that benefit from it the most – developers, the City, other government entities, and users.

Public Facilities and Infrastructure Goals

- Goal 1: City facilities will sufficiently fulfill the functions necessary to accommodate a high level of services to residents in 2030.
- Goal 2: Water use per customer within the City will be reduced in order to lower costs and **impacts** associated with water treatment, maximize the potential for the water owned by the City, and encourage responsible water conservation practices by residents and businesses in the community.
- Goal 3: The water quality in Pflugerville’s creeks will continue to uphold federal and state standards and contribute positively to the water quality of downstream segments.
- Goal 4: Pflugerville will manage its wastewater and reuse program in order to reduce the use of potable water for irrigation, reduce the costs and impacts associated with water treatment, and maximize the potential for the water owned by the City.
- Goal 5: Pflugerville’s utility infrastructure will support planned growth and development in order to allow future growth to occur in the desired pattern and maintain the current high quality of life in the community.
- Goal 6: Pflugerville’s CIP will support the Comprehensive Plan in order to ensure funds are being spent on capital improvements most likely to fulfill the vision of the residents.
- Goal 7: Pflugerville’s CIP will promote economic development consistent with the City’s financial goals and objectives.

Metric: Water Consumption

Ideal State: Reduce water consumption per capita from the current conditions.

Current State: 10 MGD (Peak Day Demand)

Data/Source: Water providers in Pflugerville

Metric: Water Quality

Ideal State: No streams or stream segments in Pflugerville can be found on the 303(d) list.

Current State: Gilleland Creek from the Colorado River upstream to Taylor Lane (segment 1428C – not in Pflugerville) has been impaired by bacteria since 1999.

Data/Source: TCEQ 303(d) List

Economic Development Goals

Goal 1: Pflugerville will continue to work with PCDC to increase the number of jobs within the city in an effort to reach a balance of one job for every household.

Number of Jobs

Ideal State: One job for every household

Current State: Pflugerville has about 8,000 people employed within the city limits. Pflugerville has 14,031 households. This results in .57 jobs per household.

Data/Source: Households were determined from the U.S. Census Bureau (American Community Survey) for the three-year period of 2006-2008. Jobs were determined from Claritas.

Notes: To achieve a level of one job per household would require adding about 6,000 jobs now and roughly one job per housing unit in the future. Pflugerville's forecast adds 1,600 housing units per year. Round Rock has 30,000 households and 68,000 jobs equaling 2.3 job per household. Sugar Land has 21,500 households and 40,000 jobs for an average of 1.8 jobs per household.

Goal 2: Pflugerville will have enhanced access to medical facilities, services and specialties as City continues to grow.

Goal 3: The City of Pflugerville's communications strategy will encourage increased, and more informed participation in local governance and City services.