

Town of Vienna Performance Measures

The following tables represent key performance measures and key survey results, grouped by Strategic Plan vision criteria. The Strategic Plan was adopted by Vienna Town Council in 2019. Survey results reported are from the National Citizen's Survey (NCS) conducted most recently in 2018. The NCS is conducted by the National Research Center (NRC) in partnership with the International City/County Management Association (ICMA). It captures residents' opinions and it is a statistically significant, nationally recognized tool.

The Town of Vienna's 2019 Strategic Plan is a critical tool and a roadmap to continued excellence. The plan represents the Town government's commitment to establishing and undertaking priorities that get the Town traveling toward the community it envisions itself to be in the future. The performance measures presented below will help guide the Town staff to continuous improvement towards meeting those objectives.

Please contact the Town of Vienna Finance Department at 703-255-6300 for questions or comments.

Town of Vienna Performance Measures

Fiscally Responsible	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Bonded debt as percent of RE assessments	State Limit 10%	0.6%	0.5%	1.0%
Unassigned Fund Balance as % of next year's budget	15.0%	18.0%	18.1%	18.0%
Bond rating over time		AAA	AAA	AAA
FTE per capita		83 : 1	83 : 1	82 : 1
Percent of sidewalk and road improvements paid for by grant or outside funding.				11.5%
Informational		Adopted	Adopted	Adopted
General Fund Budget		\$ 24,207,310	\$ 25,463,090	\$ 26,725,030
Real Estate Tax Rate (per \$100 assessed value)		\$0.225	\$0.225	\$0.225
NCS Satisfaction Survey Results		2018	2020	
Benchmark		Actual	Projected	
Overall economic health		90%		
Value of services for taxes paid		68%		
FISCALLY RESPONSIBLE: The Town of Vienna will be a reliable and responsible steward of public funds, committed to ensuring financial sustainability and maintaining and promoting high standards as well as a strong, well-managed financial position.				

Town of Vienna Performance Measures

Safe Community	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Property crimes – number and per capita				
Traffic citations				
Arrests				
Response time for Priority 1 calls				
NCS Satisfaction Survey Results	Benchmark	2018	2020	
		Actual	Projected	
Overall feeling of safety		97%		
Safe in neighborhood		98%		
Safe in downtown / commercial area		98%		
Crime prevention		87%		
SAFE COMMUNITY: Vienna will ensure a safe community by improving traffic and pedestrian/bicycle safety as well as reducing crime through community engagement and education, investing in public safety technology and facilities, and emphasizing cybersecurity and emergency management.				

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Efficiently Mobile	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Linear feet of sidewalk built				
Linear feet of roads paved; miles paved				
Pavement condition index				
NCS Satisfaction Survey Results		Benchmark	2018	2020
		Actual	Actual	Projected
Traffic enforcement		71%		
Ease of walking		77%		
Overall ease travel		65%		
Public parking		46%		
Street repair		57%		
Sidewalk maintenance		61%		
Traffic signal timing		55%		
EFFICIENTLY MOBILE: A strategically located community, the Town of Vienna will ensure safe, efficient, accessible, and reliable multimodal transportation networks within the Town and linking Vienna to the region through use of innovative technology and initiatives.				

Town of Vienna Performance Measures

Economically Prosperous	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Change in value of commercial property		18.5%	18.9%	18.2%
Number of net new businesses annually				
Annual increase in BPOL revenue		0.2%	5.6%	3.4%
Annual increase in Meals Tax revenue		4.5%	0.6%	6.0%
Commercial vacancy rate				
Number of new single-family unit permits		75	70	
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NCS Satisfaction Survey Results	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Shopping opportunities		69%		
Housing options		45%		
Vibrant downtown / commercial area		64%		
Economic development		69%		

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ECONOMICALLY PROSPEROUS: The Town of Vienna will be a distinctive, dynamic, and vibrant 21st century community and location of choice for unique, independent businesses that add to the Town's charm, attract visitors as well as residents, and collectively, serve to establish the Town as a destination. We will strive to create a healthy balance of businesses in order to enhance citizens' quality of life and increase the Town's nonresidential tax base.

Town of Vienna Performance Measures

Influential and Well-Governed	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Jobs Posted / Applications Received				
Employee Longevity				
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NCS Satisfaction Survey Results	Benchmark	2018	Projected	2020
		Actual		Projected
Confidence in Town government		67%		
Overall direction		56%		
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INFLUENTIAL AND WELL-GOVERNED: The Town of Vienna will be a high=performing organization that follows quality management principles, utilizes local government best practices, and enables and empowers employees. Vienna will serve as a regional role model for effective governance and strong partnerships.				

Town of Vienna Performance Measures

Engaged Community	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Number of social media followers				
Number of Web Site visitors				
Number of emails / calls from citizens				
Number of citizen work orders submitting / completed				
NCS Satisfaction Survey Results	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Public information		84%		
Opportunities to participate in community matters		82%		
Sense of community		83%		
Attended public meeting		32%		
ENGAGED: The Town of Vienna welcomes effective citizen engagement that leads to bold, collaborative decision-making. In providing multiple avenues for interaction, Veinna will enhance its strong tradition of community involvement, reaching out in thoughtful ways to a broad range of stakeholders.				

Town of Vienna Performance Measures

Environmentally Sustainable	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Percent of fleet that uses alternative power				
Percent of Town facilities on LED lighting				
Percent of street lights on LED lighting				
Tons of waste recycled				
Linear feet of stream restoration				
Number of trees removed and / or replanted				
NCS Satisfaction Survey Results	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Street cleaning		78%		
Recycling, garbage collection		91%		
Natural areas preservation		64%		
Open space		66%		
ENVIRONMENTALLY SUSTAINABLE: The Town of Vienna values and protects its natural and manmade resources. We embrace our obligation to current and future generations to foster a healthy, safe, and attractive community.				

Town of Vienna Performance Measures

Complete Community	Benchmark	2018	2019	2020
		Actual	Actual	Projected
Community center attendance				
Percent of classes with wait list				
Teen center attendance				
Number of special events / attendance				
Utilization rate of Town Green				
Concessions and rental income				
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NCS Satisfaction Survey Results		2018	2020	
Benchmark		Actual	Projected	
Town parks		91%		
Town recreation programs		87%		
Town special events		91%		
Visited a Town park		90%		
Overall education and enrichment		87%		
Overall quality of life		94%		
Recommend Vienna		94%		

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COMPLETE COMMUNITY: The Town of Vienna will embrace its independent, active, and welcoming character as a unique place to live-work-play-dine-shop in Northern Virginia. Our traditional events and year-round activities enrich the Town's vibrant, caring, and inclusive community identity and spirit.