

Strategic Plan: Goals and Priorities (Draft)
Town Council Work Session
February 10, 2025

Attachment 4

1. Become an engaged community

- a. The Vienna community **meaningfully** participates in Town decisions
- b. Foster interaction with and among **all** Town residents, businesses and institutions.
- c. Provide **timely and accurate** information about Town matters to the community, receive input from the community, and treat that input with the highest respect.
- d. Work toward Vienna being accessible to all members of the community.
- e. Sponsor and support festivals and events.



2. Provide a healthy, sustainable, and resilient community

- a. Provide clean and reliable water systems
- b. Promote sustainable investments in infrastructure and facilities.
- c. Sponsor and support active and passive recreation.



3. Provide a Safe community

- a. Maintain low crime rates and reduce crime rates where possible.
- b. Invest in technology for public safety technology and cybersecurity to reduce crime and protect Town assets.
- c. Continue to ensure that the Town has a well-designed, practiced and ready-to-implement emergency management system, in coordination with neighboring jurisdictions.
- d. Regularly assess automobile traffic patterns and accident data to reduce accidents and improve roadway safety for all roadway users.
- e. Invest in improvements in pedestrian and bicycle safety and accessibility.
- f. Maintain safe, secure and adequately equipped spaces for recreational activities and events.

4. Beautiful and active parks, beautiful town

- a. Invest in modern facilities, amenities, and equipment for sports and other activities
- b. Manage and improve the natural environment in Town parks
- c. Manage and enhance the tree canopy throughout the Town, both through Town actions and requirements during development.
- d. Enhance and beautify planting areas in roadways, commercial corridors and other Town rights-of-way.



5. Comfortable, Secure and Attractive Residential Areas

- a. Ensure that residential neighborhoods remain comfortable places to live and thrive.
- b. Support the needs of residents in all housing types and support the variety of housing types that the Vienna community needs and wants.
- c. Invest in beautification efforts in neighborhood rights-of-way and local parks.

6. Strong economy and thriving local businesses and institutions

- a. Stay engaged with the business and nonprofit community to understand and help to address their evolving needs.
- b. Implement tourism and marketing strategies to encourage regional citizens to visit, shop and dine in Vienna.
- c. Seek to attract new businesses and retain existing businesses, especially locally owned small businesses.
- d. Provide opportunities for existing businesses to drive sales and grow their footprints, to provide enhanced services and goods for residents and a diversified tax base.
- e. Promote a positive environment for Vienna's restaurants, from which the Town pays for capital improvements.
- f. Support placemaking, beautification and community-design efforts that make commercial and mixed-use areas attractive destinations.
- g. Engage with commercial property owners seeking to modernize their buildings.
- h. Pursue programming to support Vienna's talent pipeline and upskill Vienna residents looking to make career shifts.

7. Maintain status as a Well-Governed and Fiscally Responsible Town Government

- a. Ensure that Town policies, and practices, and technology investments meet or exceed current best practices for public finance and local government.
- b. Invest in hiring, training, and retention of high-quality staff to ensure excellence and efficiency of Town services.
- c. ~~Maintain the Town's AAA bond rating.~~
- d. ~~Maintain a balanced budget.~~
- e. Maintain or increase the diversity of the Town's sources of tax revenue.
- f. ~~Make technology investments to keep the Town government current with best practices, for both serving the community and internal management.~~
- g. Invest in Town facilities to ensure a welcoming environment for community members and high-quality workplaces for employees.

8. Develop and maintain Strong Partnerships for Vienna to be an Influential an Community

- a. Stay connected with nearby local governments, regional quasi-governmental agencies and schools to pursue joint goals and objectives through collaboration.
- b. Ensure good relations with County, State and Federal elected and appointed officials, so that Town needs and desires are addressed.
- c. ~~Maintain and strengthen partnerships with local public and private schools~~
- d. ~~Maintain and strengthen partnerships with northern Virginia regional quasi government agencies, such as NOVA Parks, whose missions include work in and near Vienna.~~



Purpose-Driven: Craft strategic goals that align with your company's purpose and values.



Long-Term and Forward-Focused: Keep a forward-focused vision to set challenging objectives that make a lasting impact.



Actionable: Ensure your goals have clear, actionable steps to achieve them.



Measurable and Specific: