

June 20, 2025

## **Town Council Strategic Plan Updated after March 10, 2025, Town Council Work Session**

### **Vision**

The Town of Vienna envisions a future where our hometown charm is preserved and flourishes; our vibrant neighborhoods, thriving businesses and natural beauty are safeguarded and enhanced through responsible stewardship; and our government places its residents at the heart of every decision.

### **Mission**

The Town of Vienna's mission is to consistently provide high-quality public services with professionalism, courtesy and respect, upholding the standards that our residents and businesses have come to expect and appreciate.

### **Values**

We embrace the following core values – Ethics, Professionalism, Excellence, Compassion and Respect. These values embody how we conduct our work every day.

### **Goals and Strategies**

#### **1. Engaged and Attractive Community**

- a. Encourage community participation in Town decisions.
- b. Foster interaction with and among 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. Make Vienna welcoming and accessible to all members of the community.
- e. Support festivals and regular community events for all ages.
- f. Beautify, maintain and improve commercial corridors, neighborhoods, historical landmarks, and parks.
- g. Support regular, prompt and high-quality services in trash, recycling, leaf collection, ~~and~~ snow removal, and maintain town property that is adjacent to businesses (ie, tree trimming).

#### **2. Healthy, Safe and Environmentally Sustainable Community**

- a. Provide clean and reliable water, sewer, and stormwater systems.
- b. Ensure well-maintained transportation infrastructure, with a focus on safety for all users (pedestrians, drivers, cyclists and those in wheelchairs).
- c. Maintain and enhance a high-quality park system for recreation and the natural environment.
- d. Sponsor and support recreation programs.

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- e. Decrease crime, enhance cybersecurity, and protect Town assets through investments in technology, systems, and human resources.
- f. Ensure that the Town has a well-designed, practiced and ready-to-implement emergency management system, in coordination with neighboring jurisdictions.
- g. Manage and improve the natural environment, including the Town's streams and tree canopy.
- g-h. Implement standard sustainability practices for all Town departments.

### 3. Strong neighborhoods and thriving local businesses

- a. Protect residential neighborhoods so that they remain desirable and family-oriented places to live and thrive.
- b. Explore new opportunities for housing diversity while maintaining the traditional single-family neighborhoods that our residents cherish.
- c. Stay engaged with the business and nonprofit community to understand and help to address their evolving needs.
- c-d. Provide resources to advise businesses and aid with fostering growth and development.
- d-e. Implement tourism, marketing and community design strategies to encourage regional citizens to visit, shop and dine in Vienna's commercial and mixed-use areas.
- e-f. Attract new businesses and retain existing businesses, especially locally owned small businesses, to support Vienna's vitality and a diverse tax base.
- f-g. Promote a positive environment for Vienna's restaurants, from which the Town pays for capital improvements.

Commented [JM1]: Should businesses be separated from neighborhoods

Commented [JM2]: I don't really understand this one.

### 4. Innovative, Well-Governed and Fiscally Responsible Town Government

- a. Ensure that Town policies and practices meet current best practices for public finance and all aspects of local government.
- b. Maintain the Town's AAA bond rating and a balanced budget.
- c. Maintain or increase the diversity of the Town's sources of tax revenue.
- d. Invest in hiring, training and retention of high-quality staff to ensure excellence and efficiency of Town services.
- e. Invest in technology to keep the Town government on par with best practices and innovation, to serve the community and for internal management.
- f. Invest in Town facilities to provide a welcoming environment for community members and high-quality workplaces for employees.
- f-g. Invest in Economic Development to market the Town of Vienna as a destination for retail, recreation, and restaurants for the larger Fairfax County, NOVA, and DC Metropolitan areas.
- g-h. Ensure good relations and collaborate with other local jurisdictions, local schools, Fairfax County, regional organizations, quasi-governmental agencies, the Commonwealth of

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Virginia, and Federal representatives, so that the Town's needs and desires are known, considered, and addressed.