

September 17, 2025

Town Council Strategic Plan Updated for September 29, 2025, Town Council Meeting

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 and local businesses 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 Vienna Way 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 all Town residents, businesses and institutions.
- c. Provide timely and accurate information, in a transparent manner, 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 and parks.
- g. Support regular, prompt and high-quality services in trash, recycling, leaf collection, **composting**, and snow removal.

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 both on safety for all users (pedestrians, drivers, cyclists, e-bike users, and those in wheelchairs) and on design for a pleasant experience.

Commented [DL1]: A Council Member made a comment regarding CSC's suggestion to add this detail (composting), but the comment also included a discussion of how much detail should be in 1.g.. The other details in this list were part of the previous draft. What level of detail do you want in this item?

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- c. Plan infrastructure systems to ensure continuity with those of Fairfax County and the broader region.
- d. Maintain and enhance a high-quality park system for recreation and the natural environment.
- e. Sponsor and support recreation programs.
- f. Decrease crime, enhance cybersecurity, and protect Town assets through investments in technology, systems, and human resources.
- g. Ensure that the Town has a well-designed, practiced and ready-to-implement emergency management system, in coordination with neighboring jurisdictions.
- h. Protect, manage and improve the natural environment, including the Town's streams and tree canopy.
- i. Conserve resources and promote both energy efficiency and sustainability, in alignment with Fairfax County's programs.
- j. Share with the community opportunities to support sustainability and a healthy environment.

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. Honor and promote the historic nature of the Vienna.
- d. Stay engaged with the business and nonprofit community to understand and help to address their evolving needs.
- 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.
- f. Attract new businesses and retain existing businesses, especially locally owned small businesses, to support Vienna's vitality and a diverse tax base.
- g. ~~Promote a positive environment for Vienna's restaurants, which contribute to the Town's quality of life and provide financial resources for the Town's capital improvements.~~

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

- a. Ensure that Town policies and practices meet or exceed 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.

Commented [DL2]: Council discussed removing references to Fairfax County. It was done in other places, but this context is a little different. It discusses connectivity of infrastructure to the broader region. Does the Council want this last part of the item left in or taken out?

Commented [DL3]: This item received many comments from Council Members, about 1) the clarity about how it is written, 2) whether to include the relationship between the success of Vienna restaurants and the Town's capital improvements (i.e., via the meals tax), and 3) whether to even keep the item at all. One option would be to simply delete 3.g. and have the concepts simply be part of what is already in 3.f. For this draft, 3.g. has been deleted, but the Council may, of course, do what it wishes.

Commented [DL4]: A Council Member expressed concern about this concept. Does the Council want to keep it, eliminate it, or change it?

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- f. Invest in Town facilities to provide a welcoming environment for community members and high-quality workplaces for employees.
- g. Ensure good relations and collaboration with other local jurisdictions, local schools, Fairfax County, regional organizations, quasi-governmental agencies, the Commonwealth of Virginia, and Federal representatives, so that the Town's needs and desires are known, considered, and addressed.