

September 2, 2025

Town Council Strategic Plan

Updated for September 8, 2025, Town Council

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.

- 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.

- 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.