

March 27, 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 (the Vienna Way)

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 (to achieve the goals)

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, 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, 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 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.

- 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.

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.
- d. 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. Attract new businesses and retain existing businesses, especially locally owned small businesses, to support Vienna's vitality and a diverse tax base.
- f. Support Vienna's vibrant dining scene, which contributes to the Town's quality of life and 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 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 collaborate 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.