

Strategic Plan: Updated Draft Framework

Town Council Work Session

March 10, 2025

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 a government that places its residents at the heart of every decision.

Mission

Our 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 guide 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 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. Support festivals and events.
- f. Beautify commercial corridors, neighborhoods and parks.

2. Healthy, Safe and Environmentally Sustainable Community

- a. Provide clean and reliable water systems
- b. Ensure well-maintained transportation infrastructure, with a focus on safety for all users.
- c. Maintain and enhance a high-quality park system for recreation and the natural environment.
- d. Sponsor and support recreation programs.
- e. Maintain low crime rates and reduce crime rates where possible.
- f. Invest in technology for public safety technology and cybersecurity to reduce crime and protect Town assets.

Attachment 1

- g. Ensure that the Town has a well-designed, practiced and ready-to-implement emergency management system, in coordination with neighboring jurisdictions.
- h. Manage and improve the natural environment, including the Town's tree canopy.

3. Strong neighborhoods and thriving local businesses

- a. Ensure that residential neighborhoods remain comfortable places to live and thrive.
- b. Support the variety of housing types that the Vienna community needs and wants.
- c. Stay engaged with the business and nonprofit community to understand and help to address their evolving needs.
- d. Implement tourism, marketing and placemaking strategies to encourage regional citizens to visit, shop and dine in Vienna.
- e. Seek to attract new businesses and retain existing businesses, especially locally owned small businesses.
- f. 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.
- g. Promote a positive environment for Vienna's restaurants, from which the Town pays for capital improvements.
- h. Support placemaking, beautification and community-design efforts that make commercial and mixed-use areas attractive destinations.

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

- a. Ensure that Town policies and practices meet current best practices for public finance and 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 and training high-quality staff to ensure excellence and efficiency of Town services.
- e. Invest in technology to keep the Town government current with best practices and innovation, for both serving the community and internal management.
- f. Invest in Town facilities to ensure a welcoming environment for community members and high-quality workplaces for employees.
- g. Ensure good relations and collaborate with other local jurisdictions, Fairfax County, the State of Virginia and Federal representatives, so that Town needs and desires are addressed.
- h. Maintain and strengthen partnerships with local public and private schools
- i. Maintain and strengthen partnerships with northern Virginia regional quasi-government agencies, such as NOVA Parks, whose missions include work in and near Vienna.