



Legislation Details (With Text)

**File #:** 19-1241      **Version:** 1      **Name:**  
**Type:** Action Item      **Status:** Agenda Ready  
**File created:** 4/15/2019      **In control:** Town Council Meeting  
**On agenda:** 4/29/2019      **Final action:**  
**Title:** Adoption of the Town of Vienna’s 2019 Strategic Plan

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. strategic plan final\_not adopted

Date	Ver.	Action By	Action	Result
4/29/2019	1	Town Council Meeting	approved	Pass

**Subject:**

Adoption of the Town of Vienna’s 2019 Strategic Plan

**EXPLANATION AND SUMMARY :**

Over the past year, Town Council and staff have worked collaboratively in a strategic planning process led by Virginia Institute of Government faculty member and former Prince William County Executive Craig Gerhart. Town Council has worked to create a vision for the Town, conducted a force field analysis, identified priority areas for focus, and developed strategic goals. Staff members have worked in teams to present data in the form of policy briefs as well as recommended strategies and action steps for Council’s consideration. In addition, an all-employee feedback/brainstorming session was held as part of the strategic planning process. The Town’s updated strategic plan, which outlines strategies and action steps to be undertaken over the next five-year period, is now ready for Town Council’s consideration for adoption. The strategic plan will provide a road map to Town staff as they work to achieve goals outlined by Town Council.

**Departmental Recommendation :** The marketing and communications office recommends that Town Council adopt the strategic plan in its discretion.

**Finance Recommendation :** N/A

**Purchasing Recommendation :** N/A

**Town Attorney Recommendation :** The Town Council may approve and adopt the proposed Strategic Plan in its discretion.

**Town Manager's Recommendation :** I recommend the Town Council adopt the Town of Vienna 2019 Strategic Plan, as presented.

Cost and Financing: N/A

Account Number: N/A

Decision Needed by This date: N/A

**PROPOSED/SUGGESTED MOTION**

"I move to adopt the Town of Vienna's 2019 strategic plan as presented."

Or

Other action deemed necessary by Council.