



NEWS RELEASE

TOWN OF HERNDON TO SURVEY CITIZENS, BUSINESSES ON SATISFACTION WITH TOWN SERVICES AND PROGRAMS

Herndon, VA (April 12, 2023) – In an effort to gauge viewpoints and satisfaction levels on its services and programs, the Town of Herndon has engaged Priority Metrics Group (PMG) to conduct a comprehensive opinion survey of town citizens.

The survey, which begins this month and will conclude in early May, asks for opinions on a range of topics including the condition of town streets and parks, satisfaction with special events and amenities, and satisfaction with the level of service provided at town facilities. Citizens are randomly selected to participate in the telephone, email and text survey; a total of 300 responses will be analyzed, resulting in statistically valid data on satisfaction levels. Survey results will be presented to the Herndon Town Council at a work session and will be posted on the town's website, www.herndon-va.gov.

The town has previously conducted comprehensive citizen opinion surveys, most recently in 2018. The 2023 results may be benchmarked against prior survey results, giving town officials a long-term perspective on levels of satisfaction with services as well as areas in which enhancements are needed.

“You may be contacted by phone, text or email to participate in this survey,” said Town Manager Bill Ashton. “We encourage you to take a few minutes to do so, as your feedback will help inform how we allocate resources to enhance our services to town citizens.”

For more information on the Town of Herndon's 2023 citizens' opinion survey, contact the town's Communications Office at 703/435-6800 x2084 or information@herndon-va.gov.

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