



NEWS RELEASE

Town of Herndon Citizens' Opinion Survey Identifies Satisfaction with Town Services, Programs and "Quality of Life"

Herndon, VA (July 18, 2023) – A full 88 percent of town citizens are satisfied or very satisfied with the quality of life in the Town of Herndon, according to a just-completed comprehensive survey conducted on the town's behalf by Priority Metrics Group (PMG).

In spring 2023, PMG conducted the survey of 300 citizens, asking for opinions on a range of topics including customer service at town facilities, the condition of town streets and parks, satisfaction with town services and more. Citizens were randomly selected to participate in the survey via landline, cell phone, text message and/or email. Because scientific selection techniques were used in conducting the survey, the results represent the views and opinions of Herndon residents and would vary only slightly from a complete census.

Town services that ranked particularly well in the survey included professionalism of the Herndon Police Department, customer service at the Herndon Community Center and Herndon Municipal Center, and the Herndon Centennial Golf Course. Areas identified as in need of improvement included traffic flow, police ability to address neighborhood problems, streets and sidewalks, and the availability of information in multiple languages.

Said Mayor Sheila Olem, "The town is constantly striving to provide excellent service to our citizens. These survey results indicate that we are achieving – and even exceeding – our service goals in many areas, and they also provide insight into ways we can improve. We will use these results to allocate town resources in ways that our citizens have indicated are important to them."

Results of the town's survey of citizens and businesses are available online at www.Herndon-va.gov/survey.

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