

## Focus Area 5: Thriving Community

Herndon cultivates and celebrates the diversity and vitality of our community.

**Guiding Principle:** Herndon is a Town that celebrates and promotes the diversity of our community and active engagement of all. Inclusivity is at the forefront, where Town services and programs are accessible by all, and thoughtful and meaningful engagement is welcomed across the community. The arts and cultural expression are promoted, and programs enriching the lives of our community are supported. Herndon is a resilient community that embraces its diverse fabric woven by many colors and textures of threads, each having the opportunity for its voice to be heard and embraced.

### Goal 1

Prioritize accessible government services, programs, and infrastructure.

#### Objectives

**1.1** Minimize barriers that limit access, including physical, socio-economic, and cultural barriers.

#### Strategies

1. Create a plan for roads and sidewalks that meets Public Right-of-Way Accessibility Guidelines (PROWAG) standards.
2. Update building accessibility plan.
3. Implement partnership with outreach groups to increase parks and recreation services participation by all town residents, with a focus on underserved and/or under resourced populations.

#### Success Measures

1. Completed accessibility plan for buildings and right-of-ways.
2. Percentage of eligible individuals participating in the Neighbors in Action (Vecinos en Accion) program at the Community Center.
3. Percentage of town employees who speak a second language.



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### Goal 2

Encourage an engaged and informed community.

#### Objectives

- 2.1 Develop a clear brand and message.
- 2.2 Employ communication strategies and tactics that engage intended audiences.

#### Strategies

- 1. Develop and implement a rebranding initiative in the development of a clear brand and message for the Town of Herndon.
- 2. Prioritize resources that enable non-English speakers to connect and engage with town programs and services.

#### Success Measures

- 1. Reduced commercial space vacancies and increased excise tax revenues.
- 2. Increased website traffic and social media engagement.
- 3. Citizen satisfaction with government efforts to keep the community informed exceed national averages, as measured in biennial survey.
- 4. Percentage of town employees who speak a second language.



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### Goal 3

Honor the diversity of the town.

#### Objectives

- 3.1 Offer and support opportunities for artistic and cultural expression.
- 3.2 Leverage town resources to provide programs and amenities that serve the town's diverse cultural and demographic populations.

#### Strategies

- 1. Develop plan for initiation of new and/or revision of existing events, with a focus on local cultural impact, neighbor connection, and resource need.
- 2. Establish policies and procedures for engaging local residents, with emphasis on the town's many diverse communities.

#### Success Measures

- 1. Establishment and utilization of a Community Cultural Festivals Donation Program.
- 2. Increased number and variety of Community Cultural Festivals representative of the Herndon community.
- 3. Increased customer satisfaction of town events, as measured in biennial survey.



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### Goal 4

Ensure a variety of green and open spaces with recreation options accessible to all.

#### Objectives

**4.1** Shape public spaces for all, highlighting the character of the space while promoting community engagement.

#### Strategies

1. Develop a capital and stewardship plan for parks, infrastructure, and equipment.
2. Maintain town-owned parks at a standard level that provides for safety and enhances the engagement of the community.
3. Strengthen partnership with regional agencies to maintain the quality and improve amenities in non-town owned parks located within Herndon.

#### Success Measures

1. Increased customer satisfaction on the condition of town-owned parks, and variety of amenities available at town owned parks, as measured in biennial survey.

