



TOWN OF
Herndon
VIRGINIA

2024-2029 Strategic Plan



TOWN OF HERNDON 2024-2029 STRATEGIC PLAN

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Introduction

The Town of Herndon's 2024-2029 Strategic Plan is a direct reflection of the Town Council's Vision for Herndon's future. The plan provides a benchmark of where we are, where we would like to be, and how we plan to get there. It is designed to:

- provide guidance in future policy development and leadership decision-making;
- facilitate stability in the administration and community;
- inform decisions on capital investments and operational initiatives; and
- provide staff with direction in the implementation of the town's goals.

The plan is divided into five focus areas directly correlated to the Town Council's Vision, and each area delineates goals, objectives, strategies, and success measurements. Combined, these areas of focus provide a framework for action by the town's governing body, administration, and community partners over the next five years.

The 2024-2029 Strategic Plan serves as an organic, adaptable roadmap that furthers the Town Council's Vision, celebrates Herndon's vibrant community and positions the town for a thriving, successful and inclusive future.

Vision Statement

Herndon is an integrated, sustainable, safe, and equitable town built on accessible development and an engaged community.

Town Council Core Values

The core values guide and inform the Strategic Plan. Town Council has established a Vision for Herndon as a community that is:

- Innovative and Adaptive
- Ethically Accountable
- Sustainable
- Collaborative with Aligned Engagement
- Responsive
- Equitable, Equal, and Just

Strategic Focus Areas

- **Strong Fiscal Stewardship**
Herndon is a fiscally responsible community.
- **Secure and Interconnected Community**
Herndon is a secure and interconnected community.
- **Environmental and Economic Sustainability**
Herndon is a sustainable environmental and economic regional leader.
- **Good Governance**
Herndon is a well governed community.
- **Thriving Community**
Herndon cultivates and celebrates the diversity and vitality of our community.

Strategic Focus Areas – Guiding Principles

1. Strong Fiscal Stewardship



Herndon is a reliable and responsible steward of public funds, committed to ensuring financial sustainability through sound long term planning and budget practices, and maintaining a strong capital reserve. The Town maintains and promotes high standards as well as a strong, well-managed financial position.

2. Secure and Interconnected Community



Residents, businesses, and visitors feel safe at all hours, and if they require help, the response from well-trained staff is timely, courteous, and professional. People feel included, welcomed, and safe. Herndon boasts a well-maintained, secure, and interconnected, multi-modal transportation network connecting the Town to the region through the use of innovative technology and initiatives. Town government takes a proactive and regional view of planning for safety, and emergency response and recovery.

3. Environmental and Economic Sustainability



Herndon is a business destination that promotes a balanced, integrated, and sustainable environmental and economic ecosystem that embraces and encourages entrepreneurship, innovation, and growth with a commitment to climate management and responsiveness. Herndon’s business community is diverse, inclusive, and robust. There is a sustainable and vigorous mix of residential and commercial uses strategically located within the community. Small businesses are supported and flourish, and the distinctive character of the historic district and the historic downtown distinguish Herndon from surrounding communities and attract visitors that contribute to the tax base.

4. Good Governance



Herndon’s government provides effective and efficient community-centered services and programs that are focused on improving quality of life and are responsive to community and environmental evolution. Major policy decisions are considered by Town Council and are reflective of community engagement and informed by kinetically engaged information gathering. The community trusts that their government responsibly manages resources, is responsive to their needs, provides exceptional services, and equitably represents them.

5. Thriving Community



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.

Strategic Plan Update and Tracking

The town will review and revise the Strategic Plan annually, with a full Strategic Plan update occurring every five years. The Plan will be monitored and tracked, with scheduled updates to the Town Council on the status of the plan’s progress.

Proposed Schedule for Plan Review and Update

