

Focus Area 5: Thriving Community

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

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.

