



NEWS RELEASE

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

Herndon, VA (March 19, 2018) – In an effort to gauge viewpoints on its services and programs and to identify areas in which services may be improved, the Town of Herndon has engaged Priority Metrics Group (PMG) to conduct comprehensive opinion surveys of its citizens and businesses.

The citizen survey, which begins this month and will conclude in April, 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 survey; PMG will be contacting citizens on cell phones and on landlines, and a total of 300 responses will be analyzed. 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 business survey, which will be conducted during the same timeframe, asks for opinions on town services as well as general information on issues relevant to the town's commercial sector. The business survey will be conducted online as well as via telephone.

The town has previously conducted comprehensive citizen opinion surveys, most recently in 2014. The 2018 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 improvements are needed.

For more information on the Town of Herndon's 2018 citizens' opinion survey, contact the town's Communications Office at 703/435-6800 x2084 or information@herndon-va.gov.

Media Contact: Anne Papa Curtis
703/435-6800 X2010
anne.curtis@herndon-va.gov