



HERNDON DIVERSITY, EQUITY, AND INCLUSION COMMITTEE REGULAR MEETING AGENDA

Town Council Chambers
765 Lynn Street, Herndon, VA 20170

Thursday, November 14, 2024 | 7:00 PM

- 1. Call to Order**
- 2. Comments from the Audience**
- 3. Approval of Minutes**
 - a. August 15, 2024, HDEIC Meeting Minutes
- 4. General**
 - a. Herndon Diversity Policy Recommendation Follow Up - Strategic Plan Inclusivity Statement
 - b. Identifying Public Input Opportunities
- 5. Comments**
 - a. Comments from the Staff Members
 - b. Comments from the Committee Members
- 6. Adjournment**



Herndon Diversity, Equity, and Inclusion Committee Regular Meeting

Agenda Item 3.a.

Agenda Item: August 15, 2024, HDEIC Meeting Minutes

Meeting Date: November 14, 2024

Category: Approval of Minutes

Prepared by: Collin Okoniewski, Planning Operations Manager

Description:

This is a request to approve the August 15, 2024, Herndon Diversity, Equity, & Inclusion Committee Minutes.

Background:

N/A

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

Recommend approval, as presented.

Attachments:

1. 08.15.2024 HDEIC Draft Minutes



**HERNDON HERNDON DIVERSITY, EQUITY, AND INCLUSION COMMITTEE
Regular Meeting Minutes
Thursday, August 15, 2024**

1. Call to Order

Chair Dhakal called the August 15, 2024, Herndon Diversity, Equity & Inclusion Committee regular meeting to order at 7:08 p.m. in the Town of Herndon Council Chambers Building, 765 Lynn Street, Herndon, Virginia. In attendance were: Committee Members Yelena Barth, Lorena Brady, Triston Chase O'Savio, Alex Rodriguez, Eileen Villegas, Vice Chair Soma Ramesh, and Chair Pradip Dhakal. Committee Member Alex Rodriguez arrived at 8:23 p.m. Committee Members Andrew Lacher, Arati Sigdel, and Sabrina Hossain were absent.

Councilmember Donielle Scherff was present.

Staff present during the meeting: Kirstyn Jovanovich, Acting Deputy Town Manager; Lesa Yeatts, Town Attorney; Lisa Gilleran, Director of Community Development; and Aaron Zoellick, Clerk of Boards and Commissions.

Chair Dhakal determined there was a quorum of six members present.

2. Comments

a. Comments from the Staff Members

Ms. Gilleran provided comments regarding the Town's rebranding effort and encouraged committee members and community members to participate in the available survey.

b. Comments from the Committee Members

Chair Dhakal provided comments regarding the Town's rebranding effort and encouraged committee members and community members to complete the survey.

3. Approval of Minutes

a. February 15, 2024, HDEIC Meeting Minutes

Committee Member Barth motioned to approve the February 15, 2024, Herndon Diversity, Equity & Inclusion Committee regular meeting minutes. Motion seconded by Vice Chair Ramesh. The question was called on the motion, which was approved by a 6 - 0 roll call vote. Committee Members Barth, Brady, O'Savio, Villegas, Vice Chair Ramesh, and Chair Dhakal voted "Aye."

4. General

a. Empowerment Discussion with Councilmember Scherff

Chair Dhakal recognized Councilmember Scherff to lead a discussion on empowerment.

Councilmember Scherff opened the discussion and asked committee members what they needed to accomplish their tasks.

There was discussion among Councilmember Scherff, the HDEIC, and staff on this item including: (1) obtaining data regarding demographics, food security, and impacts of redevelopment, (2) not being able to reschedule HDEIC meetings; (3) the need for conversations with community members; (4) criminal justice reform; (5) HDEIC hosting conversations with community members; (6) differences in levels of trash service provided by the Department of Public Works; (7) benefits of diverse community events; (8) Friday Night Live and efforts to make the event more diverse or add a second event; and (9) the relationship between the Town of Herndon and the Dulles Chamber of Commerce.

Committee Member O'Savio stated that he wanted to see police data. Ms. Jovanovich stated that community policing data is reported to the Virginia State Police and is publicly accessible through the town's website.

Councilmember Scherff encouraged the committee members to come back with recommendations on outreach.

Chair Dhakal stated that if committee members have ideas they would like to discuss at an HDEIC meeting, they can contact staff at least two weeks before the meeting to get the item on the agenda.

b. HDEIC Recommendations - Status Update

Chair Dhakal recognized Ms. Jovanovich for a status update on HDEIC recommendations.

Ms. Jovanovich delivered a presentation dated August 15, 2024, which is on file with the Department of Community Development. Ms. Jovanovich stated that if

committee members are aware of a person or group that could assist with developing a skating program, they can send the contact information to town staff.

Chair Dhakal commented on the mission statement for the HDEIC.

[Note: the following topics below were discussed by the HDEIC and are listed in the order of the published meeting agenda].

d. Town Service and Program Delivery

Chair Dhakal recognized Ms. Jovanovich for a report on Town service and program delivery. Ms. Jovanovich delivered a presentation dated August 15, 2024, which is on file with the Department of Community Development. Ms. Jovanovich suggested that the committee could help Town Council identify where gaps exist that the Town could address. Staff is looking for assistance in identifying mechanisms for public input with greater representation.

Committee Member Rodriguez arrived at 8:23 p.m.

Ms. Gilleran stated that staff is in the process of reviewing two multi-family projects.

Ms. Gilleran stated that the state requires that the county must provide health and human services.

There was discussion among the HDEIC, Councilmember Scherff, and staff on this item, including: (1) whether the Town tries to reschedule events for the following year after one event is held; (2) the Town's intention in giving money to organizations to get started and develop partnerships; (3) meetings for parents at schools as a place to speak with people that just moved to town and who may not feel included; and, (4) the Town's table at back-to-school event.

c. Herndon Diversity Policy Recommendation - Status Update

Chair Dhakal recognized Ms. Jovanovich for a status update on Herndon diversity policy recommendations.

Ms. Jovanovich delivered a presentation dated August 15, 2024, which is on file with the Department of Community Development. Ms. Jovanovich stated that staff is seeking HDEIC's input on developing an inclusivity statement or policy as part of the Town's Strategic Plan.

There was a discussion among the HDEIC and staff on this item, including: (1) HOA's control of housing; (2) the Herndon Festival; (3) being intentional about equity; (4) statements having little weight; (5) a policy that works towards results and accountability being a long-term solution; and (6) staff's concern about developing a policy that would require a lot of resources.

Chair Dhakal recommended continuing this discussion at the HDEIC's next meeting.

e. 660 Spring Street Historic Marker

Chair Dhakal recognized Ms. Gilleran for an update on the 660 Spring Street historic marker.

Ms. Gilleran sought the HDEIC's input on the proposed historic marker. Ms. Gilleran stated that HDEIC members should send any suggested changes to Collin Okoniewski.

5. Adjournment

There being no further business, and without objection, the August 15, 2024, Herndon Diversity, Equity & Inclusion Committee regular meeting was adjourned at 9:37 p.m.



Herndon Diversity, Equity, and Inclusion Committee Regular Meeting

Agenda Item 4.a.

Agenda Item: Herndon Diversity Policy Recommendation Follow Up - Strategic Plan Inclusivity Statement

Meeting Date: November 14, 2024

Category: General

Prepared by: Kirstyn Jovanovich, Acting Deputy Town Manager

Description:

This is a continued discussion from the August 15, 2024 meeting, during which the Committee discussed the HDEIC's recommendation to the Town Council to adopt a resolution that would direct town staff to develop a diversity policy for the Town of Herndon. As part of this discussion, staff requested HDEIC's input on developing an inclusivity statement as part of the Town's Strategic Plan. Chair Dhakal recommended continuing the discussion to the next meeting.

Background:

In March 2024, HDEIC recommended that the Town Council adopt a resolution that directed staff to develop a diversity policy for the Town of Herndon. On April 30, 2024, Town Council discussed the recommendation during a Strategic Plan meeting focused on Strategic Focus Area 5, Thriving Community. During this discussion, the Town Council placed importance on tying an inclusivity statement or diversity policy to the Strategic Plan, and ultimately concurred that a version of this policy or statement could be incorporated into the Strategic Plan as an overarching foundational statement for the Plan.

During the August 15, 2024 HDEIC meeting, staff provided an update on the recommendation, including a briefing on the Council discussion held at the April 30, 2024 Town Council meeting. Staff noted that the draft resolution prepared and recommended by HDEIC draws heavily on Fairfax County's resolution that directed the development of the OneFairfax program, first established in 2017 after years of data collection and community input. Staff expressed concerns regarding scoping and ensuring that if a policy should be pursued, that it be right-sized for Herndon, noting that the Town of Herndon does not provide the same breadth of services as a full-service County.

2024-2029 Strategic Plan:

The Town adopted the [2024-2029 Strategic Plan](#) in March of this year, establishing a vision for the community and the following Core Values: Innovative and Adaptive;

Ethically Accountable; Sustainable; Collaborative with Aligned Engagement; Responsive; Equitable, Equal, and Just. These core values were the lenses used in developing the Plan's Five Strategic Focus Areas, and the Goals and Objectives within each of these areas.

Town Council has had several conversations this year regarding this recommendation and are generally supportive of an inclusionary component to serve as the foundation for the town's delivery of services and programs throughout the community, and specifically discussed this within the town's adopted Strategic Plan framework.

Next Steps:

Town staff is recommending that the HDEIC consider revising their recommendation to be the development of an inclusionary statement to be included in the Adopted Strategic Plan. The Plan is the town's work plan in achieving the Vision for the community. Staff would ask that HDEIC work with the appropriate staff contact to develop the draft language for an inclusionary statement to be recommended to Town Council for inclusion in the Strategic Plan.

In addition to the resolution drafted and recommended by the HDEIC, the staff presentation from the August 15, 2024 meeting is attached to this agenda item for reference.

Fiscal Impact:

Should the Town Council proceed with adopting a resolution to direct staff to develop a diversity policy for the town, significant resources will need to be allocated to develop the program and invest in the implementation and maintenance of the program into the future.

Staff Recommendation/Next Steps:

Staff recommends revision of the recommendation to include the development of an inclusionary statement to be included in the town's 2024-2029 Strategic Plan.


Attachments:

1. HDEIC Recommendation, Memo
2. HDEIC Proposed Resolution, DRAFT
3. Presentation - August 15, 2024



MEMORANDUM

To: Herndon Town Council

From: Councilmember Pradip Dhakal, Chair of the HDEIC 

Date: March 1, 2024

Subject: Recommendation to the Town Council from the HDEIC

During the Herndon Diversity, Equity, and Inclusion Committee (HDEIC) meeting on Thursday, February 15, 2024, the Committee's agenda included a regular business item titled "Herndon Together" Proposed Resolution. As a result of that discussion, the Committee voted to send the following recommendation to the Town Council for consideration:

- 1. Recommend the OneHerndon Draft Resolution to the Town Council*
- 2. Include the HDEIC in the Town Council's construction of a OneHerndon policy in accordance with the draft resolution*

Recommendation History

- At the September 14, 2023 HDEIC meeting, Committee Member Lacher proposed that the Committee support the initiation of the creation of a formal policy on diversity, equity, and inclusion, and provided information on the OneFairfax model and proposed it as a template for a Herndon policy.
- At the November 2, 2023 HDEIC meeting, Committee Member Lacher provided a summary of the OneFairfax Policy and how it could be implemented by the Town of Herndon.
- At the February 15, 2024 HDEIC meeting, Committee Member Lacher presented a modified version of the OneFairfax policy as a draft resolution for initiating a OneHerndon policy. After discussion, the Committee unanimously voted to send the recommendation to Town Council.

Attachment (1)

DRAFT

RESOLUTION

“OneHerndon”

Whereas, The Town of Herndon takes pride as a great place to live, learn, work, and play; and,

Whereas, town leaders and staff are committed to providing excellent services for every resident of the Town of Herndon; and,

Whereas, in 2016, the Fairfax County Board of Supervisors and the Fairfax County Board of Education jointly adopted the OneFairfax policy, a racial and social justice equity policy; and,

Whereas, The Town of Herndon embraces its growing diverse population and recognizes it as a tremendous economic asset but recognizes that racial and social inequities still exist; and,

Whereas, The Herndon Town Council recognized the importance of racial and social equity with the establishment of Herndon Diversity, Equity, and Inclusion Committee; and,

Whereas, The Herndon Town Council recognizes that by promoting equity and inclusion they are upholding and respecting basic rights; and,

Whereas, achieving racial and social equity are integral to Town of Herndon’s future; and,

Whereas, we define **Racial Equity** as the development of policies, practices and strategic investments to reverse racial disparity trends, eliminate institutional racism, and ensure that outcomes and opportunities for all people are no longer predictable by race; and

Whereas, we utilize the term **Social Equity** to consider the intersection and compounding effects of key societal issues such as poverty, non-native English speakers, disability, etc. with race and ethnicity; and,

Whereas, as servants of the public we are committed to the definition of social equity adopted by the National Academy of Public Administration – “the fair, just and equitable management of all institutions servicing the public directly or by contract; the fair, just and equitable distribution of public services and implementation of public policy; and the commitment to promote fairness, justice, and equity in the formation of public policy.”

Whereas, it is essential to identify and address institutional and systemic barriers that exist and understand that these barriers may impede access to opportunities for achieving the visions and goals set forth by county leaders; and,

Whereas, an extensive body of research has established that a community's access to an interconnected web of opportunities shapes the quality of life for all; and,

Whereas, to truly create opportunity, we need to understand and improve our work through a racial and social equity lens from the very core of the organization outward, focusing intentionally and deliberately towards sustainable structural changes; and,

Whereas, a growing number of local jurisdictions across the United States are adopting intentional equity strategies and see equity as an economic growth model;

NOW, THEREFORE, BE IT RESOLVED BY THE HERNDON TOWN COUNCIL that:

The time is now to move beyond embracing diversity as an asset and implement a new growth model driven by equity — just and fair inclusion into “OneHerndon,” a community in which everyone can participate and prosper.

“OneHerndon” can only be realized with an intentional racial and social equity policy at its core for all publicly delivered services. A racial and social equity policy provides both the direction and means to eliminate disparities and work together to build a vibrant and opportunity-rich society for all.

the Herndon Town Council directs the development of a racial and social equity policy, modeled on Fairfax County's OneFairfax, for adoption and strategic actions to advance opportunities and achieve equity that include intentional collective leadership, community engagement, equity tools and infrastructure to support and sustain systemic changes, and shared accountability so collectively, we will realize “OneHerndon,” a community where everyone can participate and prosper.

Herndon Diversity Policy Recommendation – Status Update

Herndon Diversity, Equity & Inclusion Committee Meeting
August 15, 2024

Kirstyn Barr Jovanovich
Acting Deputy Town Manager

Diversity Policy Recommendation

- Recommendation Memo: March 1, 2024
- March 5, 2024 Town Council Work Session – Discussion
- April 30, 2024 Town Council Strategic Planning Meeting
- Recommendation Impacts
 - Resolution directing development of inclusionary policy
 - Policy development process
- Strategic Plan connection

Town of Herndon Strategic Plan (2024-2029)

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

- Core Values:

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



ONE WILLIAMSBURG

A welcoming city where all people who live, work, and visit have the opportunity to thrive, regardless of age, race, ethnicity, income, sexual orientation, religion, or gender identity. The culture of our city will promote a variety of housing and employment options that welcome a diversity of backgrounds and opinions.

AFRICAN AMERICAN HERITAGE TRAIL

Convene members of the Descendant Community and other City residents to advise on the content for the African American Heritage Trail; begin construction of Phase 1; and obtain funding for the remaining phases.

CDBG REHABILITATION GRANTS

Pursue the award of CDBG funding for residential improvements in neighborhoods, such as Highland Park, Wales, and Crispus Attucks, to enable aging in place and to preserve affordable housing.

DIRECT LOAN PROGRAM

Identify a lending partner to help the City establish a direct loan program that would assist income-qualified homeowners or homebuyers with home improvements and preservation projects in an effort to make housing more affordable.

HOTEL-TO-AFFORDABLE HOUSING CONVERSION

Consider a revised and improved hotel-to-affordable housing conversion policy that may further convert underperforming hotel properties to restricted affordable housing.

HOUSING NAVIGATION

Evaluate the addition of a housing coordinator position to better identify and secure housing options that serve as emergency, transitional, and affordable housing for residents in need.

MIDDLE HOUSING

Consider necessary zoning amendments to enable the appropriate allowance for affordable accessory units and the possibility of additional low-impact density to create entry- to middle-level housing opportunities in the expensive Williamsburg market.

TRUTH & RECONCILIATION COMMITTEE PROJECTS

Finish the Truth & Reconciliation Committee Report and pursue two recommendations that can be accomplished in the immediate term.

Inclusivity Statement Example: City of Williamsburg

- Inclusivity statement included as part of Strategic Plan

One Williamsburg

A welcoming city where all people who live, work, and visit have the opportunity to thrive, regardless of age, race, ethnicity, income, sexual orientation, religion, or gender identity. The culture of our city will promote a variety of housing and employment options that welcome a diversity of backgrounds and opinions.

Questions and Next Steps

Agenda Item: Identifying Public Input Opportunities

Meeting Date: November 14, 2024

Category: General

Prepared by: Kirstyn Jovanovich, Acting Deputy Town Manager

Description:

Staff is seeking HDEIC's assistance in identifying opportunities for public input with greater representation within the community.

Background:

This is a continued discussion from the August 15, 2024 meeting during which staff presented information on town services and programs that the town currently provides. This included an overview of town services, as well as services provided by Fairfax County to town residents.

During the discussion, staff requested the Committee's assistance in identifying opportunities for public input with greater representation within the community.

Strategic Plan

The [Strategic Plan's](#) Strategic Focus Area 5: Thriving Community emphasizes the importance of engaging with all members of our community. In particular, the following Goals and Objectives are supported by this discussion:

- Goal 1: Prioritize accessible government services, programs and infrastructure
Objective 1.1.: Minimize barriers that limit access including physical, socio-economic, and cultural barriers.
- Goal 2: Encourage an engaged and informed community.
Objective 2.2.: Employ communication strategies and tactics that engage intended audiences.
- Goal 3: Honor the diversity of the town
Objective 3.2.: Leverage town resources to provide programs and amenities that serve the town's diverse cultural and demographic populations.

The presentation from the August 15, 2024 meeting is attached for reference.

Fiscal Impact:

Fiscal impacts will be evaluated as part of any recommendation review process.

Staff Recommendation/Next Steps:

Staff does not have a recommendation; staff is seeking input from the Committee.

Attachments:

- 1. Current Operations - August 15, 2024

Town Services and Program Delivery - Current Operations

Herndon Diversity, Equity & Inclusion Committee Meeting
August 15, 2024

Kirstyn Barr Jovanovich
Acting Deputy Town Manager

Herndon – At A Glance

- Population: 24,399
- Median Age: 35.7 years
- Under 18: 23.7%

Percentage	Race & Ethnicity
37%	Hispanic
35%	White
16%	Asian
7%	Black or African-American
3%	Two or more races
1%	American Indian and Alaska Native
1%	Other
0%	Native Hawaiian and Other Pacific Islander

Percentage	Education/Skill
49.7%	25 and older have a bachelors degree or higher
19%	have a graduate or professional degree

Sources: U.S. Census Bureau Estimate, July 2021 and 2017-2021 American Community Survey 5-Year Estimates

[Herndon Community Profile](#) (Town Website)

Town Services and Programs

Town Services	Fairfax County Shared Services
Refuse and Recycling Collection	Public Schools
Water and Sewer	Fire and Rescue
Public Works	Public Safety*
Police	Health and Human Services
Community Development	Parks and Recreation*
Parks and Recreation, Community Center	Libraries
Public Golf Course	Animal Shelter/Animal Control
Cemetery (publicly managed)	Court Services
Economic Development	Economic Development

Culture

- Town of Herndon Core Values (Strategic Plan)
- “We Are Herndon” - Organizational Values
 - Respect
 - Commitment to Serve
 - Leadership
 - Teamwork
 - Accountability
- Police Department Engagement Committee – celebrating diverse cultures among staff
- DEI Recognition program
- DEI Training
- Equal Employment Opportunity (EEO)



Customer Service

- 20% of town staff speak a second language other than English
 - key customer interaction locations
- Parks & Rec Community outreach position – bilingual (Spanish)
- Interpretation Services (Spanish)
- Translation services (Spanish)
 - Print Spanish collateral placed in key community gathering locations
- Website translation – 19 languages
 - Online agenda translation
- Police Department access to Language Line

Outreach

- Establishment of HDEIC
- Utilization of focus groups
- Surveys – Spanish, Farsi, Urdu, Korean, English
- Neighbors In Action (NIA) program
- Engage with community non-profits
 - Opportunity Neighborhoods (Cornerstones) – ON Herndon Ambassador Program
 - She Believes in Me
- School Resource Officer – Spanish speaking officer

Outreach

- Public safety outreach efforts
 - Faith liaison
 - Neighborhood focused events and educational activities
 - Local school involvement
 - Focused recruitment efforts
- Community Cultural Festivals
 - Established Community Cultural Festivals Donation Program
 - FY 2024 - \$25,000 [Planet Virginia, Herndon PRIDE, Pakistan Day event, Juneteenth event]
 - FY 2025 - \$52,150 [Que Pasa Herndon, Irish Folk Festival, Beauty of the East, Multicultural event] (some pending donations, events to be held)

Questions?