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**HERNDON TOWN COUNCIL
Strategic Planning Initiatives Meeting
Special Meeting Minutes
Thursday, September 22, 2022**

Mayor Olem called a special Town Council Strategic Planning Initiatives Meeting of the Herndon Town Council on Thursday, September 22, 2022 at 6:00 p.m. in the Herndon Police Department Community Room, 397 Herndon Parkway, Herndon. In attendance were: Mayor Sheila A. Olem; Vice Mayor Cesar del Aguila; and Councilmembers Naila Alam, Pradip Dhakal, Signe Friedrichs, and Sean M. Regan.

Councilmember Jasbinder Singh arrived at 6:03 p.m.

Staff present during the meeting: William H. Ashton II, Town Manager; Lesa Yeatts, Town Attorney; Chief Maggie DeBoard, Herndon Police; Elizabeth Gilleran, Director of Community Development; Anne Papa Curtis, Chief Communications Officer; Scott Robinson, Director of Public Works; and Margie Tacci, Deputy Town Clerk.

1. CALL TO ORDER

Roll Call & Determination of Quorum

Mayor Olem called the Strategic Planning Initiatives Meeting to order at 6:00 p.m. and asked Deputy Town Clerk Margie Tacci to call the roll for attendance. Following the attendance, Mayor Olem confirmed there was a quorum present, with Councilmember Singh absent.

Councilmember Singh arrived at 6:03 p.m.

Comments and Disclosures for the Record

Mayor Olem asked Ms. Tacci whether she had received comments for the record for that evening's agenda. Ms. Tacci stated that no additional comments had been received since the March 24, 2022 meeting and that comments received prior to March 24, 2022 were previously entered into the record.

2. OVERVIEW OF MEETING, RULES OF ENGAGEMENT AND CHECK-IN

Mayor Olem recognized the meeting moderators: Kristi Dooley, Executive Coach and Consultant with True Purpose Leadership; and Julie Shedd, Associate Dean and Associate Professor, Carter School and of Conflict Analysis at George Mason University.

Ms. Dooley and Ms. Shedd provided an overview of meeting, rules of engagement, and check-in.

3. UPDATE ON PRIOR INITIATIVES

William H. Ashton II, Town Manager provided a status update on staff activities on initiatives since the last Strategic Initiatives Planning meeting, included in priority order:

- (1) traffic calming projects;
- (2) development of Designated Outdoor Refreshment Area (DORA) program;
- (3/4) increased safety and security, and mini festivals;
- (5) compensation for town's boards and commissions; and
- (6) parks.

There was a discussion among the group regarding the establishment of DORA regarding proposed boundaries and how events might be coordinated utilizing DORA. Mr. Ashton indicated that the proposed ordinance and boundary map will be brought to the Town Council in October.

There was a discussion among the group regarding safety and security and Herndon Police Department (HPD) recruitment and retention policies. Staff will schedule a briefing on public safety recruitment and retention practices for a future Town Council work session.

There was a discussion among the group regarding maintenance of the parks and that the County is no longer providing litter removal services within Town parks. Mr. Ashton stated that initial discussions with Fairfax County indicated that the Town's share of the recently established grocery bag tax within the County would be distributed to the Town to fund litter programs within the Town's parks; however, the Town is not receiving any portion of the bag tax, reducing available funding for robust cleanup programs. Mr. Ashton stated that staff has discussed the Town retaining the Town's portion of the bag tax revenues with Fairfax County staff without success. With concurrence from Council, staff will draft a letter from the Town Council to the Fairfax County Board of Supervisors to reconsider providing the Town's portion of the bag tax to the Town.

4. **CHECK IN ON STRATEGIC INITIATIVES PROCESS**

Ms. Shedd noted that they are keeping track of the initiatives and the status of each, and they will provide that tracking sheet to the Town Council via the Town Manager.

Ms. Shedd reviewed the decision-making process regarding the development and moving forward of initiatives. She stated that deciding at the meeting to “yes” move the matter forward; “revise and resubmit;” or “no,” do not commit town resources to this item. A “no” did not mean the matter could not be brought back ever, but that it would not come back soon.

Ms. Shedd stated for items that move forward, staff would work on the initiative and discuss it with the sponsor. Then, it could become a work session discussion item, come back to a Town Council Strategic Initiatives Planning meeting, or go through another decision-making process.

NEW OR DEFERRED INITIATIVES, AND UPDATES TO INITIATIVES

Town Rebranding and Vision

- Town Rebranding
- Vision

MOVE FORWARD
NO ACTION

Sponsor: Vice Mayor del Aguila

Vice Mayor del Aguila introduced the item. After discussion, Mr. Ashton stated that if the Council is interested in revising the Vision, it could be included as part of the retreat that is being planned for the incoming Council in the first quarter of 2023.

Ms. Shedd stated that from the discussion, she believed that the concern was less around what the Vision is, but how it is being measured. If Town Council wanted an in-depth discussion on the metrics being used to measure the Vision, then a work session can be scheduled.

Ms. Shedd suggested separating the rebranding process from the Vision.

Rebranding

Ms. Shedd clarified that a “yes” vote on rebranding would result in the action step of staff coming back to a Town Council work session to provide an outline of how the Town could proceed with a rebranding process.

The matter was moved forward by unanimous roll call vote. The vote was: Councilmember Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting “Yes.”

Vision

Ms. Shedd requested clarification on whether the Town Council wanted to revise the Vision or if it was more about how it is measured. There was a brief discussion amongst the group to discuss the Vision during a Council retreat with the incoming Council in early 2023. No action was taken.

Green Initiatives

- Incentivizing Private Sector EVs

MOVE FORWARD

Sponsor: Councilmember Alam

Councilmember Alam stated that this request included understanding (1) how many trees are in the downtown, (2) replacement of trees as part of development projects, and (3) electric vehicle (EV) charging stations.

Mr. Ashton indicated that the Town Arborist is conducting a tree inventory of the Town-owned trees, including species, size, health, and condition, within the downtown. After the tree inventory is complete, staff will review and revise the landscape plans for Town properties, starting with Town Hall, to include pollinator plants and low maintenance landscape designs. Part of this process will include replacing trees as needed and identifying locations for new trees throughout the town in coordination with developments.

Mr. Ashton stated that staff is obtaining statistics on existing EV stations within town, as well as identifying locations for additional EV stations on Town-owned property for public use.

In response to Councilmember Alam, Mr. Ashton stated that the Town can only add EV charging stations on Town-owned property and private businesses and property owners can choose to install their own EV charging stations.

Councilmember Dhakal asked if the Town could incentivize private property owners to install EV charging stations.

Councilmember Regan stated that the Town could consider waiving parking requirements for private property owners and businesses who install EV charging stations in their existing parking spaces. Mr. Ashton concurred this would be a possible incentive that the Town could implement, but it is more challenging to implement tax incentives due to legislative regulations. Ms. Yeatts stated that reducing parking requirements would require a zoning text amendment.

Ms. Shed clarified that the initiative Council is considering is related to how the town could incentivize the private sector to install EV charging stations on private property.

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Vice Mayor del Aguila asked if the Town had a goal to increase the number of trees each year. Mr. Ashton stated staff is establishing the baseline of the current number of trees, their locations, and health through the tree survey. He indicated that a plan to increase the number of trees could be the next step.

With the group's general consensus, Ms. Dooley clarified that part of the initiative is to discuss establishing a multi-year plan to increase green space within the Town.

After discussion and general consensus, Ms. Shedd stated that this item would be split into two Green Initiatives: (1) staff reviewing options for incentivizing private sector EVs and (2) staff researching opportunities to increase the Town's green space.

After further discussion, the group decided the topic of Town's green space could be discussed as part of the Stormwater and Flooding initiative.

Ms. Shedd clarified that a "yes" vote on this item would result in the action step of staff reviewing options to incentivize private sector EVs.

The matter was moved forward by unanimous roll call vote. The vote was: Councilmember Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting "Yes."

Plan for Stormwater and Flooding
Sponsor: Councilmember Friedrichs

MOVE FORWARD

Councilmember Friedrichs introduced the initiative stating that the intent is to be proactive in planning for future stormwater management and mitigation in the Town.

Councilmember Friedrichs stated that this initiative could include staff briefing the Town Council on the Town's current stormwater management program regarding (1) what the Town is currently doing, (2) how does it align with Fairfax County's stormwater management program, and (3) identify what is missing and developing a long-term plan.

Councilmember Friedrichs discussed incentivizing builders to add green elements that also address stormwater issues. Staff indicated this could be looked into.

Mr. Ashton stated that staff could schedule a briefing on the Town's current stormwater management program at a future work session.

After discussion, Ms. Shedd clarified that a "yes" vote on this item would result in the action step of staff developing a strategy to perform and fund a long-term planning process for the Town's stormwater program, which would include climate change considerations.

The matter was moved forward by unanimous roll call vote. The vote was: Councilmember Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting "Yes."

Organizing Email Responses

MOVE FORWARD

Sponsor: Councilmember Regan

Councilmember Regan introduced the item and stated that the intent is to develop guidelines or strategies to respond to citizen email communications to the full Town Council.

After discussion, Ms. Shedd clarified that a "yes" vote on this item would result in the action step of staff developing strategies or guidelines for how to manage the email response process.

The matter was moved forward by a unanimous roll call vote. The vote was: Councilmember Alam, Dhakal, Friedrichs, Regan, Vice Mayor del Aguila, and Mayor Olem voting "Yes."

Creating Special Parking Areas for Commercial Vehicles

DO NOT MOVE FORWARD

Deferred from May 26, 2022 Meeting

Sponsor: Councilmember Singh

Councilmember Singh introduced the item and stated that the intent is to address commercial vehicles parking in two specific areas of town. Ms. Shedd clarified that the request is to identify alternative parking options for commercial vehicles at two locations and restricting commercial parking on associated residential streets.

Staff confirmed that the Town Council recently passed an ordinance to restrict commercial parking on residential streets.

After discussion amongst the group, Ms. Shedd clarified that a "yes" vote on this item would result in the action step of staff looking at options to identify opportunities in two specific locations to designate commercial parking areas and brief the Council.

The matter was not moved forward by a 5-1-1 roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Vice Mayor del Aguila, and Mayor Olem voting "No," Councilmember Regan voting "Revise," and Councilmember Singh voting "Yes."

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Cut-through Traffic and Improvements to Parking and Light Timing

NO ACTION REQUIRED

Update to Previously Approved Initiative - March 24, 2022

Sponsor: Councilmember Regan

Councilmember Regan provided an update on this initiative, which included conducting research on cut-through commuter traffic and its impact on Town roads. He stated that since the March meeting, staff has worked with a consultant to identify two intersections – (1) enter town on Sterling Road at the Town line or getting to Herndon Parkway and (2) leaving South Elden Street by Worldgate – to be included in an origin-destination traffic study. He stated that the total estimate to conduct the study, including data collection and analysis, is approximately \$70,000. He noted that \$300,000 is currently set aside for the Council's strategic initiatives.

After discussion, Ms. Shedd stated that while the initiative has already been approved at a previous meeting, Councilmember Regan and the Town Manager are looking for consensus from the group on utilizing money from the Strategic Initiatives funding to conduct the traffic study supporting the initiative on cut-through traffic and impacts on town roads.

After discussion among the group, Ms. Shedd confirmed that while there is some concern, the group's general consensus is that this is a good use of these funds, and that the Town Manager will move forward with initiating the traffic study.

5. PRIORITIZATION OF INITIATIVES

Following the exercise where Councilmembers initialed their top priorities, the Council agreed on the following list, which is provided in order of priority:

Tier 1: Branding and Green Initiatives

Tier 2: Stormwater and Flooding

Tier 3: Organizing Email Responses, Recording Closed Meeting, and Water Towers

Ms. Shedd stated that priority will be placed on Tier 1 and Tier 2 items and that Tier 3 will be items that remain on the list, but not high priority.

6. NEXT STEPS/WRAP UP

No discussion.

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ADJOURNMENT

Councilmember Friedrichs moved to adjourn the meeting of the September 22, 2022 Strategic Planning Initiatives Meeting at 8:29 p.m., and Councilmember Dhakal seconded the motion. The question was called on the motion which carried by unanimous roll call vote. The vote was: Councilmembers Alam, Dhakal, Friedrichs, Regan, Singh, Vice Mayor del Aguila, and Mayor Olem voting "Aye."



Kirstyn Barr Jovanovich
Town Clerk



Minutes approved by Town Council: December 13, 2022