



TOWN COUNCIL WORK SESSION AGENDA

Town Council Chambers
765 Lynn Street, Herndon, VA 20170

Tuesday, March 5, 2024 | 7:00 PM

1. Call to Order

2. Discussion

- a. HDEIC Recommendation, OneHerndon - Councilmember Dhakal
- b. Town Council Operating Agreement Relating to Campaign and Political Statements - Councilmember Scherff
- c. Branding Initiative, Status Update - Councilmember del Aguila
- d. Draft Strategic Plan

3. Roundtable

4. Adjournment

Agenda Item: HDEIC Recommendation, OneHerndon - Councilmember Dhakal

Meeting Date: March 5, 2024

Category: Discussion

Prepared by: Presenter - Councilmember Dhakal, Kirstyn Jovanovich, Town Clerk

Description:

Councilmember Dhakal has requested this item be placed on the meeting agenda for review and discussion by the Town Council.

Background:

The Herndon Diversity, Equity, and Inclusion Committee (HDEIC) has drafted a "One Herndon" resolution, modeled off of the OneFairfax Policy, and has recommended the Draft Resolution to Town Council. A memo with additional background information and the proposed resolution as drafted by members of the HDEIC are attached.

Budget Impact:

Undetermined at this time.

Recommendation:

This is a discussion item; direction from the governing body is needed to determine next steps.

Attachments:

1. Memo - March 1, 2024
2. HDEIC Proposed Resolution, DRAFT



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)

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.

Agenda Item: Town Council Operating Agreement Relating to Campaign and Political Statements - Councilmember Scherff

Meeting Date: March 5, 2024

Category: Discussion

Prepared by: Presenter - Councilmember Scherff

Description:

For consideration as provided by Councilmember Scherff:

A discussion on what is acceptable for a governing body to be able to discuss while in a public hearing regarding their own election/endorsement/political activities, with the goal to create an operating agreement for the next six months.

Reference: [Town Council Meeting, February 13, 2024](#)

Background:

N/A

Budget Impact:

N/A

Recommendation:

N/A

Attachments:

1. Town Council Operating Agreement, 2023-2024

TOWN OF HERNDON, VIRGINIA

RESOLUTION

APRIL 11, 2023

Resolution- to adopt the Town Council Operating Agreement.

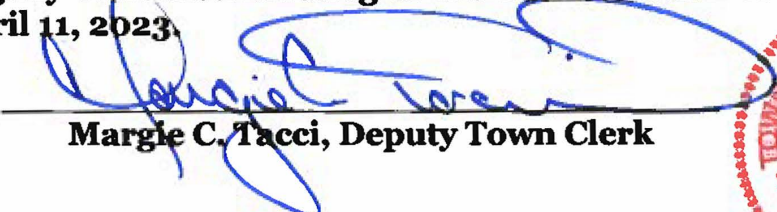
At the March 10 and 11, 2023 Town Council Retreat, the Town Council met and collectively agreed upon operating standards that reflected their expected experience as members of the Herndon Town Council and their commitment to working collectively toward that ideal experience.

As a result of these discussions, the Town Council Operating Agreement has been developed to operationalize these standards and process agreements.

THEREFORE, BE IT RESOLVED, by the Town Council for the Town of Herndon, Virginia that:

1. The Town Council adopts the Town Council Operating Agreement.

This is certified to be a true and accurate copy of Resolution 23-G-30 adopted at a legally convened meeting of the Town Council of the Town of Herndon on April 11, 2023.


Margie C. Tacci, Deputy Town Clerk



Attached for reference is the Town Council 2023-2024 Operating Agreement.

Town of Herndon Operating Agreement

Introduction

This Operating Agreement was designed and adopted for the benefit and convenience of the Herndon Town Council. Its purpose is to assist the Town Council to conduct its affairs in a timely and efficient manner. This Operating Agreement is complimentary to the adopted parliamentary procedures found in *Robert's Rules of Order Newly Revised in Brief, 3rd edition* (ROR) and applicable Virginia laws. This Operating Agreement does not supersede the provisions of the Town Charter, Town Code, or Code of Virginia.

Section 1 – Purpose and Basic Principles

Section 1-1. Purpose of Operating Agreement.

- A. To enable the Herndon Town Council to transact business, fully, expeditiously, respectfully, and efficiently, while affording every opportunity to citizens to witness the operations of government;
- B. To enable the Herndon Town Council to participate in long range strategic planning;
- C. To support respectful and productive debate, idea refinement, and result-focused discussions;
- D. To create a supportive environment that builds on the Council's strengths, and respects each member's expertise, as well as town staff's expertise;
- E. To preserve the spirit of cooperation and collaboration among Councilmembers; and
- F. To enable the Herndon Town Council to support each member in building what matters most.

Section 1-2. Basic Principles Underlying Operating Agreement.

- A. The business of the Town Council should proceed in the most efficient and effective manner possible, and the members commit to:
 - 1. Acknowledging each other's strengths and supporting each other;
 - 2. Collaboration, consensus building, and striving for places of agreement;
 - 3. Transparency;
 - 4. Assuming positive intent;
 - 5. Debating the issue, not the person; and
 - 6. Supporting safe listening.
- B. Town Council's Operating Agreement will be followed consistently;
- C. Only one subject may occupy the attention of Town Council at one time;
- D. Each item presented for consideration is entitled to full discussion;
- E. Every member has equal rights to participate and vote on all issues;
- F. Every member will have equal opportunity to participate in the decision making of the body; and
- G. The Council acknowledges that it acts as a body.

Section 2 – Process Agreement

In addition to the parliamentary procedures outlined in *Robert's Rules of Order Newly Revised in Brief, 3rd edition*, (ROR) the Town Council agrees to the following processes regarding agendas and meeting procedures:

Section 2-1. Adding Items to a Meeting Agenda.

Any member may make a request to add an item to a future agenda following the below procedures:

- A. Prior to making a request to add an item to an agenda, members are encouraged to speak one-on-one with the Mayor and their Council colleagues to discuss the proposed topic in advance.
- B. Members requesting to add an item to an agenda prior to publication must submit to the Town Manager: (1) the title, (2) brief description of the topic, and (3) any supporting documentation by close of business on the Wednesday (or earlier) before the work session meeting.
- C. Members may request to amend the meeting agenda to add an emergency (or emerging topic) item at the start of a meeting. The requesting Member will make a motion to amend the agenda and provide a brief description of the topic. The Members agree that an action or discussion item may only be added to the agenda with unanimous consent. The Mayor will seek any objections; if there are one or more objections to adding the item to the meeting agenda, the topic will be scheduled on the next appropriate meeting.
- D. Requests to add Closed Session items must be reviewed by the Town Attorney prior to scheduling to determine appropriateness and applicable State Code exception(s).

Section 2-2: Voting at Meetings

- A. Roll call votes are able to be taken in all meeting settings, including work sessions and special meetings. The voting process will follow ROR procedures.
- B. Council majority consent is required to direct the Town Manager on a particular topic or to draft legislation on an issue. If a majority vote is not obtained to direct the Town Manager on any particular issue or topic, a Member may make a motion and a vote may be taken to schedule the item for Council consideration and action on a regular meeting agenda.

Section 2-3: Seating

During work sessions, the Mayor and Vice Mayor will sit next to each other, and all other members may sit in any other available seat.



**Town Council
Work Session
Agenda Item 2.c.**

Agenda Item: Branding Initiative, Status Update - Councilmember del Aguila

Meeting Date: March 5, 2024

Category: Discussion

Prepared by: Requestor - Councilmember del Aguila, Anne Papa, Chief Communications Officer

Description:

Councilmember del Aguila requested that this item be placed on the agenda for discussion regarding the status and next steps on the Town Branding Council Initiative. Staff will provide an update on the status of this initiative.

Background:

N/A

Budget Impact:

N/A

Recommendation:

N/A

Attachments:

None

Agenda Item: Discussion - Town of Herndon 2024-2029 Draft Strategic Plan

Meeting Date: March 5, 2024

Category: Discussion

Prepared by: Kirstyn Jovanovich, Town Clerk

Description:

This is a discussion on the Draft Strategic Plan and an opportunity for Council to review and provide feedback on the plan as drafted through the Strategies. Staff will provide the draft plan ahead of the meeting.

Background:

During the Town Council's annual retreat in March 2023, the Town's strategic planning process was launched by drafting a Vision Statement, Core Values, and five Strategic Focus Areas. In July and August 2023, the Council and Town staff worked together to further develop the Strategic Plan, and the Council began refining and furthering the plan during their retreat in March. At the December 5, 2023, Town Council work session, staff presented the draft plan through the Objectives. The Council provided feedback that has been incorporated into the current draft plan. Since then, staff has been working to draft the Strategies and identify Success Measures for each of the Goals within each of the five Focus Areas.

This is a discussion to review the work completed to date on the Draft Strategic Plan and obtain feedback from the Council on the current draft document as the plan continues to move through the process. Once Council feedback is received and incorporated, next steps include scheduling a community input session, finalizing the Plan, Council consideration and adoption, and scheduling future Strategic Plan progress updates.

Budget Impact:

N/A

Recommendation:

Staff is requesting feedback and input on the current updated draft of the 2024-2029 Draft Strategic Plan.

Attachments:

None