



TOWN COUNCIL WORK SESSION AGENDA

Herndon Council Chambers Building
765 Lynn Street, Herndon, VA 20170

Tuesday, January 21, 2025 | 7:00 PM

- 1. Call to Order**
- 2. Discussion**
 - a. New Town Brand - Concept Recommendation
 - b. Mid-Year Financial Update and Economic Outlook Discussion
 - c. Streetery Pilot Program Briefing
 - d. Town Council Ad Hoc Committees Guidelines Review
- 3. Roundtable**
- 4. Adjournment**

Agenda Item: New Town Brand - Concept Recommendation

Meeting Date: January 21, 2025

Category: Discussion

Prepared by: Anne Papa, Chief Communications Officer

Description:

In alignment with the Strategic Plan, the town has undertaken a comprehensive project to refresh the existing town brand, developed over a decade ago, into a new, dynamic concept that will be used to build community spirit and attract residents, businesses and visitors to Herndon. A new brand concept has been developed as part of the project and is presented for Town Council review and discussion.

Background:

In January 2024, the town issued a Request for Proposal (RFP) and selected a marketing consultant to facilitate a comprehensive, multi-phase process to 1) identify Herndon's unique attributes, also called brand pillars; 2) based on these pillars, create a new brand concept; and 3) develop a marketing plan based on the new concept. Simultaneously, the town manager appointed a brand advisory task force, comprised of town residents and others with both a vested interest in the town as well as marketing expertise, to advise staff throughout the life of the project. The project commenced in June 2024 with extensive research, to include focus groups, one-on-one interviews, community- and outsider-perception surveys, socio-economic data, human movement data and more. From this research, four brand pillars were identified and presented to the Town Council in October 2024: prime location, historic small-town charm, ethnic diversity and welcoming friendly spirit. The town's consultant then developed brand concepts based on these pillars, which were presented to the brand advisory task force in January 2025 for their consideration. The concept recommended to the Town Council is a result of input from the advisory task force.

Timing Impact:

The presentation of the brand concept recommendation is the next-to-final phase of the rebranding project, which began in June 2024. Following Town Council review, consideration and adoption, the town's consultant will deliver a marketing plan with strategies for implementation of the new brand. Execution of the plan, as well as of a correlative communications plan, will commence in late FY 2025/FY 2026.

Related Strategic Plan Goal:

Goal #2: Encourage an engaged and informed community. Strategy 2.1: Develop and implement a rebranding initiative, in the development of a clear brand and message for the Town of Herndon.

Strategic Focus Area:

Thriving Community

Fiscal Impact:

The marketing plan will require funding, to be determined.

Legal Impact:

New graphic elements of the town's brand will be trademarked, to ensure usage is consistent with the brand strategy.

Staff Recommendation/Next Steps:

Following Town Council discussion, staff recommends approval by resolution of the town's new brand concept.

Attachments:

1. PowerPoint



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Town of Herndon Brand Presentation

1-21-25

Town of Herndon Branding Task Force

Cesar Del Aguila

Herndon Town Councilmember

Jackie Franchi

Vice President Marketing & Sales, Visit Fairfax

Shane Gray

Landscape Architect (town resident)

Patti Kelly

Director, Webex Partner Managed Services, Cisco

Keven LeBlanc

Herndon Mayor

Greg Wilson

Principal/Founder/Owner, Greg Wilson PR

Alex Stewart

Community Building & Neighborhood Resources,
Cornerstones

Melissa Highley Tilton

Vice President, Strategy and Operations, International Justice
Mission

Vijay Vaswani

Director, Mason SBDC Regional Partnerships, George Mason
University

Staff Liaison - Anne Papa, Chief Communications Officer

Project Objective

The primary goals/objectives to be achieved by this initiative include, but are not limited to:

- Conduct research to determine community attitudes, experiences, perceptions, opportunities, and challenges that define Herndon.
- From this research, identify the brand essence of the Town of Herndon.
- Capitalize on the town's brand essence to positively impact the Herndon's brand experience for all those who live, work and visit.

Today's presentation

Brief review of what we learned

Brand Story

Logo Color Recommendations

Adcept directions



Branding Process



Research Recap - 1,100+ Participants

Summary of research elements:

- Familiarization Tour
- 21 one-on-one interviews with community stakeholders.
- 6 focus groups (65+ total people): Town leadership, Realtors, Organizations, Herndon Ambassadors, Youth, Brand Task Force
- 605 Community surveys completed online.
 - Offered in 5 languages (English, Spanish, Korean, Urdu and Farsi)
 - Announcements posted in laundry mats, Herndon Neighborhood Resource Center, grocery stores, restaurants, and medical facilities.
- 413 Outsider Perception Study surveys completed online.
- Digital audit of websites, social media, search and reviews.
- ESRI Tapestry community demographic and psychographic profiling.
- Placer AI Human Movement data analysis of community foot traffic.

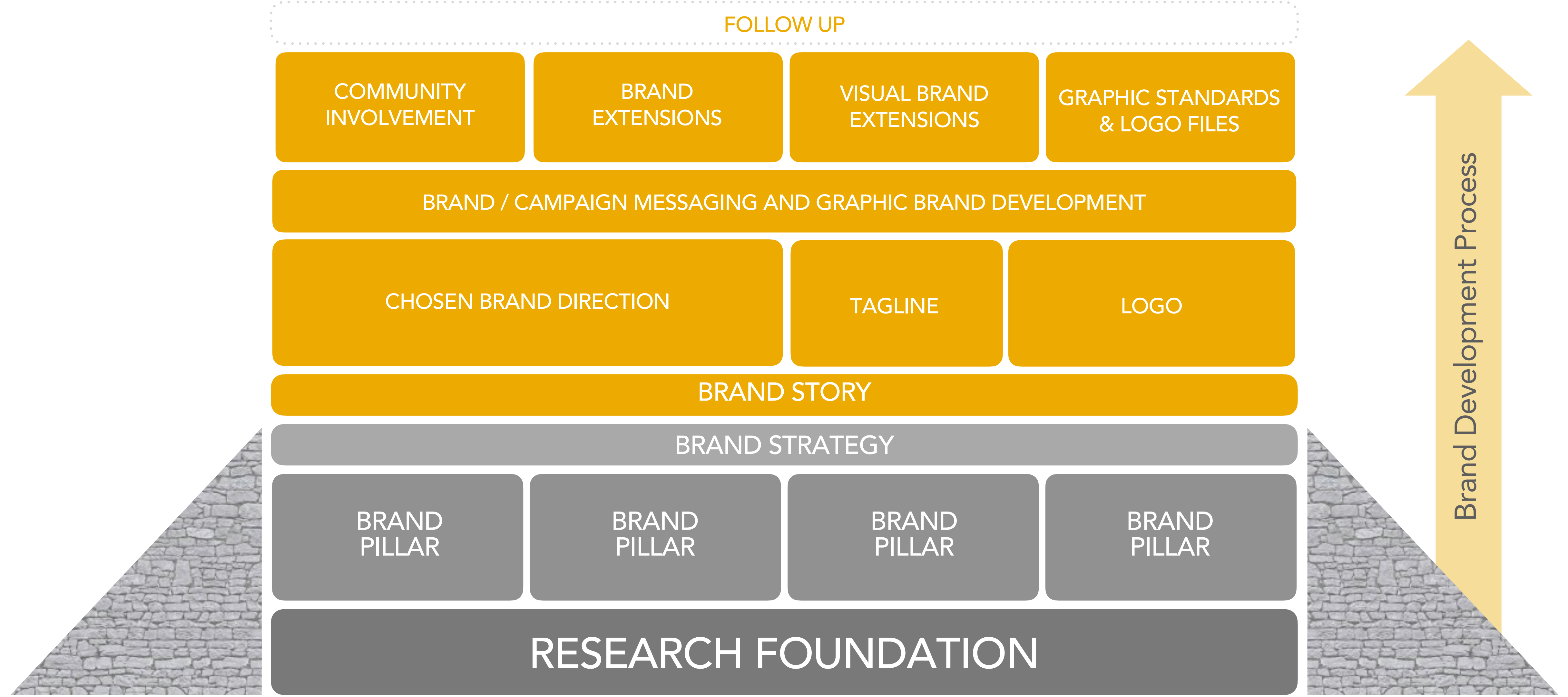


Herndon, Virginia Brand Pillars

Town of Herndon Brand Pillars (Truths)

1. Close proximity to Dulles and D.C means
Location, Location, Location!
2. Historic downtown Herndon offers a distinctly different look,
charm and experience when compared to nearby suburbs.
3. A friendly, welcoming small-town spirit permeates the community.
4. Ethnic diversity is an integral part of Herndon's identity,
character and energy.

Building your brand



Herndon, Virginia Brand Statement

Herndon, VA offers a friendly, historic small town environment that is significantly more diverse and unconventional than surrounding Washington D.C. suburbs.

Brand Story

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What is a brand story?

Unifier

Personality

Aesthetics

Way you talk

What you talk about

What you care about

Never the exact same

But always familiar



If it's relief from uniformity and suburban sprawl you're after. If it's a respite from the faster, stressful pace of a major metropolitan area you seek. Or, if it's an escape from the manufactured charm of massive developments you're looking for, there is a genuinely historic small town imbued with authentic charm and cultural diversity that's conveniently located near all the big city amenities you could ever need or want, yet far enough away to offer the best of both worlds.

Such is the town of Herndon, Virginia, whose proactive vision for the future is elevating life, work and recreational opportunities for residents, families, workers and visitors. This is a robust technology hub and flourishing business community whose smalltown vibe and nature offer an uncommon approach to suburban living only minutes away from our nation's capital and Dulles, one of the world's busiest airports. Herndon's quaint downtown and historic tree-lined neighborhoods are a nostalgic throwback to the past, beckoning those yearning for a refreshingly different lifestyle.

Yet, make no mistake. Its peaceful, friendly ambiance belies a quirkier, edgier multi-cultural spirit and attitude. All of which has continued to propel the town to its status as one of the most desirable places to live and work in Fairfax County.

In the heart of the Dulles Technology Corridor, yet more laidback than surrounding suburbs, Herndon offers a richly diverse community that fosters personal, professional and intellectual development. Companies in transportation, defense, cybersecurity, cloud computing, IT services, healthcare and other established technology industry sectors are continually attracted to Herndon's strategic location and global accessibility, highly responsive and supportive government, strong sense of community, and its well-educated, extremely skilled workforce.

Herndon's historic downtown is the town's core and center of activity with reinvigorated opportunities for dining, shopping and recreational play.

The Historic Town Hall and Train Depot reflect the community's past and add to its picturesque appeal. And with more than 100 restaurants, from Italian, Thai and Indian to Korean, Peruvian and Ethiopian in and near downtown, locals and visitors can sample eclectic flavors from all over the world.

The ways in which Herndon connects people to one another and things that matter through sidewalks, trails, streets and transit simply make life easier, more convenient and fulfilling. Whether biking the Washington & Old Dominion Trail, walking down Elden Street, riding the Metro's Silver Line or coming together on the Town Green this highly walkable town promotes social interaction and connectivity and exudes charm, making it an appealing stop along the W&OD for recreational cyclists, pedestrians and shoppers, as well as commuters.

With organizations, such as the NextStop Theatre Company and Arts Herndon cultivating the arts, it's no surprise Herndon is home to an emerging arts scene and budding Arts District. With natural assets, such as Runnymede Park with numerous wildlife habitats and ecosystems, the town strives to maintain a balance between land use, transportation and connectivity, open spaces, social, economic and environmental sustainability. And with the town's Historic Preservation Program, there are pride and civic engagement in heritage preservation that seamlessly integrate Herndon's traditional commercial center with new growth and development.

From small dairy farming village to today's progressive, forward-thinking town, Herndon continues to build on its character and celebrate diversity, offering a departure from mainstream suburbia as it thoughtfully plans and guides the next generation towards an even more promising future.

Brand / Adcept Directions

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Herndon Offers A Refreshing Change From The Rest of The DC Metro Area.

You realize you've arrived someplace uniquely different when you step off the Silver Line train in Herndon, drive through the historic downtown, or cycle along the Washington & Old Dominion Trail that passes through town. This community's smalltown charm, friendly spirit and cultural diversity feels like a breath of fresh air compared to other metro suburbs you pass along the way out of D.C. Tree-lined streets and neighborhoods and abundant locally owned restaurants, along with multiple parks and green spaces, invite you to slow down, unwind and experience the refreshing change.



HERNDON, VIRGINIA
Live Differently.



Judy and Miguel
Cinco de Mayo - Salsa contest

**IF YOU WANT
A DIFFERENT
KIND OF LIFE,
LIVE SOMEWHERE
THAT'S DIFFERENT.**

TOWN OF
Herndon
VIRGINIA

LIVE DIFFERENTLY.

LIVE Differently in Herndon. With its unique historic charm, warm community spirit, rich multi-cultural diversity, parks and neighborhood gathering spots, you'll find abundant ways to connect with each other, the city and the world beyond.

These examples use stock photography.
It is always our recommendation to use
original photography from your community.

James
Tuesday Trivia Night

IF IT FEELS
LIKE HOME,
MAYBE
IT SHOULD BE.

TOWN OF
Herndon
VIRGINIA

LIVE DIFFERENTLY.

LIVE Differently in Herndon. With its unique historic charm, warm community spirit, rich multi-cultural diversity, parks and neighborhood gathering spots, you'll find abundant ways to connect with each other, the city and the world beyond.

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Sasha
The next big idea

IF YOU WANT TO
DO EXCEPTIONAL
WORK, LIVE IN AN
EXCEPTIONAL PLACE.

TOWN OF
Herndon
VIRGINIA | LIVE DIFFERENTLY.

WORK Differently in Herndon. With a prime location minutes from Dulles International Airport and D.C., you'll find abundant opportunities, connectivity and support for technology-driven industries, business and entrepreneurial ventures in this historically unconventional town.

These examples use stock photography.
It is always our recommendation to use
original photography from your community.

June
Half day Friday

IF YOU WANT TO
GET OUT IN NATURE,
MAYBE YOU SHOULD
GET OUT OF THE CITY.

TOWN OF
Herndon
VIRGINIA

LIVE DIFFERENTLY.

PLAY Differently in Herndon. With inviting parks, playgrounds, green spaces and trails, including the Washington & Old Dominion, you'll find abundant opportunities to get outside in nature and outside the mainstream in this historically charming town.

These examples use stock photography.
It is always our recommendation to use
original photography from your community.

Samone
Game winning goal

IF YOU'RE ATTRACTED
TO **GREEN SPACES**,
LIVE WHERE THEY'RE
A MAJOR **ATTRACTION**.

TOWN OF
Herndon
VIRGINIA

LIVE DIFFERENTLY.

PLAY Differently in Herndon. With inviting parks, playgrounds, green spaces and trails, including the Washington & Old Dominion, you'll find abundant opportunities to get outside in nature and outside the mainstream in this historically charming town.

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Graphic Recommendations

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Existing Color Palette

Master Colors



Pantone P 52-16 C
CMYK 0, 97, 80, 10
RGB 216, 36, 53
Hex #D72335



Pantone P 174-13 C
CMYK 65, 48, 37, 35
RGB 76, 89, 102
Hex #4B5965

Acceptable Replacements for the Red



Pantone P 166-16 C
CMYK 11, 0, 100, 15
RGB 203, 201, 17
Hex #CAC811



Pantone P 24-8 C
CMYK 0, 57, 100, 0
RGB 246, 135, 31
Hex #F5871F



Pantone P 80-8 C
CMYK 13, 100, 0, 0
RGB 210, 15, 140
Hex #D20F8C



Pantone P 112-16 C
CMYK 100, 18, 0, 12
RGB 0, 136, 197
Hex #0088C5



Pantone P 139-16 C
CMYK 100, 0, 94, 12
RGB 0, 150, 79
Hex #00954F



Pantone P 84-8 C
CMYK 35, 100, 0, 24
RGB 138, 13, 114
Hex #8A0D71

What a color palette should do:

- *Bring consistency to all communications*
- *Provide a tone that corresponds to the entire brand*
- *Gives staff and vendors guidance to use your brand consistently*

What a color palette can't do:

- *Tell your community's story*
- *Make everyone happy*

While the existing color palette is very workable it would be out advice to reduce the number of colors and tone down the accent colors. The two core colors (red and gray) would remain.

Color Palette Recommendations

Color Palette Revision

NEW MATCH
TO EXISTING

PMS 4059

NEW MATCH
TO EXISTING

Cool Gray 11

PMS 6175

PMS 6126

PMS 1235

PMS 6019

P 52-16 C

P 174-13 C

Existing palette uses Pantone Process Color numbers while correct using the actual PMS number will make it easier for some vendors and staff. The standard number is more widely known. We are recommending updating the color palette with a standard PMS match.

Logo Color Options

Main Logo Color Options



Previous standards allowed for a large variety of color options for the logo. It is not our recommendation for this to be a acceptable standard. The town logo should be consistent and a reflection of the serious job the town does for its residents.

Logo Color Options

Department Options



Color variations for departments should be managed by the communications department



Logo Icon Option





(Existing)
City Hall Garage Entrance



(Revised)
City Hall Garage Entrance









Next Steps

- Town Council Consideration, Adoption by Resolution of Brand Concept
- Town of Herndon Brand-Mktg Plan Feb. 28

A PLACE MARKETING COMPANY



CHANDLERTHINKS

Chandlerthinks, LLC

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Agenda Item: Mid-Year Financial Update and Economic Outlook Discussion

Meeting Date: January 21, 2025

Category: Discussion

Prepared by: Marjorie Sloan, Finance Director

Description:

Presentation of town financial results as of December 31, 2024, and economic outlook for the next 12 months.

Background:

A mid-year financial update occurs annually in accordance with Section III.d of the town financial policies.

Finance has prepared a presentation for the January 21 Town Council Work Session to provide a mid-year status on town revenues and expenditures and discuss the current conditions and economic outlook for the current and next fiscal year. In addition, the materials also provide key calendar dates for the FY 2026 Budget Process.

Key points of the presentation include:

- As of December 31, the General fund revenues total \$26.6M. This total is 51% of the revised budget. BPOL revenues are due March 1, and are currently forecasted at \$7M based on the FY24 actual receipts. Occupancy and Meals taxes are trending favorable to budget.
- Expenditures YTD total \$20.4M. With Encumbrance totals of \$3.7M, the remaining available revised budget is \$28.0M. Costs across the General fund are generally on budget. Recent budget amendments include appropriations for professional fees related to the Economic Development Market Study, Affordable Housing, Town Manager transition costs, and repair costs for the recent Herndon Municipal Center water leak.
- The town successfully met the December 31 Obligation deadline for the \$25.5M American Rescue Plan Act (ARPA) Fund. In addition, several key capital projects, including the Golf Tee-Box Master Plan, Cemetery Expansion, and Stream Restoration at Sugarland-North are currently underway. The VDOT managed Spring Street-Herndon Parkway intersection project is approaching completion.

- The economic outlook remains solid with positive economic growth, slowing inflation, solid market returns, continuing low unemployment and recent slight reductions in interest rates. The likelihood of a recession in the coming twelve months is low.
- Upcoming key dates include the Water-Sewer presentation by Davenport on February 18, and the submission of the FY 2026 Budget to Council on March 4.

Strategic Focus Area:



Strong Fiscal Stewardship
Good Governance

Fiscal Impact:

N/A

Legal Impact:

N/A

Staff Recommendation/Next Steps:

No recommendation by staff at this time.

Attachments:

1. PowerPoint

FY25 Mid-year Update and Economic Outlook

Town Council Work Session

January 21, 2025

Marjorie Sloan

Director of Finance

Agenda

- Financials FY 2025 – status of Revenues and Expenditures
- Economic outlook
- Key Budget Process dates

Finance Summary FY 2025 – General Fund Revenues

(\$ thousands)		FY 2025		Var to Budget	
Revenue Description	Revised Budget	Act thru 12/31/24	Projected	\$	%
General Property Taxes	14,206	14,128	14,206	0	0.0%
Other Local Taxes	17,181	5,987	18,342	1,161	6.8%
Permits & Fees	663	423	847	183	27.6%
Fines & Forfeitures	388	229	457	70	18.0%
Use of Money & Property	1,821	1,112	2,001	181	9.9%
Charges for Services	2,363	1,369	2,738	375	15.8%
Misc. Revenue	54	37	54	-	0.0%
Intergovernmental Revenue	5,404	3,003	5,674	270	5.0%
Other Financing Sources	155	322	322	167	108.1%
Total	42,234	26,610	44,642	2,407	5.7%
Use of Fund Balance	9,946	-	6,446		
Total with Use of Fund Balance	52,181	26,610	51,088		

General Revenues projected 5.7% favorable to Budget

- BPOL forecast based on \$7.0M FY24 actuals (Budget of \$6.1M)
- Occupancy and Meals taxes are trending favorable to budget.

Financial Summary FY 2025 – General Fund Expenditures

(\$ thousands)		FY 2025			
Revenue Description	Adopted Budget	Revised Budget	Act thru 12/31/24	Encumbered	Available
Personnel Services	30,380	30,380	14,080	-	16,300
Operations and Maintenance	9,490	13,009	4,888	2,790	5,331
Capital Outlay	2,249	6,325	991	803	4,531
Non-Departmental & Transfers	1,156	1,072	228	135	708
Debt Service	1,395	1,395	231	2	1,161
Total	44,669	52,181	20,420	3,730	28,032
% of revised Budget			39.1%	7.1%	53.7%

Notes

- Personnel costs on budget at the Fund level; Market rate adjustment effective January 2025.
- Revised Budget O&M includes professional fees related to the Comprehensive Plan, Market Study, and Affordable Housing; The RFP's for this work are in-process.
- Capital Outlay includes the Summer Amendment adding previously appropriated downtown development costs.

Mid-year News & Notes - Other Funds

Capital Projects Fund

- The East Spring St project approaching completion. This project is funded by local transportation funding.
- Sidewalks, Trails and Bicycle project group: totals \$88K YTD with budget of \$500K

ARPA

- Total Obligated Funds met Federal deadline of 12/31/24.
- \$5.5M encumbrance balance expected to be spent by 12/31/26.
- Fund has earned \$198K interest YTD; \$1.9M since FY 2022

Storm Water Mgt

- New for FY 2025
- Revenues include \$432K of Shared Tax Revenue
- Expenditures will include
 - ✓ Four FTE's
 - ✓ Stream Restoration project (\$1.4M) funded via additional grant
 - ✓ Storm Drain Improvement project (\$989K)

Mid-year News & Notes - Other Funds

Water and Sewer Fund

- YTD Revenue: \$5.9M, 47.1% of annual budget
- \$2.1M YTD spending + encumbrances for W-S funded by ARPA
- Model Update underway to set future rates & debt

Revenues (\$M)	YTD	FY25B
Water	2.3	4.2
Sewer	2.7	5.8
Availability Fees	0.4	1.7
Interest & other	0.5	0.9

Centennial Golf

- Revenues dependent on weather but pace currently on budget.
- Master Plan Tee-Box Project (\$1.7M) expected to be completed by Spring.
- Clubhouse Master Plan projects enter design phase in FY25 (\$0.6M budgeted)

Chestnut Grove Cemetery

- Pace of revenues currently favorable to budget
- Master Plan Improvement Project ongoing
 - ✓ will extend the operational life of the cemetery by ~15 years
 - ✓ \$347K funded by ARPA

Economic Outlook

The current economy is defined by stable economic growth, a softening labor market, slowing inflation and solid market returns.

- **Economic Growth:** Forecast for 2025 is 2.0%–2.1%
 - Northern Virginia represents 42% of the State GDP with YOY growth for the regions and Fairfax County of over 9%.
- The **Inflation rate** has dropped to 2.7% in the region.
 - Risk of a recession is very low. Inflation rates are expected to be ~2.5% in 2025 and may not find the Federal Reserve target of 2.0% by year end.
- **Unemployment** currently at 4.2% nationally, 2.6% locally. (Full employment = 2.5 - 3.5%.)
 - The increase in unemployment is a normalization, not a deterioration.
 - “We expect business leaders will continue to curb wage growth, hire with caution, proceed with strategic layoffs and drive stronger productivity to contain costs heading into 2025” (EY Parthenon).

Sources: Vanguard, Nerd Wallet, MSNBC Steve Rattner Blog, EY Parthenon, CNBC, Forbes, Fairfax County EDA, US Bureau of Economic Analysis, Bureau of Labor Statistics

Economic Outlook

- **Interest rates**

- Federal Reserve rate cuts will continue but at a slower pace, and assuming further progress on inflation.
- Mortgage rates remain at or above 6%. Mortgage rates are driven by 10-yr Treasury Bonds whose yields remain higher because of lingering concerns about inflation.
- Credit Card debt in American continues to rise.

- Characteristics of the strong economic outlook continue to remain illusive at the **household** level.

- **Risks** to the economy could include

- International conflict
- Policies that impact supply chains or create trade wars
- Substantial electrical disruptions
- Natural disasters
- Lost consumer confidence
- Global Oil production

Sources: Vanguard, Nerd Wallet, MSNBC Steve Rattner Blog, EY Parthenon, CNBC, Forbes, Fairfax County EDA, US Bureau of Economic Analysis, Bureau of Labor Statistics

FY 2026 Budget Process – Upcoming Key Dates

Activity	Date
Draft Operating Budgets completed by Departments	Complete
Preliminary Real Estate Assessment info expected from the County	~Jan 22
TC Work Session – Davenport presentation on Water-Sewer	Feb 18
Proposed FY26 Budget delivered to Council and available to residents	Mar 4
TC Work Sessions: Fund Presentations and discussions	March
Full Proposed Budget Book – review for adoption	Apr 1
Begin Public Hearings	Apr 8
Budget Adoption	Apr 22

Agenda Item: **Streeterly Pilot Program Briefing**

Meeting Date: January 21, 2025

Category: Discussion

Prepared by: David Stromberg, Zoning Administrator

Description:

Town Council adopted a Streeterly Pilot Program that ran from May to November 2024. One eating establishment, Mile 20, applied for and was approved to operate a Streeterly. The application was applied for on May 30 and approved for issuance on June 21, after all required documents were submitted and inspections passed. No other eating establishments applied for a Streeterly.

The Economic Development Director interviewed five (5) nearby business in December to solicit feedback. A summary of the feedback is below.

- **Bodega** (who also owns the restaurant next door): Spoke with owner. Business is not affected. No issues with the program.
- **Green Lizard**: Spoke with owner. Business is not affected. No issues with the program other than he was frustrated with the permit process since the regulations were changed. The owner would consider applying for a permit if there is a next time, and if process is quicker/easier. He would like 2-3 parking spots in front (his ideal location).
- **Maude**: Business is not affected. No issues with the program in principle, other than they sometimes find it difficult to take out the trash when people are standing around the outdoor seating area, not necessarily in the designated seating area.
- **Dairy Queen**: Manager/owner was not there. Able to speak to an employee who seemed familiar with Mile 20 doing outdoor dining. He said that he believed the business is not affected.
- **Mile 20**: Owner was not present when visit occurred to check on how the program was going for them and any changes they may want in the future if the program was continued. Business card was left with employee.

It should be noted that 2024 was the warmest year on record for Washington DC as tracked by the Southeast Regional Climate Center with multiple days over 90 degrees during June and July.

Background:

Resolution 24-G-31 establishing a Streetery Pilot Program was adopted by the Town Council on May 28, 2024.

Timing Impact:

The Herndon Streetery Pilot Program ended on November 30, 2024, and staff was asked to report back its findings on the impacts of the program after this date.

Strategic Focus Area:

Thriving Community

Fiscal Impact:

Data is insufficient to establish the fiscal impact.

Legal Impact:

N/A

Staff Recommendation/Next Steps:

Due to insufficient data, the staff does not have a recommendation at this time.

Attachments:

None

Agenda Item: Town Council Ad Hoc Committees Guidelines Review

Meeting Date: January 21, 2025

Category: Discussion

Prepared by: Amanda Kertz, Acting Town Clerk

Description:

This item is a request for the Town Council to review the Town Council's ad hoc committees' guidelines as part of the process related to the start of the Town Council's term. The three ad-hoc committees most recently established and confirmed by the previous Town Council are: (1) Herndon Youth Advisory Committee (HYAC), (2) Pedestrian and Bicycle Advisory Committee (PBAC), and (3) Herndon Diversity, Equity, and Inclusion Committee (HDEIC). The member term for HYAC aligns with the academic school year, while for HDEIC and PBAC, the terms align with the Town Council and expired on December 31, 2024.

Staff is seeking direction from the Town Council to confirm, disband, or revise the guiding documents for PBAC and HDEIC. The HYAC guiding documents will be brought to Town Council for review at the conclusion of the academic school year.

Background:

The Herndon Town Council, at the beginning of each term, reviews Town Council ad hoc advisory committees to determine whether to reinstate, revise, or disband existing committees. During its review of advisory committees, the Council will consider each committee's mission, purpose, objectives, and related establishment documents to ensure alignment with the Town Council Strategic Plan.

The previously approved goals and objectives for the three groups are provided as agenda attachments for review and consideration.

Staff is recommending in accordance with best practices, that the guiding documents for the HDEIC and PBAC be revised to include a Town Council representative as a liaison to the Committee and not included as a voting member and serving as Chair. As an advisory committee to the Town Council, representatives from the governing body should serve as liaisons to help guide the committee, but not serve as an active member as the recommendations from these groups may go to the governing body for consideration and action. The recently re-established HYAC has been operating under

this model with the Town Council representative serving as a liaison, which allows for the members to serve as Chair, and the Council member does not count toward the quorum requirement for public meetings.

In addition, the Town Council may want to consider the number and types of members on each committee, as well as the mission, goals, and objectives during this meeting.

Timing Impact:

In accordance with Town Clerk Standard Operating Procedure TC 1.3, Boards, Commissions, and Ad Hoc Committee Procedures, the ad hoc committees generally meet at least four times per year. In order to not delay the committee meeting schedule, it would be prudent to promptly provide direction on the status of the committees in order to make appointments within the first quarter of the Council's term. Following the Town Council's discussion, the Clerk will meet in a closed session with Council to discuss specific appointments to the committees. After the groups are reconstituted, they can start holding meetings. The HYAC term coincides with the academic school year, and staff will report back on this group following the end of the school year.

Strategic Focus Area:



Good Governance

Fiscal Impact:

N/A

Legal Impact:

In accordance with Town Clerk Standard Operating Procedure TC 1.3, Boards, Commissions, and Ad Hoc Committee Procedures, at the start of each new term, the Town Council reviews ad hoc advisory committees to determine whether to reinstate, restructure, or disband existing committees. Town Council Resolution 08-G-142, adopted November 25, 2008, adopted guidelines to establish Town Council ad hoc advisory committees that the Town Council follows in evaluating the need and directing the establishment of issue-specific ad hoc advisory committees. During its review of advisory committees, the Town Council considers each committee's mission, purpose, objectives, and related establishment documents. The Town Council will confirm, disband, or revise ad hoc committees' mission, purpose, objectives, and/or composition in the first quarter of the Council's term by resolution. The Town Council may also revise Committees' mission, purpose, objectives, and related documents at any time by resolution.

Staff Recommendation/Next Steps:

Staff is seeking direction from the Town Council regarding the status of the existing ad hoc committees and any changes to the committees' establishing documents. Following this discussion and direction, staff will schedule a closed session to discuss specific appointments to the ad hoc committees.

Attachments:

1. HYAC Mission, Purpose, Objectives
2. PBAC Mission, Purpose, Objectives
3. HDEIC Mission, Purpose, Objectives

**Town of Herndon, VA
Herndon Youth Advisory Committee
Establishing Guidelines**

January 9, 2024

Mission:

As Herndon grows in population, diversity, and a maturing youth constituency, it will take the leadership of our youth, along with the continued cooperation from the Town of Herndon, to ensure that our community remains a desirable place for everyone to reside and enjoy.

The mission of the Herndon Youth Advisory Committee (HYAC) will be to advise the Herndon Town Council on activities, issues, and decisions relating to youth in the Town and to advocate for legislation that caters to the interests and desires of our diverse youth population.

Purpose:

The youth gaining their education in Herndon today will be leading change in our community for decades to come. To augment their participation and leadership in our Town, HYAC will serve as a link between the Herndon Town Council, local school officials—including school board members and school principals—as well as other adult leaders and its youth.

The Herndon Youth Advisory Committee will:

- work with elected officials, school officials, and other adult leaders to promote awareness, safety, and involvement among our youth;
- collaborate to identify and propose solutions on issues of importance; and
- ensure that youth needs and interests are considered in decisions that affect the entire community.

Objectives:

- provide input on needs to make Herndon a place where youth can thrive;
- provide youth perspectives to the Herndon Town Council, other elected officials and other adult leaders;
- provide recommendations on decision-making processes related to issues that impact youth;
- discuss current events involving youth and assist in upcoming events;
- learn about local government and identify legislation and policies that impact youth;
- recommend ways to resolve issues and concerns involving youth;
- review youth programs and policies to ensure set goals are achieved;

- partner with local, national, and international youth organizations;
- attend public hearings, community meetings, and other events;
- maintain an understanding of community needs; and
- participate in community outreach and service projects.

Member Composition:

Members of HYAC will be appointed by Herndon Town Council and initially consist of:

1. a member of the Herndon Town Council to serve as a liaison to work with HYAC;
2. a representative from an alternative learning institute; and
3. twelve (12) middle or high school students who either 1) live in the Town of Herndon; or 2) attend classes at Herndon Middle or Herndon High Schools, who are:
 - in good standing in the community; and
 - have:
 - an interest in developing leadership skills;
 - an interest in community service and motivation to work as a volunteer for the government; and a general knowledge and understanding of community needs; and
 - an ability to express ideas and solutions regarding youth issues and concerns; interact constructively with peers in a group setting; and a willingness to engage in community outreach with diverse populations.

A chair will be selected by the members of HYAC. Town staff will be designated as an ex-officio member to serve as primary staff.

Members will serve one-year terms to coincide with the academic school year and will meet up to four times per term. All meetings will be legally convened in compliance with town and state law requirements.

Additional members may be added as needed.

**Town of Herndon
Pedestrian and Bicycle Advisory Committee (PBAC)**

Mission - To improve the quality of life in the Town of Herndon through the promotion of safe walking and bicycling as a viable means of transportation and physical activity, and provide advice to the appropriate bodies (Town Council, Planning Commission and/or the Town's Transportation Engineering Improvement Committee - TEIC) on matters relating to bicycle and pedestrian issues, to provide health, recreation and transportation benefits for all Town citizens.

Objectives - To facilitate alternative transportation modes within the Town and provide safe streets that are friendly to pedestrians and bicyclists;

To support the integration of pedestrian and bicycle facilities with the street and transit network through the Trail and Sidewalk Program and other components of the Town's Capital Improvement Program involving transportation improvements; and

To support pedestrian and bicycle initiatives and strategies in accordance with the Town's 2030 Comprehensive Plan and the Town's visioning document titled *2027: A Vision for the Town of Herndon*.

Purpose -

- Review pedestrian and bicycle issues, to include matters affecting pedestrian and bicycle transportation and their relationship to parks, schools, transit stops and other major town facilities and, through coordination with Town staff, make recommendations to the appropriate bodies ~ Town Council, Planning Commission and/or the Town's TEIC;
- Perform studies and projects as requested by Town Council on pedestrian and bicycle matters;
- Facilitate citizen participation in the Town's consideration of matters involving pedestrian and bicycle questions;
- Integrate walking and bicycling into the Town's policies and practices;
- Seek funding via the Town Council for pedestrian and bicycle programs and facilities and advocate for the needs of Town pedestrians and bicyclists to applicable county, region, state and Federal departments and agencies;
- Study changes on applicable regulations, laws and best practices concerning pedestrian and bicycle issues;
- Promote safety programs and provide incentives for increasing walking and bicycling and promote physical and mental health benefits of walking and bicycling; and

- Promote intergovernmental and public/private cooperation and coordination on pedestrian and bicycle matters.

Composition -

- 1 Town Council representative, who shall be chair
- 1 Planning Commission representative
- 1 Architectural Review Board/Heritage Preservation Review Board representative
- 6 Citizens
- 1 Department of Community Development staff, who serves as the primary staff
- 1 Department of Parks and Recreation staff, who serves as an "ex-officio" member and support staff
- 1 Department of Public Works staff, who serves as an "ex-officio" member and support staff
- 1 Herndon Police Department staff, who serves as an "ex-officio" member and support staff

**Town of Herndon
Diversity, Equity, and Inclusion Committee**

Mission:

To promote, engage and enhance the Town of Herndon's diverse community and to connect the community in a partnership that celebrates equity and inclusion.

Purpose:

Listen to and discuss community concerns, and use the information gathered from these discussions to make recommendations to the Town Council that enhance the delivery of services to the minority resident and business communities. Recommend policies and activities that help foster diversity and inclusion within the community at-large.

Objective:

To engage the community by listening and discussing to understand the breadth and depth of issues related to inclusion and equity, and to suggest actionable steps to the Town Council so that under-represented members of our community are seen, heard, and included. The committee's recommendations may include improvements to town services, practices that enhance diversity, and inclusive cultural programming and events.

Member Composition:

1. Members shall be appointed by the Town Council from diverse backgrounds and professions representing the wide range of the Herndon community.
2. Shall consist of 11 members:
 - Seven town residents;
 - Two members representing town businesses, who own or manage a business in the town and have expertise in the business sector;
 - One non-resident member; and
 - One Councilmember who shall serve as chair.
3. Members will serve two-year terms to coincide with election terms, with the first term extended to end with the subsequent Council's term through December 31, 2024.
4. The committee will operate similar to other existing Town Council advisory committees.
5. The committee shall hold meetings as requested by the Chair, legally convened by the Town Clerk to meet Town and state law requirements.