



TOWN COUNCIL WORK SESSION AGENDA

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

Wednesday, November 5, 2025 | 7:00 PM

1. Call to Order

2. Discussion

- a. Briefing on Hiring Process and Training Overview, Strategic Plan Focus Area: Good Governance
- b. Briefing on Leveraging Technology in Public Safety
- c. Considering appointment of the Town Council Liaison to the Youth Engagement Policy

3. Roundtable

4. Closed Meeting

- a. A closed meeting pursuant to the Code of Virginia Section 2.2-3711(A)(1), for discussion of prospective candidates relative to appointments to boards and commissions

5. Adjournment

Agenda Item: Briefing on Hiring Process and Training Overview, Strategic Plan
Focus Area: Good Governance

Meeting Date: November 5, 2025

Category: Discussion

Prepared by: Tanya Kendrick, Human Resources Director

Description:

The Human Resources department will provide an update, as requested, on hiring and training processes. This is related to the strategic plan focus area of Good Governance.

Background:

Human Resources staff will review hiring and training overview efforts, as requested, in relation to the strategic plan.

Timing Impact:

This discussion is related to the Good Governance Focus Area of the Town's adopted Strategic Plan, specifically Goal #3: Foster a positive town organizational culture that prioritizes employee development, professional growth, and wellness; and sets the standard in high performance leadership. This briefing is being provided at the request of the Town Council and for informational purposes.

Strategic Focus Area:

Good Governance

Fiscal Impact:

Personnel and training investments are considered as part of the town's annual budgeting process. This is a briefing on the Town's current employee investment program; no fiscal impacts outside the adopted budget are requested at this time.

Legal Impact:

N/A

Staff Recommendation/Next Steps:

This is a discussion item; staff has no recommendation.

Attachments:

1. Presentation

TOWN OF HERNDON

HIRING PROCESS & TRAINING OVERVIEW

- **Charlie Rutherford**
- **Human Resources Generalist - Recruiting**
- **Bachelors in Technical Management with a Concentration in Human Resources**
- **Started on October 2022, employee referral**
- **Over 10 years experience in recruiting and staffing**
- **Veteran: Served in the United States Marine Corp**
- **A part of multiple Herndon youth engagement initiatives**
- **Mentor students at local church**



STRATEGIC PLAN

Focus Area 4: Good Governance

Herndon is a well governed community.

Goal 3

Foster a positive town organizational culture that prioritizes employee development, professional growth, and wellness; and sets the standard in high performance leadership.

Objectives

- 3.1 Attract, develop, and retain highly professional staff.
- 3.2 Proactively engage smart practices, processes, and procedures for the delivery of high-quality services and programs.
- 3.3 Prioritize a culture of collaborative leadership at all levels of the organization.

Strategies

- 1. Monitor and adapt hiring and retention policies and practices, based on real time regional market data and employee feedback.
- 2. Continue enhancement and training on interview processes and techniques with leadership, ethical, and character focus.
- 3. Implement collaborative and cross-departmental technology solutions that improve processes, transparency, and increase organizational capacity.
- 4. Develop and implement an organizational leadership program based on "We Are Herndon" Core Values: Leadership, Teamwork, Accountability, Commitment to Serve, and Respect.

Success Measures

- 1. Number of cross-departmental technology solutions identified and implemented.
- 2. Percentage of employees hired through employee referral program.
- 3. Percentage of employees who successfully complete one-year probationary period.
- 4. Percentage of employees that would recommend the town as a place to work to a friend or family member.
- 5. Percentage of employees participating in career ladder, mentoring, or professional development programs.
- 6. Percentage of employees meeting or exceeding values-based performance measures.



CORE VALUES AND EXPECTATIONS

- Respect
 - Teamwork
 - Accountability
 - Leadership
 - Commitment to Serve
-
- We seek to embody the following behaviors in every new hire
 - Be Brave
 - Celebrate the lessons of our failures
 - We are a team
 - Be Kind
 - Support each other
 - Help clear obstacles
 - Stay Curious



OBJECTIVES

Goal 3

Foster a positive town organizational culture that prioritizes employee development, professional growth, and wellness; and sets the standard in high performance leadership.

Objectives

3.1 Attract, develop, and retain highly professional staff.



3.2 Proactively engage smart practices, processes, and procedures for the delivery of high-quality services and programs.

3.3 Prioritize a culture of collaborative leadership at all levels of the organization.



PROGRESS

- Diversity of sources, employee referrals, job board websites, social media platforms
- Community engagement and job fairs
- Partnership with local school/nonprofits, youth engagement groups
- Herndon High School (HHS) Externships, internships, job fairs, career days, Fairfax County DECA Leadership program involvement etc.
- Many employee are HHS graduates:
- long term investment

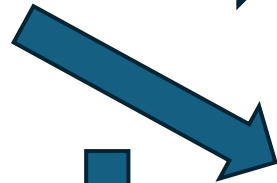


STRATEGIES

Goal 3

Foster a positive town organizational culture that prioritizes employee development, professional growth, and wellness; and sets the standard in high performance leadership.

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2. Continue enhancement and training on interview processes and techniques with leadership, ethical, and character focus.
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PROGRESS

- Hands On Onboarding and Orientation process with Human Resources to ensure New Hires are informed of their benefits and Town of Herndon culture
- Interview questions that center around the Town of Herndon Core Values, Emotional Intelligence, Behavioral interviewing training for supervisors etc.
- Recruitment Meetings with Hiring Managers – coaching
- 1)Recruitment Module to enhance visibility through the recruitment process-coming summer 2026
2)New Learning Management System (LMS) organization wide nearing full implementation

- **Tanya Kendrick**
- **Human Resources Director**
- **Masters of Business Administration, Bachelors in Business Administration**
- **Started on 2014**
- **20+ years in multiple areas of HR**
- **Hold three industry recognized HR certifications**
- **Love to ski**

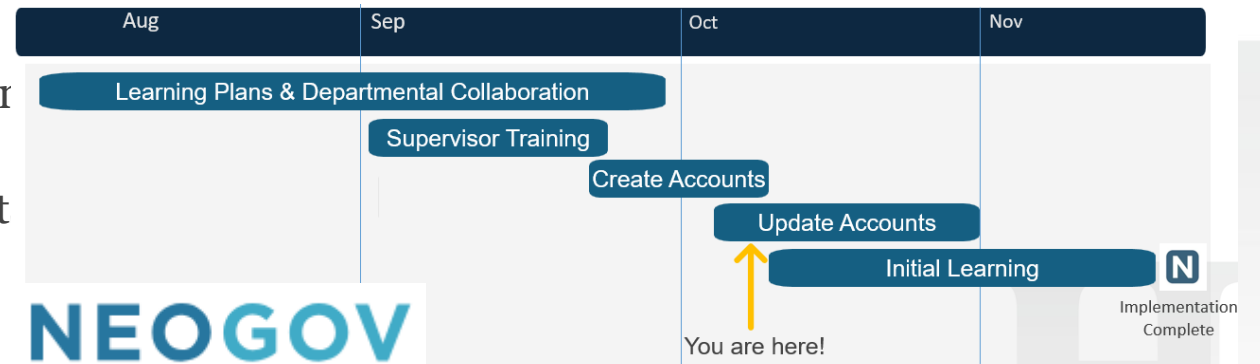


PROGRESS- TRAINING

- First Herndon Leadership Cohort Program; 12 cross departmental Participants



- Learning Management System (LMS) through NEOGOV (among the largest LMS's for local government) Project completion 2025
- Skill Development training as requested by department



PROGRESS- RETENTION

TOTAL COMPENSATION PHILOSOPHY

Herndon has defined workforce organizational values of **Respect, Leadership, Teamwork, Accountability,** and **Commitment to Serve.** These values guide employees' work each day and have become part of the foundation upon which we build a high-performance organization, creating an environment in which employees can flourish.

Accordingly, Herndon provides meaningful total compensation that includes pay and benefits, aligns with our strategic plan and values, and is affordable, sustainable, and understood by employees. The compensation philosophy is to attract, develop, and retain engaged employees committed to serve.







Herndon is committed to maintaining market competitiveness with comparable jurisdictions that are most likely to affect recruitment and retention of employees.



SUCCESS MEASURES

Goal 3
Foster a positive town organizational culture that prioritizes employee development, professional growth, and wellness; and sets the standard in high performance leadership.

Success Measures

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- 6. Percentage of employees meeting or exceeding values-based performance measures. 

PROGRESS

- NeoGov organization wide training tool implementation at no additional cost under current vendor.
- 22%
- 67% - mostly involuntary: better than industry average
- In progress
- Throughout all departments and expanding
- In progress: future version of performance management program will include values based competencies



**THIS CONCLUDES THE END OF
OUR PRESENTATION**

Agenda Item: Briefing on Leveraging Technology in Public Safety

Meeting Date: November 5, 2025

Category: Discussion

Prepared by: Steven Pihonak, Chief of Police

Description:

The discussion will advise Council on technological advancements currently being integrated into Herndon Police Department (HPD) operations and will seek guidance and direction on the installation and operation of automated red light camera enforcement systems at designated intersections within the Town of Herndon.

Background:

This discussion is to advise the Council on the Herndon Police Department's (HPD) ongoing commitment to leveraging technology to enhance public safety, and seek the Council's direction on permitting the installation and operation of automated red light camera systems at designated intersections within the Town of Herndon. This initiative aligns with the Council's strategic plan to enhance public safety, modernize enforcement tools, and support multimodal transportation. By leveraging technology, the program aims to reduce red light violations, improve compliance with traffic signals, and is a force multiplier for traffic safety enforcement. A comprehensive public information campaign will accompany the launch to ensure transparency, community awareness, and support for safer streets that benefits drivers, pedestrians, cyclists, and all roadway users.

Timing Impact:

This item is being considered now in response to ongoing community concerns about intersection safety, recent traffic data indicating persistent red-light violations, and the Town's strategic commitment to proactive public safety measures. Advancing this discussion aligns with the Council's broader goals to leverage technology as a force multiplier, optimize officer deployment, and protect all roadway users, including pedestrians, cyclists, and transit riders. The timing also supports coordination with the upcoming Roadway Safety Action Plan and allows for a well-planned public information campaign ahead of potential implementation.

Strategic Focus Area:

Secure and Interconnected Community

Fiscal Impact:

No immediate fiscal impacts to adopt an ordinance allowing the use of red-light camera enforcement programs.

Under the proposed red light camera program, most contractors guarantee implementation will be cost-neutral or better for the Town of Herndon. This means that all expenses associated with equipment installation, maintenance, data processing, and program administration are covered by the contractor and offset by citation revenue. The Town would incur no upfront or ongoing financial burden. If citation revenue exceeds program costs, the Town may receive a share of the net proceeds, which can be reinvested into traffic safety initiatives. This model ensures fiscal responsibility while leveraging technology to enhance public safety without diverting funds from other priorities. While the program is designed to minimize financial impact, staff time will be required, as a sworn law enforcement officer must review each potential violation before it is processed and issued. This ensures due process, maintains enforcement integrity, and aligns with legal standards for automated traffic enforcement.

Legal Impact:

If directed by Council, an ordinance would be considered allowing the use of red light photo enforcement at a future meeting.

Staff Recommendation/Next Steps:

This is a discussion item; staff does not have a recommendation.

Attachments:

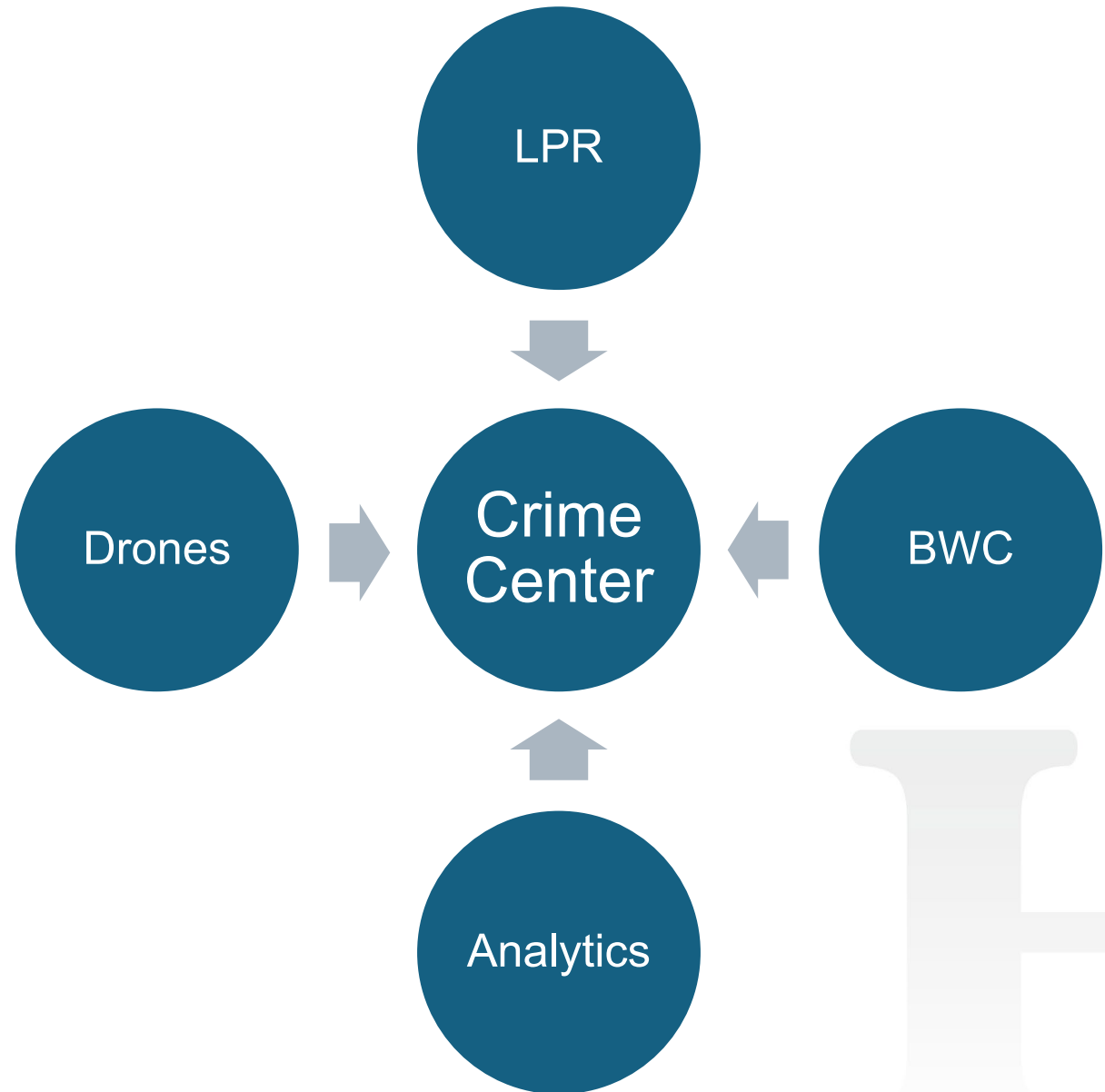
1. Presentation

Harnessing Technology for Enhanced Law Enforcement

Steven T. Pihonak, Chief of Police

November 5, 2025

Empowering Officers with Intelligent Tools



Digital Forensics or DFU

The Herndon DFU (Digital Forensics Unit) specializes in collecting, analyzing, and preserving digital evidence from electronic devices to support criminal investigations.



Devices & Data Types Handled

Desktop & Laptop Computers

Mobile Phones & Tablets

Cloud Storage & Social Media

Audio/Video Files

GPS & Location Data

Network Logs & Internet History

In 2007, and revised in 2015, the General Assembly of Virginia created code section § 15.2-968.1, Use of Photo-Monitoring Systems to Enforce Traffic Light Signals.





Secure and Interconnected Community

Herndon is a secure and interconnected community.

The addition of red-light photo enforcement aligns with Secure and Interconnected Community.

Success Measures: Decrease motor vehicle accidents to support the safe conveyance of pedestrians, cyclists, and other active transportation throughout the town.

Why Red-Light Camera Traffic Enforcement

- Cameras can significantly reduce intersection crashes.
 - Improve driver behavior.
 - Free up officer time for higher priority calls.



Some statistics from The Insurance Institute for Highway Safety (IIHS)

In a 2023 AAA survey, 81% of drivers said red-light running is extremely dangerous, yet 27% admitted to doing it in the past 30 days.

21% decrease in fatal red-light-running crashes in large cities with cameras.

Red Light Photo Enforcement Cameras



- Uses a state-of-the-art camera system and the traffic signal.
- Requires signage to be posted at the intersection.
- Requires a sworn Herndon Police Officer to inspect, verify, and affirm any potential violations.

Virginia law allows jurisdictions to install red light cameras at one intersection per 10,000 residents.

However, in Planning District 8 (which includes Herndon), the limit is 10 intersections or one per 10,000 residents—**whichever is greater.**

Additional Requirements

- Requires the Town Council to pass an ordinance to allow the usage.
- Selected locations must have a traffic safety study performed.
- A private entity may own, maintain, and operate the system. Contractor's guarantee to the Town is cost-neutral or better.

- Violations reviewed and approved by a sworn law enforcement officer.
- Civil citation goes to the vehicle's registered owner.
- All data purged 60 days after collection of civil penalty.
- Annual certification of system compliance with code required.
- Signs warning of each site are required.
- Public Awareness campaign required.



Questions



Agenda Item: Considering appointment of the Town Council Liaison to the Youth Engagement Policy

Meeting Date: November 5, 2025

Category: Discussion

Prepared by: Amanda Kertz, Town Clerk

Description:

On October 28, 2025, the Town Council approved the Youth Engagement Policy. This policy establishes a structured, school-based framework for incorporating youth perspectives and reaching a broader group of students in collaboration with and in accordance with the policies of Fairfax County Public Schools (FCPS).

As part of the policy's implementation, a Council Liaison will be appointed to serve as a link between the Town Council, staff, and participating schools. Staff is requesting that the Town Council discuss naming a member of the Town Council as the Council Liaison to work in conjunction with the Youth Engagement Policy, serving through the end of the Town Council's term.

Background:

The Council Liaison would support and advance the goals of the Herndon Youth Engagement Policy by:

- Attending and participating in scheduled youth engagement sessions held in collaboration with FCPS.
- Serving as a representative of the Town Council to share information, receive feedback, and report to Council on youth-driven topics and concerns.
- Assist coordination among staff, FCPS administrators, and Council.

The Council Liaison's role is advisory and collaborative in nature, designed to enhance communication and strengthen relationships between the Town, and participating schools.

Timing Impact:

If selected, the Town Council Liaison will serve in this capacity through the end of the Council's term on December 31, 2026.

Strategic Focus Area:

Good Governance

Fiscal Impact:

N/A

Legal Impact:

N/A

Staff Recommendation/Next Steps:

Following Council's discussion and consensus, staff can draft a resolution naming the Town Council Liaison to be approved by the Town Council.

Attachments:

None