TOWN COUNCIL
WORK SESSION AGENDA

Herndon Police Department — Community Room
397 Herndon Parkway, Herndon, VA 20170

Wednesday, November 4, 2026 | 7:00 PM

1. **Call to Order**
2. **Discussion**
   a. Implementation of Virginia's Retail Cannabis Marketplace — Timeline
   b. Private Pipestem/Driveway Trash Collection Policy — Follow-up Discussion
   c. HCTV Transition Discussion
   d. Community Donation Program - Policy Review
   e. Herndon Youth Soccer Program Discussion
3. **Roundtable**
4. **Adjournment**

TOWN OF Herndon VIRGINIA

Town Council Work Session
Agenda Item 2.a.

Agenda Item: **Implementation of Virginia's Retail Cannabis Marketplace — Timeline**

Meeting Date: November 4, 2026

Category: Discussion

Prepared by: Lauri Sigler, Deputy Town Attorney, David Stromberg, Zoning Administrator

Description:
Discussion regarding the timeline of required actions and public hearings in order for Town ordinances to be consistent with the regulations established by the Virginia Cannabis Control Authority.

Background/Timing Impact:
Implementation and regulation of Virginia's retail cannabis marketplace

Legislation enacted by the Virginia General Assembly in 2026 amended Title 4.1 of the Virginia Code to establish a regulated adult-use cannabis market. The Cannabis Control Act (Act) creates a comprehensive regulatory framework administered by the Virginia Cannabis Control Authority (Authority) and its Board of Directors. The Authority has primary control over the possession, sale, transportation, distribution, and delivery of regulated marijuana. Accordingly, the Town will not issue state cannabis licenses or regulate operational matters reserved to the Authority. The Act nevertheless has significant implications for localities, including zoning, business licensing, taxation, and other local powers.

A briefing regarding the specific regulations established by the Virginia Cannabis Control Authority was provided to the Town Council during the October 6, 2026, work session. This briefing will describe the items that will be brought before the Town Council in the upcoming months.

Sales Tax Ordinance

1. **Adopt a local marijuana sales tax.** By ordinance, the Town must levy a tax of at least 1% and no more than 3.5% on sales taxable under Virginia Code § 4.1-1004(A). This ordinance should be adopted no later than May 1, 2027. Staff intends to bring this item before the Town Council as part of the FY 2028 budget process.

2. **Provide notice of the tax ordinance.** Within 30 days after enactment, the Town must notify the Authority and each retail marijuana store and microbusiness located within the Town.

3. **Establish administrative procedures.** Adopt internal procedures for receiving and responding to Authority communications concerning preliminary license approvals within the Town.

Although the Act does not set a deadline for adopting the local tax ordinance, staff recommends adoption by May 1, 2027. The ordinance takes effect on the first day of the second month after enactment, and marijuana establishments may begin selling marijuana and marijuana products on July 1, 2027. Sellers will collect the tax, hold the proceeds in trust for the Commonwealth, and remit them to the Authority with monthly marijuana tax returns. The Authority will credit the Town from a state fund.

Zoning Ordinance Text Amendment (ZOTA)

1. **Initiating resolution.** Staff will bring forward a resolution to initiate consideration of a zoning ordinance text amendment at the November 17, 2026, Town Council regular meeting. This action will allow staff to bring forward draft language of the zoning ordinance text amendment to the Planning Commission.

2. **Planning Commission action.** Staff will bring forward the draft zoning ordinance text amendment language as a public hearing item at the December 14, 2026, Planning Commission regular meeting. The Planning Commission will take public comment and vote on the zoning ordinance text amendment. The Planning Commission may take the following actions:
    1. Recommend Town Council approve the zoning ordinance text amendment as drafted by staff
    2. Recommend Town Council approve the zoning ordinance text amendment with edits by the Planning Commission
    3. Recommend Town Council deny the zoning ordinance text amendment
    4. Continue the public hearing to the January 25, 2027, regular meeting

3. **Town Council Action.** Staff will bring forward the draft zoning ordinance text amendment language as a public hearing item at the January 26, 2027, Town Council regular meeting (unless the item has been continued by the Planning Commission; then the item will be brought forward at the February 23, 2027, Town Council regular meeting). The Town Council may take the following actions:
    1. Approve the zoning ordinance text amendment.
    2. Deny the zoning ordinance text amendment.
    3. Continue the public hearing to a future date.

Public-Consumption Ordinance

1. **Prohibition in certain public places.** Upon Council direction, staff could bring forward a draft ordinance for discussion at a future Town Council meeting in 2027.
2. **Time of sale restrictions.** Upon Council direction, staff could bring forward a draft ordinance for discussion at a future Town Council meeting in 2027.

Public consumption ordinances should be adopted prior to July 1, 2027.

Strategic Focus Area:
Secure and Interconnected Community
Thriving Community

Fiscal Impact:
After the Town Council adopts a local marijuana tax, the Town will be entitled to revenue equal to 1% to 3.5% of sales taxable under Virginia Code § 4.1-1004(A). Staff is recommending a rate of 3.5 percent.

Legal Impact:
The Town must adopt a local marijuana tax under Virginia Code § 4.1-1004(A) as part of the implementation of the retail cannabis market in Virginia.

If the Town desires to adopt zoning and public consumption ordinances allowed under the Act, they should be adopted by the dates specified above.

Staff Recommendation/Next Steps:
This is a discussion item; staff has no recommendation at this time. Following discussion, Council may provide direction regarding the consideration of this request.

Attachments:
None

Town Council Work Session
Agenda Item 2.b.

Agenda Item: **Private Pipestem/Driveway Trash Collection Policy — Follow-up Discussion**

Meeting Date: November 4, 2026

Category: Discussion

Prepared by: N/A

Description:
Councilmember del Aguila requested a follow-up of this discussion item presented at the October 6, 2026 work session. See the attached request form and PowerPoint attachment for further details.

At the October 27, 2026 Town Council meeting, during Councilmember Comments, Councilmember del Aguila requested that in addition to the refuse collection policy related to private drives, the Town's Backyard Trash and Recycling Collection policy (Town Code Sec. 63-6. - Collection by town, c.Reasonable accommodations collection) be discussed. A copy of the applicable Town Code section is linked above and current application utilized by staff to administer the program is attached. In addition, Councilmember del Aguila provided a red-lined copy of changes to the application as proposed by a resident of the Herndon Park Station community, which is also attached.

Background/Timing Impact:
The Town Code addresses the collection and placement of residential refuse. Additional information was presented by staff at the October 6, 2026 work session, which has been included for reference.

Timing Impact:
Residents have requested that the Town review its refuse collection practices on private pipestems/driveways.

Strategic Focus Area:
Good Governance
Secure and Interconnected Community

Fiscal Impact:
N/A

Legal Impact:
Town Code Chapter 63, Solid Waste, and Chapter 70, Subdivisions of Land, contain provisions relevant to residential refuse collection and private pipestems/driveways.

Staff Recommendation/Next Steps:
This is a discussion item; no recommended action from staff.

Attachments:
1. del Aguila 11.4.26 - Agenda Item Request Form
2. del Aguila 11.4.26 - PowerPoint
3. del Aguila 11.4.26 Backyard Refuse Collection Form, with proposed edits
4. Staff Presentation from 10.6.26 TCWS
5. Town of Herndon Backyard Refuse Collection Form

Town Council Agenda
Request to Add Item Form

The deadline to submit a request for a discussion item to be added to a work session agenda is five (5) business days before the requested meeting date. Completing and submitting this form does not constitute direction to staff to perform any pre-work on the requested topic prior to the meeting. The purpose of adding an item to the agenda is to provide a description of the issue and background information to the Council body prior to discussing the item during a public work session.

Alternatively, Councilmembers may bring items up for discussion with the body during the Roundtable portion of a work session without first adding the item to a published agenda.

Submission Date: 10/24/2026

Requested by:Cesar del Aguila

Work Session Date Requested:	**11/4/2026**
Short Description of Issue or problem item addresses:	**Refuse Collection Exception Application - Herndon Park Station**
Background Information:	issues raised by Herndon Park Station residents, including restoration of refuse vehicle access to our private drive
Timing Impact:	collection service will resume long-term, as soon as possible
Strategic Focus Area:	Thriving Community / Good Governance
Possible Fiscal Impact/Cost	TBD
Possible Legal Impact:	TBD
Possible Staff Impact:	TBD
Recommendation for Action / Suggested Next Steps:	Approve restoration of refuse collection to private driveway long-term as part of the public record
Attachments:	File Attached

Keep safe, practical municipal refuse collection for Herndon Park Station

Request to pause the June 22, 2026 policy change and preserve—or reasonably adapt—the private-drive collection service.

25+ years

of reported safe municipal collection on private drive

10 homes

on a 400-foot long private drive

Homeowners of Herndon Park Station Private Drive

Herndon Park Station: 30 Years of Planning, Access and Historical Practice

1995-1998

Subdivision planned/approved with rear garages/driveways and a common private drive

- ❑ Subdivision is bounded by Station Street, Park Avenue and Monroe Street in the heart of the Historic District and includes one of the oldest houses in Herndon – the Ballou House
- ❑ Park/Monroe intersection safety concerns and Historic District location factored into design decisions made by Town Council – December 12, 1995
- ❑ 1998 plat and deed provided the Town access to the private drive for providing municipal services

1999-June 22, 2026

Town refuse vehicles used the private drive to collect refuse from all 10 homes consistent with the subdivision's original design and Town's access rights; Homeowners relied on this continuing service when purchasing homes

June 3, 2026

Town notified 10 homeowners that refuse bins must be placed on Park Avenue instead of private drive for collection beginning June 22, 2026

June 5 – August 4, 2026

Homeowners unanimously objected to collection policy change, requested pause to explore options and meet onsite with Town representatives to discuss; on August 4, Town notified homeowners that the policy change will remain in place

Pause enforcement while the Town reviews the impacts

Residents respectfully ask the Town to:

1 **Stay the June 22 deadline**

Avoid continued hardship while concerns are reviewed.

2 **Maintain historical service**

Continue the collection approach used for over 25 years.

3 **Explore options for a practical solution**

Work with residents to arrive at a solution that **both** addresses Town's concerns **and** allows refuse collection to continue on private drive.

A temporary stay protects residents, vehicle operators and passengers (including school bus occupants), and pedestrians without precluding a final operational decision.

Concentrating refuse at the entrance exacerbates an already hazardous corner

10+

large carts twice/week, plus yard waste, over 4-day period each week

from 10 homes staged near the drive entrance and the hazardous Park Avenue/Monroe Street/Dranesville Road intersection



Potential consequences

- **Blocked or narrowed public rights-of-way**
- Reduced sightlines for vehicles entering and exiting private drive
- A refuse-truck stop near Park Avenue/Monroe Street/Dranesville Road intersection
- **A larger bottleneck at a corner that has been the site of at least 50 traffic accidents (including damage to homeowner property) since 2000**

A 400-foot bin route creates a serious burden for older neighbors

~50%

of homeowners are ages 60-80

Heavy loads

Multiple full trash and recycling carts plus yard-waste bags.

Twice-weekly distance

A roughly 400-foot trip to the public street and back.

Weather exposure

Heat, rain, snow and ice increase fall and exertion risks.

The policy changes collection from a service issue into an accessibility and physical-safety issue.

The physical conditions have not changed—and service has worked for decades

25+ years

of collection access without recorded property damage, vehicle entrapment or operational failure.

Key question: What new condition now requires ending a service model that has operated successfully for decades?

Existing access	Multiple Town easements support use of the private drive by the Town for municipal services.
Designed capacity	**The drive was designed to accommodate Town service vehicles.**
Same layout	No physical change is identified that would eliminate operational access.

Strategic Focus Areas

4. Good Governance: Herndon's government provides effective and efficient community-centered services and programs that are focused on improving quality of life and are responsive to community and environmental evolution. Major policy decisions are considered by Town Council and are reflective of community engagement and informed by kinetically engaged information gathering. The community trusts that their government responsibly manages resources, is responsive to their needs, provides exceptional services, and equitably represents them.

A prominent intersection should not become a refuse staging area

Long curbside dwell times are likely when residents leave for work before collection and return later in the day.

Visible impact

Multiple carts and yard-waste bags could remain in view at one of Herndon's primary intersections and entryway into the historic district for up to 4 days each week.

Town image

Clean streets and an attractive public realm are part of Herndon's identity.

Collection policy should reinforce—not undermine—that standard.

Strategic Focus Areas

4. Good Governance: Herndon's government provides effective and efficient community-centered services and programs that are focused on improving quality of life and are responsive to community and environmental evolution. Major policy decisions are considered by Town Council and are reflective of community engagement and informed by kinetically engaged information gathering. The community trusts that their government responsibly manages resources, is responsive to their needs, provides exceptional services, and equitably represents them.

Protect residents now and resolve the issue collaboratively

Immediately	**Stay enforcement of the June 22 policy change.**
During review	Continue the historical collection service.
On site	Meet with residents and operations staff at the drive to plan a solution that both addresses the Town's concerns and allows refuse collection to continue on the private drive.
Then decide	Test and document a safe, efficient plan, then decide on a permanent, mutually beneficial solution for continuing to collect refuse from the private drive.

The homeowners are ready to work with the Town on a safe, reasonable solution.

Satellite View
Herndon Park Station Subdivision

Shows:

- **Length of private drive**
- **Proximity of "Refuse Staging Area" on Park Avenue to private drive entrance and hazardous Park Avenue/Monroe Street/Dranesville Road Intersection**
- **Narrowness of public roads**
- **Median strips that further narrow roadways**



Refuse Staging Area on Park Avenue



Recycling Vehicle With School Bus and Other Vehicles Lined Up Behind It Past Station Street Intersection



Multiple Cars Passing Refuse Vehicle Into Oncoming Traffic Near Median Strip and Private Drive





Illustration shows real-world challenges of the current refuse collection area.

A solution should be practical, safe and workable in all seasons – not just during good weather.



TOWN OF Herndon
DEPARTMENT OF PUBLIC WORKS

APPLICATION FOR EXCEPTION
BACKYARD TRASH AND RECYCLING COLLECTION

Approval of this application provides for refuse collection by Town crews from designated areas within a resident's property.

DIRECTIONS: Please read and complete the information below and return to the Department of Public Works, 777 Lynn Street, Herndon, Virginia 21070 or email publicworks@herndon-va.gov

Terms of this Agreement:

1. Property owner grants permission to the Town of Herndon, Department of Public Works personnel to enter the driveway of the property for the limited purpose of collecting ~~and remove general~~ refuse and recycling and performing activities reasonably related to that service. Property owner will hold the Town and its employees harmless from damages resulting from~~when~~ entering the property for such purposes, except to the extent caused by the gross negligence or willful or intentional wrongdoing of the Town or its employees.

2. This exception will be granted to the present resident only. The Department of Public Works must be notified of any changes in the conditions on which the exception is granted.

Name: _____

Address: _____

Phone Number(s): _____

Please explain why you are requesting this exception: To restore refuse and recycling collection from the driveway of my home.

How long will exception be required?

☐ Temporary. Please enter dates: From: _____ To: _____

☒ Continuous, unless and until an alternative, long-term subdivision-wide collection process is established and implemented that provides for refuse and recycling collection by Town vehicles entering the private drive and collecting from the driveways of each home without requiring individual exception applications or liability waivers from current or future residents. It is the applicant's responsibility to notify Public Works in the event this exception is no longer necessary.

I have read and understand the conditions of this exception:

_____ _____
Signature Date

Official Use Only

Approved: _____ Date: _____

Revised 10/2020



Pipestem Refuse Collection

Informational briefing for the Town Council work session

Department of Public Works & Utilities | October 6, 2026

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Where things stand

54 pipestems in the Town

159 addresses served by those pipestems

190' median pipestem length (range 100' to 400')

Bottom line

- DPW collects solid waste from public and private streets, but not the private pipestems. Residential units off pipestems take their carts to the nearest right-of-way for collection.
- Residents have raised concerns about mobility, snow and leaves. DPW offers a Backyard Collection program under which staff collect household refuse, recycling and bagged yard waste and return the carts to the pick-up point.
- This briefing is informational; no Council action is requested.

How refuse is collected today

Public streets

Truck

Mechanical-arm trucks

Cart placement

In the right-of-way, where the arm can reach the cart.

Service

Standard curbside service.

Private streets

Truck

Rear-loading trucks

Cart placement

Within 10 feet of the curb-line or edge of pavement.

Service

Trucks travel the private street.

Pipestems

54 in Town

Truck

No truck access on pipestems

Cart placement

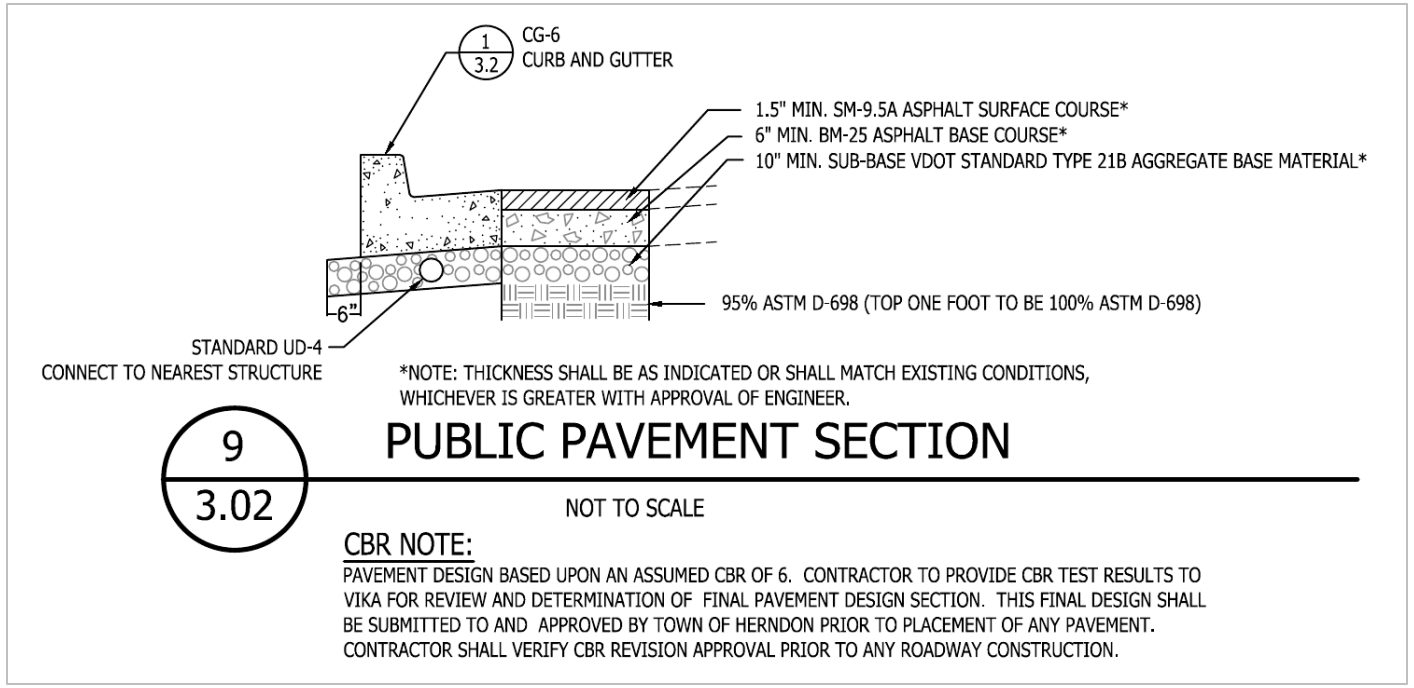
At the right-of-way or the pipestem entrance.

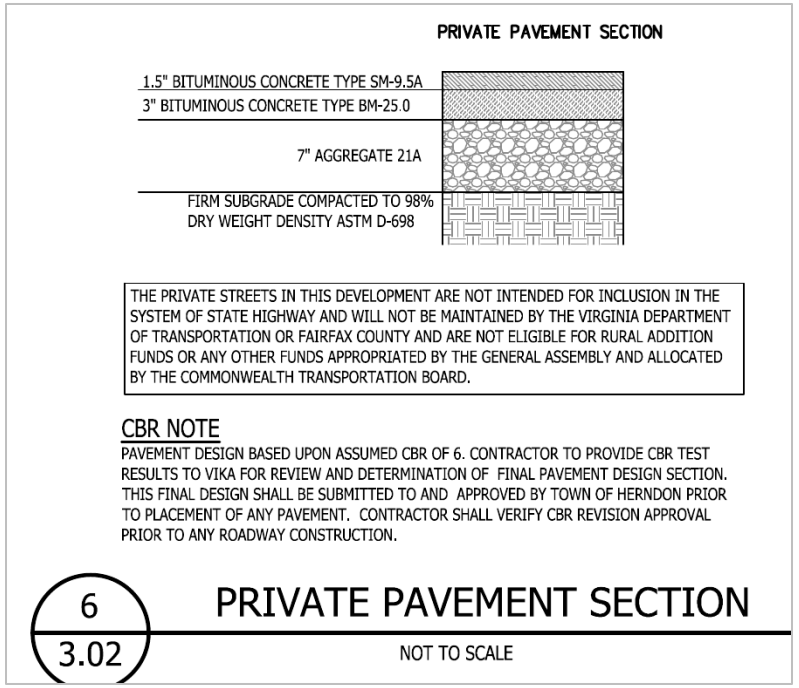
Service

Backyard Collection by exception: staff retrieve and return carts from/to the front of house.

Sources: Town Code Sec. 63-6(a)(1)b.

Roadway sections: public and private





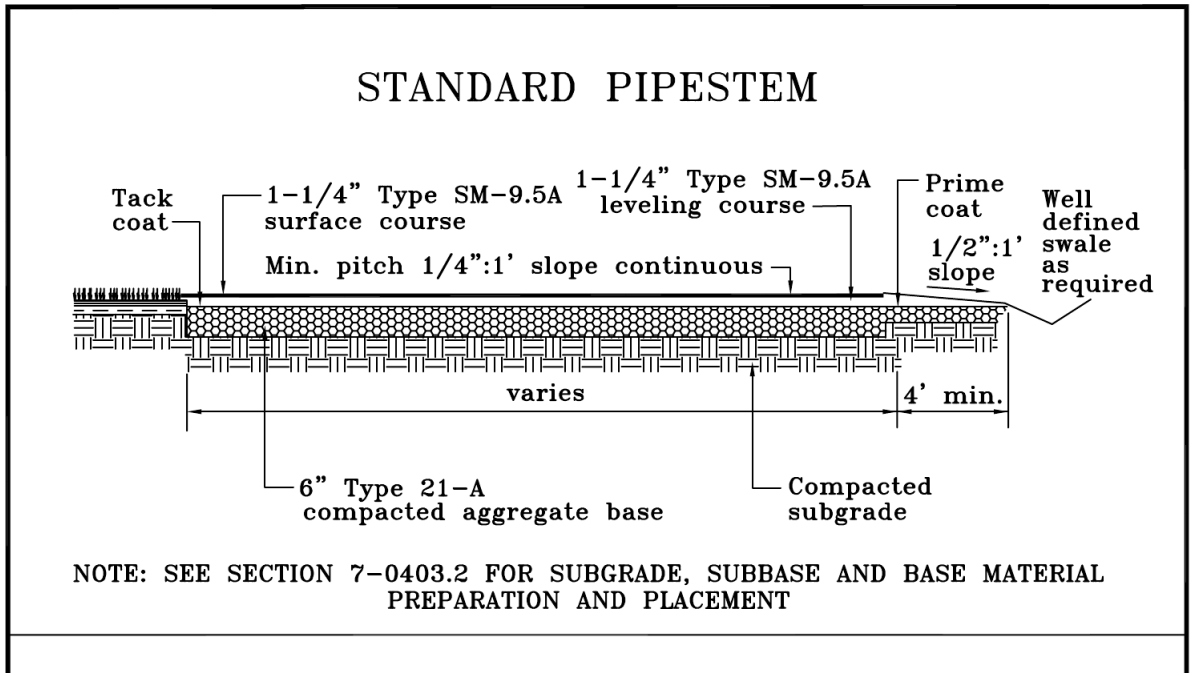
Public street section

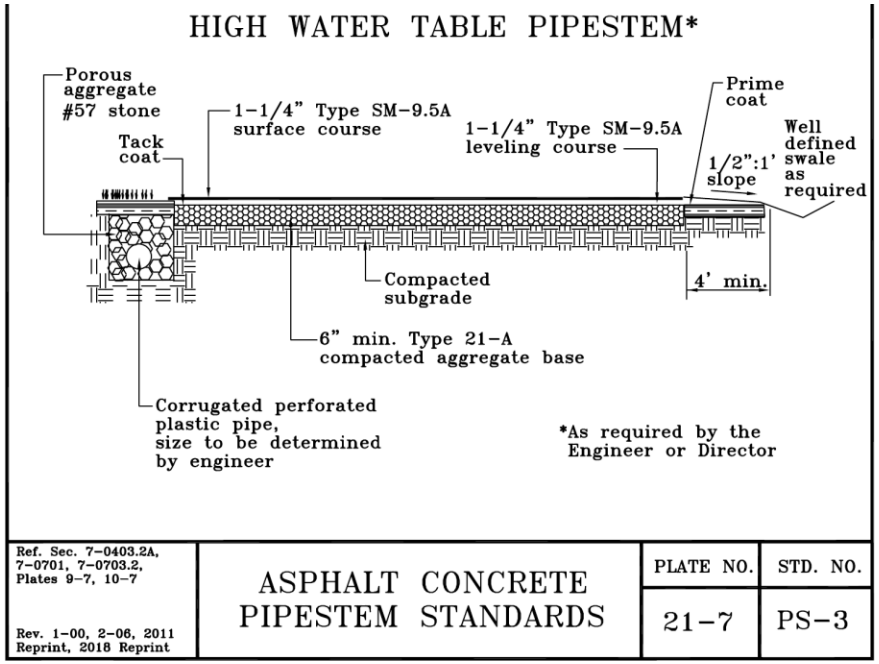
1.5" surface + 6" asphalt base over 10" aggregate base: 7.5" asphalt, 17.5" total, with curb and gutter. Served by mechanical-arm trucks.

Private street section

1.5" surface + 3" asphalt base over 7" aggregate: 4.5" asphalt, 11.5" total. Served by rear-loading trucks.

County standard pipestem section

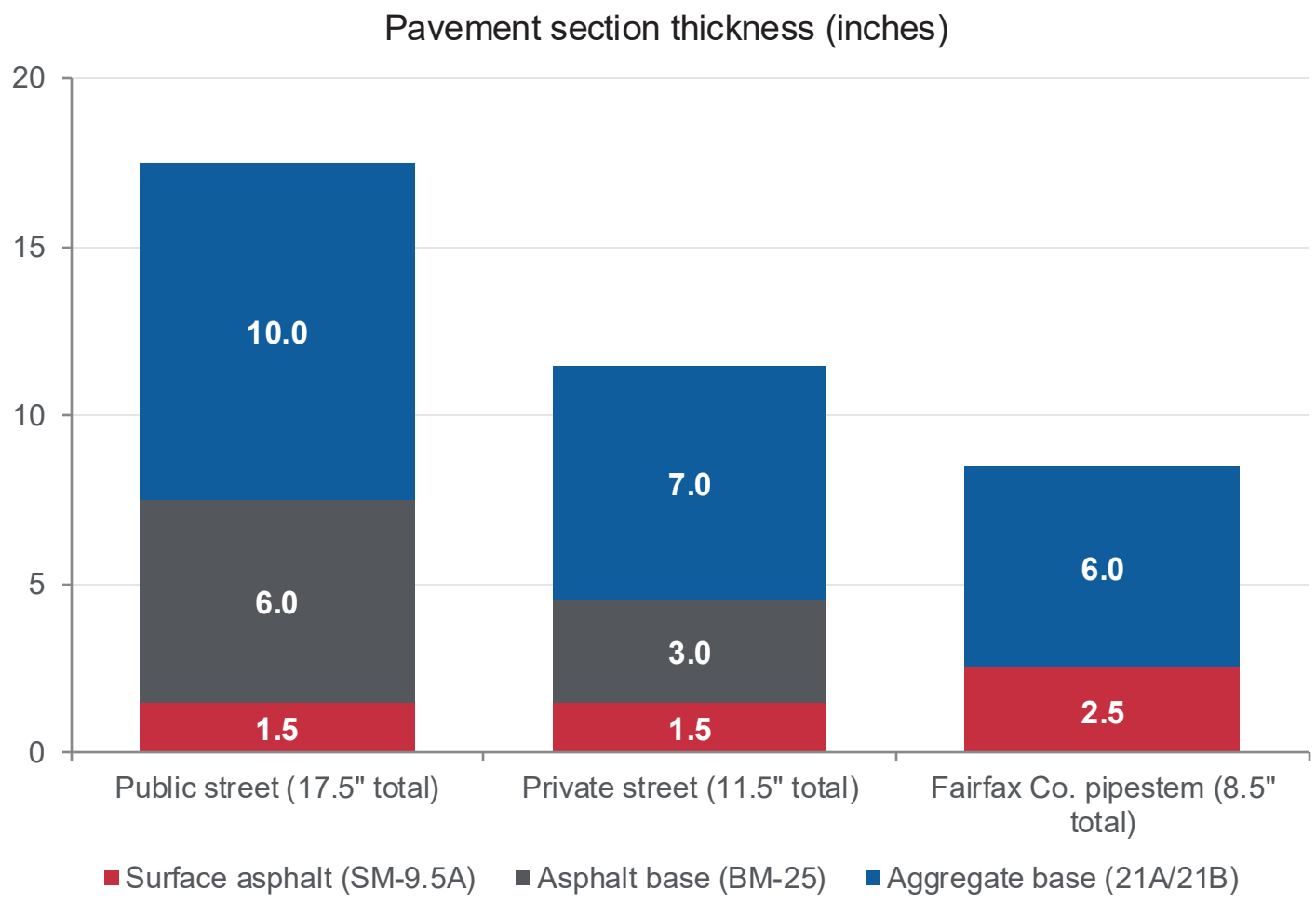




- Standard: 1-1/4" SM-9.5A surface over 1-1/4" SM-9.5A leveling course on 6" Type 21-A aggregate base; 4' minimum shoulder swale.
- High-water-table variant adds porous #57 stone and a perforated pipe along the edge, as required by the Engineer or Director.
- Total build-up is 8.5", about half of the public street section and about three-quarters of the private street section.

Source: Fairfax County Public Facilities Manual, Plate 21-7, Std. No. PS-3 (reprint 2018). A reference standard; each Herndon pipestem follows its own approved plan.

Pipestem pavement vs. public street



66%

Private street section vs. public: total depth. Asphalt is 60% (4.5" vs. 7.5").

49%

Fairfax County pipestem standard vs. public: total depth. Asphalt is 33% (2.5").

Sources: plan sheet 3.02; Fairfax County PFM Plate 21-7 (PS-3). County pipestem = 1-1/4" SM-9.5A surface + 1-1/4" leveling over 6" Type 21-A.

Why trucks no longer enter pipestems

Pipestem Strength

The pipestem is a driveway-scale way. Garbage trucks are very heavy – can be as heavy as 25 Tons when fully loaded. Driveway damage will result.



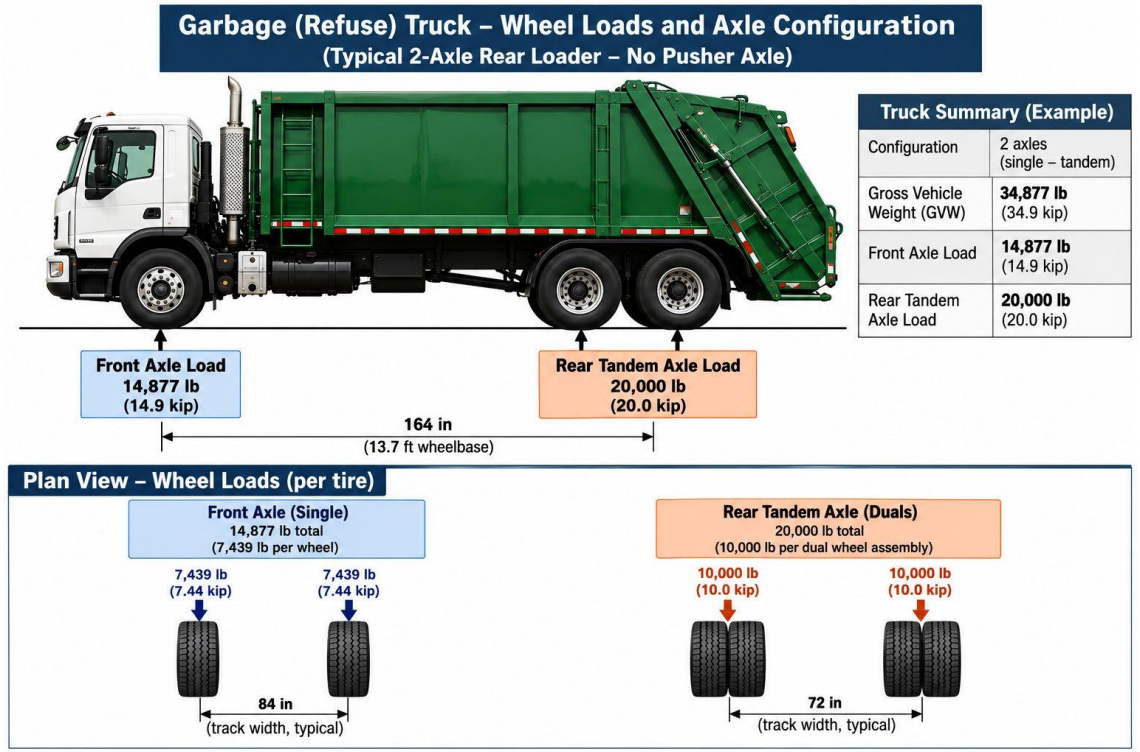


Illustration: example wheel loads for a typical 2-axle rear loader.

Reasonable Accommodation collection program is a good alternative

1 Resident applies

Application for Exception, by mail or email to Public Works.

2 DPW approves

Temporary (with dates) or continuous.

3 Staff collect

Staff take refuse and recycling carts and bagged yard waste from the designated area.

4 Carts returned

Staff empty the carts and set them back where they found them.

Terms

- Owner lets DPW staff enter the property and holds the Town harmless.
- Granted to the present resident only.
- Resident must notify DPW when conditions change or the exception ends.

TOWN OF Herndon

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TOWN OF Herndon
DEPARTMENT OF PUBLIC WORKS

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DIRECTIONS: Please read and complete the information below and return to the Department of Public Works, 777 Lynn Street, Herndon, Virginia 21070 or email publicworks@herndon-va.gov

Terms of this Agreement:

1. Property owner grants permission to the Town of Herndon, Department of Public Works personnel to enter property and remove general refuse. Property owner will hold the Town and its' employees harmless when entering the property.

2. This exception will be granted to the present resident only. The Department of Public Works must be notified of any changes in the conditions on which the exception is granted.

Name: _____

Address: _____

Phone Number(s): _____

Please explain why you are requesting this exception:

How long will exception be required?

☐ Temporary. Please enter dates: From: _____ To: _____

☐ Continuous. It is the applicant's responsibility to notify Public Works in the event this exception is no long necessary.

I have read and understand the conditions of this exception:

_____ _____
Signature Date

Official Use Only

Approved: _____ Date:_____

Revised 10/2020

Town Council Work Session
Agenda Item 2.c.

Agenda Item: **HCTV Transition Discussion**

Meeting Date: November 4, 2026

Category: Discussion

Prepared by: Brent Heavner, Chief Communications Officer

Description:
A presentation to update the Council on the assumption of administrative responsibility for Council, Committee, and Commission broadcasts, as well as Public, Educational, and Governmental programs.

Background/Timing Impact:
HCTV Corporation is a non-commercial, non-profit 501(c)(3) corporation that has provided Herndon and the surrounding area with government affairs, cultural, and educational programming since 1990.

On June 27, 2026, HCTV Corporation notified the Town of Herndon that it intends to dissolve as a corporate entity and requested that the Town assume the administrative responsibilities associated with the continued operation of Herndon's Public, Educational, and Governmental (PEG) access television channels.

To support continued streaming and broadcasting of content, HCTV Corporation intends to donate the non-profit's television production equipment to the Town.

Accepting this donation will support the Town's ability to maintain these valuable sources of information, which have served local residents for the last 36 years.

Strategic Focus Area:
Thriving Community

Fiscal Impact:
HCTV corporation intends to donate 162 items of television production equipment valued at $112,507, along with approximately $15,000 in cash. The Town will use these resources to broadcast Town Council meetings and produce content for Herndon's Public, Educational, and Governmental (PEG) access channels. Historically, HCTV relied on an annual Town contribution funded by Public Education Grant (PEG) fees

from cable franchise agreements. These funds will continue to offset broadcast operational costs once the Town assumes those responsibilities.

Legal Impact:
The Council will be presented with a resolution to accept a donation of equipment and assets from HCTV Corporation at an upcoming regular meeting.

Staff Recommendation/Next Steps:
None.

Attachments:
1. Presentation

HCTV Transition

Background

Since 1990, HCTV Corporation, a non-commercial, non-profit 501(c)(3) has provided Herndon and the surrounding area with government affairs, cultural, and educational programming.



Background

On June 27, 2026, HCTV Corporation notified the Town of Herndon that it intends to dissolve as a corporate entity and requested that the Town assume the administrative responsibilities associated with the continued operation of Herndon's Public, Educational, and Governmental access television channels.



Roles Moving Forward

- Most current HCTV contributors plan to continue supporting streaming and broadcast operations.
- Existing communications staff will directly support both content development and operations.
- IT Staff will be assuming engineering responsibilities.



Preparation

- Communications already works closely with HCTV on coverage of activities in the Town.
- IT has prepared to assume responsibility for equipment and technical operations.
- The changeover will be largely unnoticeable to residents.



Equipment Donation

- HCTV corporation intends to donate 162 items of television production equipment, valued at $112,507, to the Town of Herndon

- These assets are already located in Town facilities and largely interoperable with other Town systems:
  - The control room in Herndon Council Chambers.
  - The studio in the basement of Old Town Hall.
  - Mobile pack-outs stored in Old Town Hall.



TOWN OF Herndon

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Town Council Work Session
Agenda Item 2.d.

Agenda Item: **Community Donation Program — Policy Review**

Meeting Date: November 4, 2026

Category: Discussion

Prepared by: Kirstyn Jovanovich, Interim Town Manager

Description:
The Town Council adopted Resolution 26-G-17 on March 24, 2026, creating the Town of Herndon Community Donation Program and replacing the Town's previous donation programs. This comprehensive donation program provides clear and consistent guidance, as well as greater opportunity for non-profits to participate as compared to previous donation program policies. After adoption of the policy statement, Town staff piloted the program during the FY 2027 budget process, with program rollout in late March 2026 and award notifications sent in late June 2026. At the conclusion of the pilot program, staff internally reviewed the process, as well as held a feedback session with program participants.

This discussion item is to provide feedback to Town Council on the program and discuss any proposed changes to the policy ahead of the FY 2028 program open application period beginning in January 2027.

Background/Timing Impact:
In 2023, the Town Council repealed the Town's charitable/non-profit donation policy, which was an application process by which nonprofit organizations could request a donation from the town for programs or services benefiting the Herndon community. At the time, as part of the annual budget process, Town Council approved direct donations to arts organizations operating within the Town of Herndon. The repeal of the charitable or non-profit donation policy eliminated the Town's competitive, open process through which community organizations could request funding for events, activities, and programming intended to benefit the broader Herndon community.

In early 2024, and in recognition of the desire to support community events beyond the specific arts organizations receiving funding through the Town's budget process, Town Council established the Community Cultural Festivals Donation Policy. This policy created a mechanism for nonprofit organizations to request funding support for new events held within the Town. Since its adoption, the policy has been amended twice, and funding has been included in the FY 2024, FY 2025, and FY 2026 budgets. In addition, the Town Council recently adopted a small donations policy that provides authority to the Town Manager to approve small donations of less than $250.

With Council's stated goals of: (1) supporting representative and diverse community event programming within the Town, and (2) supporting local nonprofit organizations, Council directed staff to develop a more comprehensive and consistent donation program that would better achieve these objectives. As a result, staff prepared a Community Donation policy for Council consideration that replaced the De Minimis (small) Donation Policy and the Community Cultural Festivals Donation Policy, which was adopted on March 24, 2026. The policy includes an Evaluation Matrix set by Council that provides guidance to staff in reviewing and scoring donation applications. Town Council sets the funding amount as part of the annual budgeting process and the Town Manager implements and manages the application and award process in accordance with the policy.

Staff is seeking feedback from Town Council based on program feedback on any changes to the policy, including the Criteria Matrix. A summary of the program feedback from staff and participants is provided below.

Program Feedback

- Appreciated the matrix; provided clear guidance on program requirements
- Consider the weight of economic impact and community benefit criteria; special events scored much higher than humanitarian programs or services that serve a specific or smaller population
- Reporting requirement - consider a calendar year, vs. fiscal year; relates specifically to ongoing programs or services vs. events
- Require both total organization budget and program budget in order to better understand other funding sources; provide template for budget as part of application
- The $50K cap skewed the requests; consider highlighting the smaller bucket that is available (up to 25% reserved for requests of $2,500 or less)
- Use different application tool; realign questions to match matrix criteria and supplement with attachments
- Schedule virtual session during open application period

FY 2027 Program Results

Sixteen organizations received donations through the FY 2027 Community Donation Program. Town Council appropriated $200,000 for the program in FY 2027, and $195,070 has been awarded through the program. Awarded programs and activities range from community events to school and education programs to food insecurity support. See the attached report.

FY 2028 Timeline

The Community Donation Program will open for applications beginning in January each year in order to inform Town Council as to the level of requests as part of the annual budgeting process. Funding appropriation decisions are at the discretion of Town

Council.

- January 1 - February 15: Program Rollout, Application Period Open
- March 1 - May 1: Staff Review & Evaluation
- May 2 - June 1: Award Determination
- July 1: Award Notification

Timing Impact:
The application period for the FY 2028 Community Donation Program will open in January and Town Council will consider funding levels for the donation program as part of the FY 2028 budget process, with funding available starting July 1, 2027. Town Council should consider and take action on any changes to the policy prior to January 1, to ensure that the program is administered appropriately in accordance with the updated policy. If the Town Council proposes no changes, the existing policy will be utilized to administer the donation program for FY 2028.

Strategic Focus Area:
Good Governance
Thriving Community
Strong Fiscal Stewardship

Fiscal Impact:
Donations are discretionary and subject to Town Council approval through the annual budget process. Any funding designated for community donations will be allocated and appropriated by Town Council as part of that process. Distribution of approved funds will be administered in accordance with the Town Council–adopted Community Donation Policy and applicable administrative guidelines.

Legal Impact:
In accordance with the Code of Virginia Section 15.2-953, localities may appropriate funds to any charitable or non-profit organization if the organization provides services to the residents of the locality and if such organizations are not controlled in whole or in part by any church or sectarian society.

Staff Recommendation/Next Steps:
Staff is seeking feedback from Town Council on proposed changes to the policy, if any. If Town Council directs changes to the policy, staff will prepare a revised draft policy and schedule for review and action at a future Town Council regular meeting.

Attachments:
1. Policy, Community Donation Program
2. Memo, FY 2027 Donation Program Awardees (July 2026)

Town of Herndon
Community Donation Program
Policy Statement

March 24, 2026

I. Purpose

The purpose of this policy is to establish a fair, transparent, and consistent process for providing Town donations to qualified community-based nonprofit or not-for-profit organizations that deliver programs, events, and services which advance the Town's strategic priorities and enhance the quality of life in Herndon.

This policy consolidates and replaces all prior donation programs, including the Community Cultural Festivals Donation Policy (as amended, 25-G-36) and the Small (De Minimis) Donation Policy (25-G-41), creating one unified structure for annual community donations administered by Town staff under guidelines set by Town Council.

Donations and Town support are discretionary and subject to funding availability and operational capacity.

II. Policy Objectives

1. Equity and Transparency: Ensure equal opportunity for qualified organizations to apply for Town donations through a clear, time-bound, and publicly announced process.

2. Strategic Alignment: Direct Town resources toward programs that reflect the Town's strategic priorities.

3. Operational Efficiency: Empower Town staff to administer the program objectively, without requiring case-by-case Town Council action.

4. Accountability: Provide clear evaluation criteria and consistent reporting requirements.

III. Program Structure

1. Program Administration: The program is administered by Town staff under the direction of the Town Manager.

2. Town Council Role: Confirms program framework and evaluation matrix, as well as annual funding allocation through the annual budget adoption process. Town Council does not review or approve individual applications.

3. State Code Authority: In accordance with the Code of Virginia Section 15.2-953, localities may appropriate funds to any charitable or non-profit organization if the organization provides services to the residents of the locality and if such organizations are not controlled in whole or in part by any church or sectarian society.

IV. Donation Categories

1. Community Donation
    a. To support qualified community-based nonprofit or not-for-profit organizations providing community-based programs, events, educational initiatives, or services that align with the Town's strategic plan.
    b. Maximum annual funding and application requirements:
        i. Eligible organizations may submit only one application per fiscal year. An eligible organization may request funding for multiple programs, services, events, or initiatives within a single application.
        ii. Maximum donation of up to $50,000 per organization per fiscal year, regardless of the number of programs, services, or events included in the application.
        iii. Applications submitted by the same organization in excess of this limit, or outside of the single-application requirement, will not be considered.
    c. Town Facilities and Services (Cost Recovery; Subject to Availability): Town facilities and Town-provided services, including but not limited to Police, Public Works, Parks, or other operational support, are not guaranteed and are subject to staff availability, operational capacity, and approval through applicable Town processes. Organizations requesting the use of Town facilities or Town-provided services in support of an event, program, or activity must include the full cost of such facilities and services in the project budget and donation request submitted with the application. Approved donation awards may be used to pay for eligible Town facility use fees and Town-provided services on a cost-recovery basis. The Town does not waive facility fees or donate services under this policy. Town services are not donated, not waived, and not guaranteed.
    d. Donation awards will not exceed 75% of the organization's annual revenue, based on the organization's most recently completed fiscal year financial statements, and inclusive of the value of any Town facilities or services funded through the donation award.
    e. Donation requests under this category are evaluated using the Community Donation Evaluation Matrix.
    f. Awards are discretionary and subject to available funding; submission of an application does not guarantee funding.

g. Awardees are required to submit an annual summary describing fund use and program outcomes of previous year donations.

2. De Minimis (Small) Donations
    a. To provide small discretionary contributions to non-profit and not-for-profit organizations.
    b. De Minimis Donations are defined as a donation of cash, services, or items with a value per donation of less than $250.
    c. Approval of small donation requests are determined by the Town Manager.

3. Facility Use Fees
    a. The Town Manager is authorized to waive Town facility use fees for federal, state, and local elected representatives and other governmental entities when hosting official constituent of public meetings in or on Town-owned properties. The Town does not promote or advocate political or religious events or activities. This provision does not apply to nonprofit or community organizations requesting support under the Community Donation Program.
    b. For all other qualified, community-based nonprofit or not-for profit organizations, donation requests made under the Community Donation program may be used to pay for facility use fees for events or activities held on Town-owned property.
    c. Use of Town property and facilities for events funded through this program remains subject to the Town's Special Events Guidelines and Special Event Permit requirements.

V. Funding and Eligibility

1. Annual Funding: Council appropriates a total funding amount each fiscal year during budget adoption. Once funds are exhausted, no additional awards are made with the fiscal year.
2. Allocation by Request Size: To promote equitable access to town funding for organizations of varying sizes and capacity, the annual Community Donation appropriation shall be allocated as follows:
    a. Up to twenty-five percent (25%) of the total annual appropriation for Community Donations shall be reserved for eligible organization requesting $2,500 or less.
    b. The remaining seventy-five percent (75%) of the annual appropriation for Community Donations shall be available for eligible organizations requesting more than $2,500 and up to the maximum allowable request amount.

c. All applications, regardless of request size, will be evaluated using the Community Donation Evaluation Matrix.
d. If sufficient qualified applications are not received within either funding range, the Town Manager may reallocate funds between ranges to maximize community benefit and ensure full and effective use of available resources.

3. Eligible Applicants: Nonprofit or not-for-profit organizations 501(c)(3), 501(c)(4), or 501(c)(6) in good legal standing, based in Virginia with address of record on file with SCC, established for a minimum of two years, providing services, programs, events, or activities that benefit the residents of the Town of Herndon. Individuals and businesses are not eligible for funding through this program. Monies will not be remitted to individuals, business entities, or announced candidates for political office. The Town does not promote or advocate political or religious events.

VI. Application and Review Process

1. Community Donation Program

During the annual open application period, organizations will submit a Community Donation Request Application. See timeline below. (Events subject to the Special Events Guidelines may also be evaluated using criteria outlined in the Special Event Rating Scale for operational and designation purposes.)

These deadlines apply to all categories of donation requests of $250 or more in value.

Step	Timeline	Responsible Party	Description
Application Period	January 1 – February 15	Applicant	Organizations submit applications with required documentation (event/program/service description, proposed budget, anticipated impact).
Staff Review & Evaluation	March 1 – May 1	Community Donation Evaluation Committee	Committee reviews and scores applications using the Council-approved evaluation matrix.
Award Determination	May 2 – June 1	Town Manager	Town Manager reviews staff recommendations and approves final awards.
Award Notification	July 1	Finance Department	Applicants notified of results; award agreements issued.

The Community Donation Evaluation Committee consists of three Town staff members appointed by the Town Manager. Committee members with a conflict of interest shall recuse themselves from scoring or discussion of the affected application.

Applications that do not include required documentation, including a complete and itemized budget accounting for Town facility and service costs where applicable, may be deemed incomplete and not eligible for funding.

2. De Minimus (Small) Donation

Organizations may request a Small Donation (value of less than $250) from the Town throughout the year; these requests are not limited to the open application period for donations of $250 or more.

Organizations may request a Small Donation by submitting the request to the Town Manager's Office and/or their designee. The Town Manager will review and either approve or deny small donation requests. The decision of the Town Manager is final.

Funding for small donations is included as part of the donation allocation made by Town Council during the annual budget process. Donation requests under this program are subject to funding availability, and on a first-come first-served basis.

VII. Evaluation Criteria Matrix

All applications for the Community Donation Program are evaluated using the following matrix:

Community Donation Evaluation Matrix

Category	Weight	Evaluation Factors	Scoring Guidance (1–5)
Community Benefit	30%	The extent to which the proposed event, program, or service is accessible to Herndon residents and promotes community participation, civic engagement, cultural celebration, education, or enrichment.	**1 (Limited):** Restricted or primarily limited to a specific membership group, organization, neighborhood, or invitation-only audience. Participation is limited or access barriers exist. Limited outreach to broader Herndon community. **3 (Moderate):** Open to the public and includes outreach to Herndon community. Participation from multiple groups or neighborhoods within the town, but primary audience is relatively targeted or the scale of the engagement is moderate. **5 (Strong):** Free or broadly accessible to the public, intentionally designed to reach a wide cross-section of Herndon residents. Includes clear outreach strategies to reach multiple community groups. Initiative promotes community interaction, civic engagement, or cultural exchange; demonstrates strong potential for community participation.

Category	Weight	Evaluation Factors	Scoring Guidance (1–5)
Alignment with Town Strategic Priorities & Brand	10%	Demonstrates direct alignment with one or more focus areas of the Town's Strategic Plan. Reinforces the Town's "Live Differently" brand.	**1 (Weak):** Does not reference specific Town Strategic Plan focus areas or the "Live Differently" brand. **3 (Moderate):** Cites at least one strategic focus area and includes the Town brand in promotional materials. **5 (Strong):** Provides a detailed plan showing how it directly implements two or more Town strategic goals and uses the town brand as a central theme.
Financial Soundness & Sustainability	15%	Financial health, realism of proposed budget, leveraged funding sources, and ability to sustain the initiative beyond Town support.	**1 (High Reliance):** Town funding accounts for 75% or more of the total initiative budget. **3 (Balanced):** Town funding accounts for 40%–60% of the initiative budget, with at least one other committed funding source (e.g., grants, sponsorships). **5 (Sustainable):** Town funding is less than 25% of the initiative budget, and a multi-year financial plan identifies secured funding for future years.
Organizational Capacity	10%	The organization's ability to successfully plan and deliver the proposed initiative, based on experience, staff/volunteer capacity, and partnerships.	**1 (Minimal):** Organization has less than two years of experience with similar initiatives and no documented partnerships. **3 (Moderate):** Organization has successfully completed at least two similar initiatives and has one or more active partners. **5 (Proven):** Organization has 5+ years of experience, a dedicated project lead, and formal written agreements with multiple community partners.
Community Reach & Impact	15%	Anticipated reach within the Town of Herndon and regional visibility. For events: expected attendance. For programs/services: measurable participation or outcomes.	**1 (Small Group):** Expected attendance for events or program participation is less than 50 people. **3 (Moderate):** Expected attendance for events or program participation is 50–500 people, with documented outreach to at least two different community demographics. **5 (Strong):** Expected event attendance or program participation exceeds 500 people or serves a regional audience with specific, measurable KPIs for impact.

Category	Weight	Evaluation Factors	Scoring Guidance (1–5)
Economic Impact	20%	For events or initiatives that attract visitors or promote local business engagement.	**1 (Minimal):** No plan for local vendor/business involvement or visitor attraction. **3 (Moderate):** Includes at least two local Herndon businesses as vendors or partners. **5 (Clear Benefit):** Documented plan to attract out-of-town visitors (e.g., hotel stays) and uses at least five local vendors/businesses.

VIII. Post-Award Requirements

Awardees must sign an agreement, use funds as stated, and submit a report within 60 days of project completion including attendance, outcomes, and financial summary.

IX. Prohibited Contributions and Repayment of Funds

1. The Town shall not waive facility use fees or donate Town services, personnel time, or resources as part of the Community Donation Program. Town facilities, staff support, and operational services (including Police, Public Works, Parks, or other departments) shall be provided on a cost-recovery basis only.

   Donation funds awarded under this policy may be used, if approved, to pay for eligible Town facility use fees and Town-provided services identified in the applicant's approved donation request and budget.

   Funds shall not be remitted to individuals, for-profit businesses, or announced candidates for political office. The Town does not promote or advocate political or religious events or activities.

2. Donation funds awarded under this policy must be used for the purposes, programs, services, or events identified in the approved application and agreement.

   If an organization fails to initiate, complete, or substantially carry out the approved program, service, or event; materially deviates from the approved use of funds without prior written approval from the Town; or otherwise uses the funds in a manner inconsistent with the approved application or agreement, the Town may require repayment of all or a portion of the donated funds.

The Town Manager shall determine whether repayment is required and the amount of repayment, based on the circumstances and documentation provided. Failure to repay funds as required may result in ineligibility for future Town donations and other remedies available to the Town.

X. Policy Amendments

The Town Manager is authorized to make non-substantive administrative updates and revisions to this policy and set administrative fees, as appropriate.

XI. Effective Date

This policy is effective upon date of adoption and replaces the Community Cultural Festivals Donation Policy as amended (Resolution 25-G-36) and the De Minimis (Small) Donation Policy (Resolution 25-G-41).

TOWN OF Herndon VIRGINIA

MEMORANDUM

TO: Dan Hoffman, Town Manager

FROM: Kirstyn Jovanovich, Deputy Town Manager

DATE: July 24, 2026

SUBJECT: FY 2027 Community Donation Program – Award Summary

On March 24, 2026, the Town Council adopted Resolution 26-G-17 establishing the Community Donation Program, and subsequently appropriated $200,000 in the Fiscal Year (FY) 2027 Adopted Budget to support the program.

Using the Council-adopted policy and review criteria, staff developed the program's application and evaluation process for FY 2027. A cross-departmental team reviewed all applications against the weighted Council criteria, and the Town Manager reviewed and approved the final donation awards. A summary of awards is provided below; all awardees have been notified.

Organization Name	Program/Event Name	Type	Donation Award
Dulles Regional Chamber of Commerce	Friday Night Live!	Economic Development	$50,000
The Elden Street Players (Next Stop Theatre)	Education and Community Outreach Programming	Arts Program	$30,000
Charity of Choice	Herndon Block Party	Economic Development	$20,000
CORE Foundation (Green Lizard Foundation)	Tour de Herndon	Economic Development	$20,000
Cornerstones	Faith Council Forums	Community Program	$20,000
Economic Development	WinterMrkt*	Economic Development	$20,000
Clearview Elementary PTA	Stars on Stage and Olympiad	Education Support	$7,450
Herndon High School PTSA	All Night Grad Event	Education Support	$5,620
Food For Neighbors	Grocery Gift Card Program	Community Program	$5,000
Herndon High School Sports Boosters Club Inc	Uniforms – Field Hockey	Education Support	$5,000

Organization Name	Program/Event Name	Type	Donation Award
Langer Consulting (Stars & Stripes NOVA Committee)	Food Drive Charity Golf Tournament	Community Program	$5,000
The Haraseeket Foundation	Imagining Your Future	Community Program	$3,500
She Believes In Me	Believers Teen Leadership and Life Skills Program for Herndon Youth	Community Program	$3,500
		Total:	**$195,070**

**Town of Herndon Economic Development Market Program*

Award distribution will proceed according to each organization's category. Program awardees will receive disbursement of donation funds now. Event awardees will receive disbursement once the appropriate special event approval process has been completed for their event.

All awardees are required to submit a post-award report covering attendance, outcomes, and financial summary within 60 days of project completion, and/or at the time of applying for a subsequent year's donation if their program or event has not yet concluded. A standard report template is currently in development and will be distributed to all awardees in advance of their reporting deadline.

The FY2028 Community Donation Program application period will open in January 2027, with donations provided for Fiscal Year 2028 beginning July 1, 2027. In advance of the next cycle, staff will complete an evaluation of the FY2027 program, including the application and scoring process, and will present the review matrix to Council for consideration, allowing an opportunity to recommend changes ahead of the FY2028 application period. This program remains subject to Council approval and available funding.

Town Council Work Session
Agenda Item 2.e.

Agenda Item: **Herndon Youth Soccer Program Discussion**

Meeting Date: November 4, 2026

Category: Discussion

Prepared by: N/A

Description:
Councilmember Garcia requested a discussion item concerning the audience comments about the Herndon Youth Soccer Program at the October 27, 2026, Town Council meeting. For additional details, please refer to the attached request form.

Background/Timing Impact:
Members of the public addressed the Herndon Youth Soccer program during the Town Council meeting on October 27, 2026. Several speakers requested that the Town Council review the Town's field rental practices concerning Herndon Youth Soccer.

Timing Impact:
Councilmember Garcia requested that this topic be included on the agenda for the work session on November 4, 2026. The individuals who spoke at the October 27 meeting asked for the Town Council to respond to their concerns as soon as possible.

Strategic Focus Area:
Thriving Community
Secure and Interconnected Community
Good Governance

Fiscal Impact:
N/A

Legal Impact:
The agenda item request form was submitted in accordance with the Town Council Rules of Procedures.

Staff Recommendation/Next Steps:
This is a discussion item; no recommended action from staff.

Attachments:

1. Garcia 11.4.26 - Agenda Item Request Form

Town Council Agenda
Request to Add Item Form

The deadline to submit a request for a discussion item to be added to a work session agenda is five (5) business days before the requested meeting date. Completing and submitting this form does not constitute direction to staff to perform any pre-work on the requested topic prior to the meeting. The purpose of adding an item to the agenda is to provide a description of the issue and background information to the Council body prior to discussing the item during a public work session.

Alternatively, Councilmembers may bring items up for discussion with the body during the Roundtable portion of a work session without first adding the item to a published agenda.

Submission Date:	10/28/2026
Requested by:	Councilmember Kelvin Garcia
Work Session Date Requested:	11/04/2026
Short Description of Issue or problem item addresses:	What actions can the Town of Herndon lawfully undertake to address Herndon Youth Soccer's operational and administrative challenges while supporting its long-term sustainability?
Background Information:	Reference Public Hearings on October 27, 2026
Timing Impact:	To be implemented in a timely manner
Strategic Focus Area:	Thriving Community, Secure and Interconnected Community, Good Governance
Possible Fiscal Impact/Cost	
Possible Legal Impact:	
Possible Staff Impact:	
Recommendation for Action / Suggested Next Steps:	Put this up for a vote!
Attachments:	