Work Plan Briefing

Town Council Work Session

May 13, 2025

TOWN OF Herndon

LIVE DIFFERENTLY.

Strategic Plan: Town Council Prioritized Activities

ENVIRONMENTAL & ECONOMIC SUSTAINABILITY



Business Development and Permitting Process

Status:

Description: Streamline the business development and permitting process to improve service delivery and support economic growth.
Outcome: Increases efficiency, transparency, and accessibility for business retention, expansion, and attraction.

ESCO Energy Project

Status:

Description: Implement energy performance contracting (ESCO) to upgrade town-owned facilities and install EV charging infrastructure on public sites.

Outcome: Reduces utility costs and carbon emissions while modernizing energy systems in municipal buildings.

BID Feasibility

Status:

Description: Explore the viability and governance model for a Business Improvement District (BID) in downtown Herndon.
Outcome: Provides a framework for enhanced maintenance, marketing, and business collaboration downtown.

Strategic Plan: Town Council Prioritized Activities

GOOD GOVERNANCE



Solid Waste Program Fee Structure Review

Status:

Description: Analyze the solid waste program's cost recovery and explore transitioning to a use-based model; include public education.
Outcome: Informs policy decisions with equitable, sustainable, and transparent pricing strategies.

Total Compensation Philosophy

Status:

Description: Maintain a structured compensation philosophy to guide annual budget decisions.
Outcome: Ensures competitive, fair, and fiscally responsible employee compensation aligned with market peers.

Strategic Plan: Town Council Prioritized Activities

THRIVING COMMUNITY



Safe Streets 20-Year Plan

Status:

Description: Create a long-term infrastructure and design strategy to improve street safety and accessibility.
Outcome: Supports safe, inclusive mobility for pedestrians, cyclists, and transit users while reducing crashes and increasing community connectivity.

Leasing Town-owned Property

Status:

Description: Review framework for leasing town-owned property to non-profit and governmental organizations.
Outcome: Enables equitable, transparent use of public assets while strengthening community partnerships and service delivery.

Strategic Plan: Activities in Progress

Town Council Financial Retreat
Description: Host a retreat focused on financial priorities, incorporating strategic plan review and priority setting.
Outcome: Establishes clear goals for the FY 2027 budget cycle and ensures alignment with strategic priorities.

Vehicle Replacement Program
Description: Evaluate lease vs. purchase options using lifecycle cost analysis to optimize the town's vehicle fleet program.
Outcome: Increases operational efficiency and supports fiscal and environmental sustainability.

Asset Management Plans *[SP: Goal 2]*
Description: Develop and maintain comprehensive asset management plans to support infrastructure and equipment lifecycle tracking.
Outcome: Provides a data-driven foundation for capital planning and resource allocation.

CET (Community Engagement Team)
Description: A team that provides coordinated response and visible presence in the community.
Outcome: Builds public trust, enhances safety outcomes, and promotes proactive engagement in neighborhoods.

Transportation Safety Action Plan
[SP: Goal 2]
Description: Contribute to the development of a 20-Year Safe Streets Plan.
Outcome: Establishes a long-term strategy for safer streets, reducing transportation-related injuries and fatalities.

Strategic Plan: Activities in Progress



Trails and Parks Stewardship Plan
[SP: Goal 4]
Description: Develop a long-range plan to enhance, maintain, and connect trails, parks, and recreational amenities.
Outcome: Improves community access to green space and ensures equitable and environmentally responsible park investments.



Urban Forestry Plan *[SP: Goal 6]*
Description: Develop strategies to manage and expand the town's urban tree canopy.
Outcome: Enhances biodiversity, improves air quality, and supports long-term environmental health.



Affordable Housing Analysis *[SP: Goal 5]*
Description: Partner with Fairfax County and analyze affordable housing policy options specific to Herndon.
Outcome: Identifies tools and strengthens partnerships to support inclusive housing opportunities.



Stormwater Utility Analysis *[SP: Goal 6]*
Description: Conduct a financial analysis to evaluate the feasibility of a utility model to fund stormwater infrastructure.
Outcome: Provides a dedicated, sustainable funding source aligned with environmental goals and regulatory mandates.



Stormwater Master Plan *[SP: Goal 6]*
Description: Create a comprehensive plan to address stormwater infrastructure, compliance, and long-term capacity.
Outcome: Supports flood mitigation, MS4 permit compliance, and climate resilience planning.



Economic Development Strategy
[SP: Goal 3]
Description: Complete a market study and strategy as part of the comprehensive plan.
Outcome: Establishes data-driven priorities and tools to attract targeted investment and foster a resilient local economy.

Strategic Plan: Activities in Progress

Communications Plan *[SP: Goal 2]*
Description: Create a town-wide communications strategy to guide messaging, engagement, and information flow.
Outcome: Promotes transparency, consistent messaging, and stronger connections with the public.

IT Roadmap *[SP: Goal 1]*
Description: Develop a multi-year strategy to modernize technology systems with a focus on security, efficiency, and scalability.
Outcome: Improves service delivery and safeguards data through resilient, forward-looking IT infrastructure.

Community Picnic Engagement Program *[SP: Goal 2]*
Description: Use community-based events to engage residents and share town initiatives in informal, accessible ways.
Outcome: Strengthens community trust and improves awareness of local government services and initiatives.

Community Outreach *[SP: Goal 1]*
Description: Partner with outreach organizations to expand access to parks and recreation programs for all residents.
Outcome: Increases participation, addresses equity in access to services, and strengthens community ties.

Internal Leadership Program *[SP: Goal 3]*
Description: Design and implement a staff development program focused on leadership growth and succession planning.
Outcome: Builds internal capacity, boosts morale, and supports long-term organizational health.

Branding Initiative *[SP: Goal 2]*
Description: Implement the town's updated brand identity across platforms and communications.
Outcome: Enhances civic pride, improves public recognition, and reinforces the town's unique character and strategic vision.