Town Council
Regular Meeting
Agenda Item 5.a.

Agenda Item: **Resolution 25-G-47 to award Contract RFP #25-02, Herndon 2050 Comprehensive Plan and Market Study and Economic Development Strategy (MSEDS)**

Meeting Date: September 23, 2025

Category: General

Prepared by: Ahmad Zaki, Lead Planner/Long Range

Description:
This is a request to execute a contract with Agency Landscape + Planning for RFP #25-02, the Herndon 2050 Comprehensive Plan (Herndon 2050) and Market Study & Economic Development Strategy (MSEDS). The rewrite of the Comprehensive Plan and the subject of economic development figure prominently in the Town's adopted Strategic Plan.

Background:
The Town Council previously resolved for staff to submit a grant application under the Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Program of the United States Department of Transportation under Resolution 23-G-20 on February 14, 2023. The Town was successful in its application and executed a grant agreement with the Federal Highway Administration effective February 1, 2025.

The Town Council further directed staff to initiate the preparation of a new comprehensive plan and MSEDS to establish a community vision and policy framework to guide the Town of Herndon through the horizon year 2050.

A Comprehensive Plan is the town’s foundational, long-range policy document that establishes a vision, goals, and strategies for future development. It serves as a roadmap guiding decisions on land use, transportation, housing, economic development, environment, community identity, and public facilities, while shaping capital improvement programs and future budgets to achieve its goals.

To support this effort, the Town released a Request for Proposal (RFP) on March 6, 2025. Written technical proposals were received from six (6) firms on or before May 6, 2025. Following in-person interviews with the three (3) top-rated offerors, the evaluation committee selected Agency Landscape + Planning, Inc. as the top-rated firm and thereafter negotiated favorable terms and budget. Activities under this contract will consist of professional services, project administration, technical analyses, public engagement, visioning, and plan preparation.

The planning process will involve extensive community outreach, coordination with the Town Council and Planning Commission, and the preparation of policy recommendations that will guide Herndon's growth, infrastructure, economic development, natural environment, land use, and quality of life through 2050.

Timing Impact:
The project is anticipated to take about 24 months with kick-off in December 2025 and running through early 2028. Key milestones will include data collection and background research, existing condition analysis, visioning, plan preparation and plan adoption. The MSEDS element of the project is anticipated to be completed within the first nine months of the project. The anticipated conclusion of the Herndon 2050, and endorsement by the Town Council, is anticipated for the Spring of 2028. Upon adoption, the Herndon 2050 plan will serve as a core policy document for future town decisions regarding the built and natural environment and the Capital Improvement Program.

The current Comprehensive Plan, with a horizon year of 2030, is no longer a true long-range plan. Since 2008, it has undergone nine amendments, including three Small Area Plans, and has become increasingly out of alignment with current community needs, regional dynamics, and national conditions. These limitations underscore the importance of preparing a new plan with a forward-looking vision to 2050.

Strategic Focus Area:
Good Governance
Environmental and Economic Sustainability
Secure and Interconnected Community
Strong Fiscal Stewardship
Thriving Community

Fiscal Impact:
The Town previously secured a $720,000 grant with a 20% local obligation of $180,000, for a total estimated project cost of $900,000. The estimated cost for the MSEDS element of the project was approximately $200,000. The contract negotiated with Agency Landscape + Planning, Inc. is estimated at $1,165,038. Funds will be appropriated by fiscal year as outlined below, with 60% of incurred costs (up to $720,000) reimbursed by the Federal Highway Administration. In addition, the Town anticipates allocating a contingency budget of $35,000 to address issues or additional items that may arise during the planning process.

Anticipated appropriations per fiscal year are as follows:

- FY26: $1.1 Million (as approved in the FY26 budget)
- FY27: $100,000

Legal Impact:
The Comprehensive Plan is mandated by Section 15.2-2223 of the Code of Virginia, which directs each locality to prepare and adopt such a plan. Pursuant to this statute, the Planning Commission is charged with preparing and recommending the plan, while the governing body holds the authority to adopt it. The Code establishes the planning framework by requiring comprehensive surveys and studies of existing conditions, growth trends, and future requirements. It further defines the plan's scope, stipulating that it be general in nature while designating the approximate location, character, and extent of key features. Per the Code of Virginia, comprehensive plans must be reviewed, and any necessary updates made at 5-year intervals.

The Herndon 2050 contract was procured under Town Code Chapter 30, Article VIII Fiscal Procedures, Division 2 – Procurement and requires Town Council approval as a multi-year contract in excess of $100,000.

Staff Recommendation/Next Steps:
The staff recommends that the Town Council approve the attached resolution to award and execute Contract RFP #25-02, Herndon 2050 Comprehensive Plan and Market Study & Economic Development Strategy (MSEDS) between the Town of Herndon and Agency Landscape + Planning, Inc.

Attachments:
1. Resolution (Proposed)
2. Presentation