2050 Comprehensive Plan

Award of Contract

Town Council Regular Meeting

September 23, 2025

TOWN OF Herndon

LIVE DIFFERENTLY.

Ahmad Sarfaraz, AICP
Lead Planner – Long-Range Planning

RFP #25-02 Townwide Comprehensive Plan Rewrite + Market Study and Economic Development Strategy

State Code Requires Each Jurisdiction to Develop and Adopt a Comprehensive Plan

The Plan Serves as the Policy Document for All Future Land Use, Public Facilities, Transportation, and Related Decisions

Findings Impact the Town's Future Fiscal, Environmental and Community Sustainability

First Town-Wide Market Study and Economic Development Strategy

Award of Contract RFP #25-02 - Cost

Amount of contract $1,165,038.00

$932,688 for the 2050 Comprehensive Plan

$232,350 for Market Study & Economic Development Strategy

$720,000 Federal RAISE Grant - Reimbursable

The Firms

Agency Landscape + Planning – Project Mgmt. & Urban Planning

Cambridge Econometrics and CBRE – Economic Development

Neoniche – Community Engagement

Landau – Communication and Digital Platforms

Gorove Slade – Transportation Engineering

Foursquare ITP - Mobility Planning and Engagement

Sherwood – Civil Engineering and Sustainability

TOWN OF
Herndon
LIVE DIFFERENTLY.