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FY 2024 ANNUAL REPORT

TOWN OF Herndon



Dear Mayor Olem, Members of the Herndon Town Council, Residents and Businesses:

It is my pleasure to present to you these highlights of the town's Annual Report for Fiscal Year (FY) 2024, which began on July 1, 2023 and concluded on June 30, 2024.

The work of the town staff this fiscal year was greatly informed by a newly-adopted Strategic Plan that supports the Town Council's Vision:

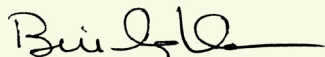
Herndon is an integrated, sustainable, safe and equitable town built on accessible development and an engaged community.

The Strategic Plan, developed in FY 2024 in a spirit of unprecedented collaboration between the Town Council and town staff leadership, provides a clear benchmark of where we are, where we would like to be, and how we plan to get there. The plan is divided into five focus areas: Strong Fiscal Stewardship; Secure and Interconnected Community; Environmental and Economic Sustainability; Good Governance; and Thriving Community. Each of these focus areas is supported by goals, objectives, strategies and success measurements. You may review the plan online at Herndon-va.gov/StrategicPlan.

The activities included in this FY 2024 Annual Report directly align with the Strategic Plan and its focus areas. Through careful resource management, forward-thinking community planning, proactive outreach, inclusive services and more, the programs and initiatives undertaken by town staff in FY 2024 are a concrete manifestation of the Town Council's Vision.

The town's full FY 2024 Annual Report is available in both English and Spanish at Herndon-va.gov/AnnualReport. It is my privilege to present this report and to commend to you the men and women whose work it represents.

Regards,



Bill Ashton
Town Manager



Herndon-va.gov/AnnualReport

PLANNING FOR HERNDON'S FUTURE

In FY 2024, work continued on the Transit-Related Growth Area (TRG) Plan, which calls for the transformation of 94 acres near Herndon's Silver Line stop into a walkable mixed-use neighborhood of residential, office, retail, and parks. Community meetings, public sessions and surveys culminated in the Town Council's adoption of the plan in April 2024. The TRG Plan will guide town decision-makers when property owners submit redevelopment plans for properties within its boundaries.

Preparation also continued for the rewrite of the town's Comprehensive Plan. The new plan, with a horizon year 2050, will be built upon a platform of community outreach and inclusion, with emphasis on historically disadvantaged neighborhoods. Staff worked with the Federal Highway Administration to finalize the agreement for a previously awarded grant of \$720,000 to fund the plan; a consultant will be selected in FY 2025.



Secure and Interconnected Community

Grant funding secured by staff totaled more than \$16 Million for roadway design, intersection and multimodal ADA-compliant improvements.



Environmental and Economic Sustainability

Redevelopment projects near Metro are proposing mixed-use development to replace underused office buildings, underscoring a commitment toward reuse of aging buildings rather than their demolition.



An inventory of town trees was conducted, which provides a database of town owned trees including species, size, and health. This allows for better management of the town's urban forest and promotes plant diversity.



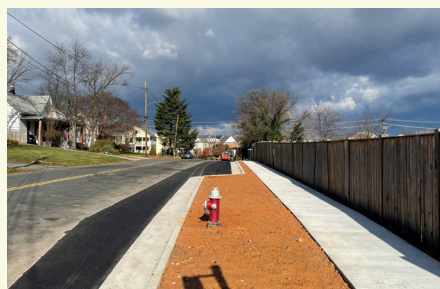


PUBLIC WORKS: WORKING FOR YOU

In FY 2024, the town's Public Works Department made several significant improvements in the effort to provide town residents with quality facilities, infrastructure, and services:

Herndon Community Center and Town Parks:

Construction of the aquatic center environmental control system, refurbishment of the Bready Park tennis complex and installation of four pickle ball courts were completed in FY 2024. Two little league ball fields were refurbished, and construction of the new Haley Smith Park pavilion was completed.



Roads, Sidewalks and Parking Lots:

The department completed an assessment of all town public streets in FY 2024. Resulting projects included sidewalk repairs and paving in key areas throughout the town. Design concepts for two key road safety improvement projects, Monroe Street and Park Avenue intersection and Ferndale Avenue, were completed and presented to neighbors adjacent to the projects. Traffic Patterns were modified on Elden Street between the Fairfax County Parkway and just west of Laurel Way, to improve traffic flow and reduce congestion.

Water, Sewer, and Stormwater:

Major water main projects were either completed or in process in FY 2024, and a project to improve security at the town water tanks was completed. The initial approved water service line inventory plan was completed, in adherence to an EPA requirement to identify service line material to all customers by October 2024. The town has been approved for a \$250,000 EPA grant to complete the next phase of the service line inventory.

Chestnut Grove Cemetery:

Preliminary designs were completed for the Chestnut Grove Cemetery development project in FY 2024, which is designed to increase much-needed inventory for the cemetery. When neighbors adjacent to the cemetery raised concerns, town staff arranged a series of meetings, heard their concerns, and is working with the project consultant to modify the development design in a way that preserves the overall sanctity of the surrounding area.



A YEAR OF CHANGE, AND FUN



In FY 2024, the Parks and Recreation Department made the difficult decision to cancel the Herndon Festival after over 40 years. The decision considered many factors including logistics, security, safety, staffing, and volunteers. In its wake, the department has focused on finding new ways to bring the community together. Pumpkin Plunge, Play in a Day, Puzzle Palooza, Taylor Swift Trivia Night, Play All Day and lighting of the Herndon Torch were all new events in FY 2024, and all were well attended. Established events such as The July 4th celebration, Homecoming Parade, Turkey Trot 5K, Holiday Arts and Crafts Show, and the town-supported WinterMarkt were successfully held with increases in attendance for each.

Through advocacy of Herndon Opportunities Neighborhood Ambassadors and Community Connectors to the Town Council in FY 2024, the Neighbors in Action (NIA) pricing program was established for discounted admissions to the Herndon Community Center for those living in identified zones. A working group was established to develop and implement the details, pricing and logistics. Efforts continue to spread the information, awareness and use of the NIA pricing. A postcard targeted to these neighborhoods was mailed late in FY 2024; to date, more than 1,000 people, primarily youth, have used the NIA discounts.



Thriving Community

Staff completed an assessment of all town public streets, with an objective to minimize barriers and make them more accessible.



Good Governance

Staff capitalized on the availability of federal American Rescue Plan Act (ARPA) funding to make key infrastructure improvements.



Concerns of adjacent residents to an expansion plan for Chestnut Grove resulted in community meetings and incorporation of their input into planning by the town's engineers.



Thriving Community

New events such as the Pumpkin Plunge, Puzzle Palooza, Taylor Swift Trivia Night and lighting of the Herndon Torch brought the community together.



A community-led program, Neighbors in Action, led to a new reduced admissions fee to the Herndon Community Center for identified residents.



KEEPING HERNDON SAFE – AND CONNECTED

In FY 2024, the Herndon Police Department (HPD) focused on priorities to provide effective and efficient police services, promote partnerships and opportunities to engage with the community, and support a positive work culture for law enforcement personnel.

Communications received a total of 28,590 calls for service categorized by traffic, service, criminal, and administrative types:

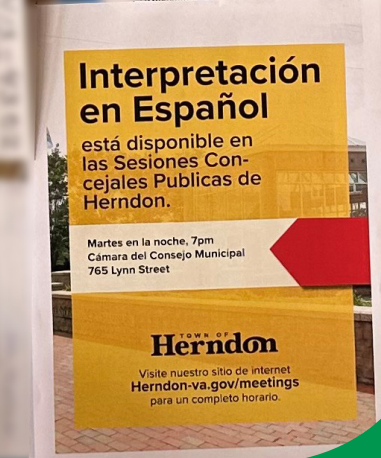
- 9,309 - Traffic
- 8,561 - Service
- 2,123 – Criminal
- 3,179 calls were prioritized as an emergency

The department conducted proactive DUI patrols throughout the year and performed routine enforcement efforts with quantifiable results. Officers also handled 353 reportable accidents in the town, none of which were fatal:

- 895 distracted driving charges
- 1,110 speeding violations
- 63 impaired driving arrests
- 64 seatbelt violations

The department maintained valuable community partnerships with schools in the town, promoted engagement opportunities and activities through National Night Out, Back to School Events, and the Annual Herndon High School Homecoming Parade, as well as with various other community-specific outreach activities. The department's social media following increased 18 percent in FY 2024, with more than 18,000 followers over its Facebook, Instagram and X accounts.

Officer health and wellness was a priority in FY 2024. Resources included enhanced wellness initiatives by the mandatory physical fitness program and scheduled squad workouts for sworn personnel. All police personnel participate in mental wellness checks and have access to certified peer support, a nap/meditation room, and other critical resources and programs.



EXPANDING INCLUSION AND OUTREACH

The town conducted a series of focus groups with town residents of differing demographics in FY 2024, to determine the degree to which they felt informed about town news, services and initiatives, and the ways the town could improve its outreach efforts. As a result of the focus groups as well as related empirical data, staff began translating most of its documents, including its bi-weekly e-newsletters, into Spanish, and hand-delivering print copies to key touchpoints around town. Staff also engaged with an interpreter who is present at all Town Council meetings, as well as at other community meetings hosted by the town. The town's website, which is the primary way that residents prefer to get information from the town, uses a module that translates content into 19 languages.



Thriving Community

Translation of town materials into Spanish and interpretation at government meetings were established as protocol, and the town's website is translatable into 19 languages.

Secure and Interconnected Community

The Herndon Police Department conducted proactive DUI patrols throughout the year and performed routine enforcement efforts, with quantifiable results.



Thriving Community

The department partnered with the community through involvement in activities such as National Night Out, Back to School Events and the annual Herndon High School Homecoming Parade, among other events.



Herndon had a ton of fun In FY 2024:



2,100
Attended the Holiday Arts & Crafts Show



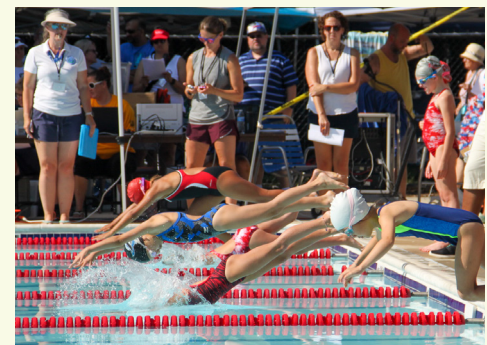
12,000
Attended the Holiday WinterMarkt



392
Attended Hoppy Egg Hunting



328
Registered riders at Bike-to-Work Day



360
Swimmers at Herndon Olympics



387
Ran in the Turkey Trot 5K



110
Attended the Fishing Derby

Herndon Centennial Golf Course in FY 2024, by the Numbers:



48 New golf carts



82 Tournaments
52,378 Rounds of Golf

Environmental and Economic Sustainability

Herndon Centennial's Nutrient Management Plan was approved by the Virginia Department of Conservation and Recreation.



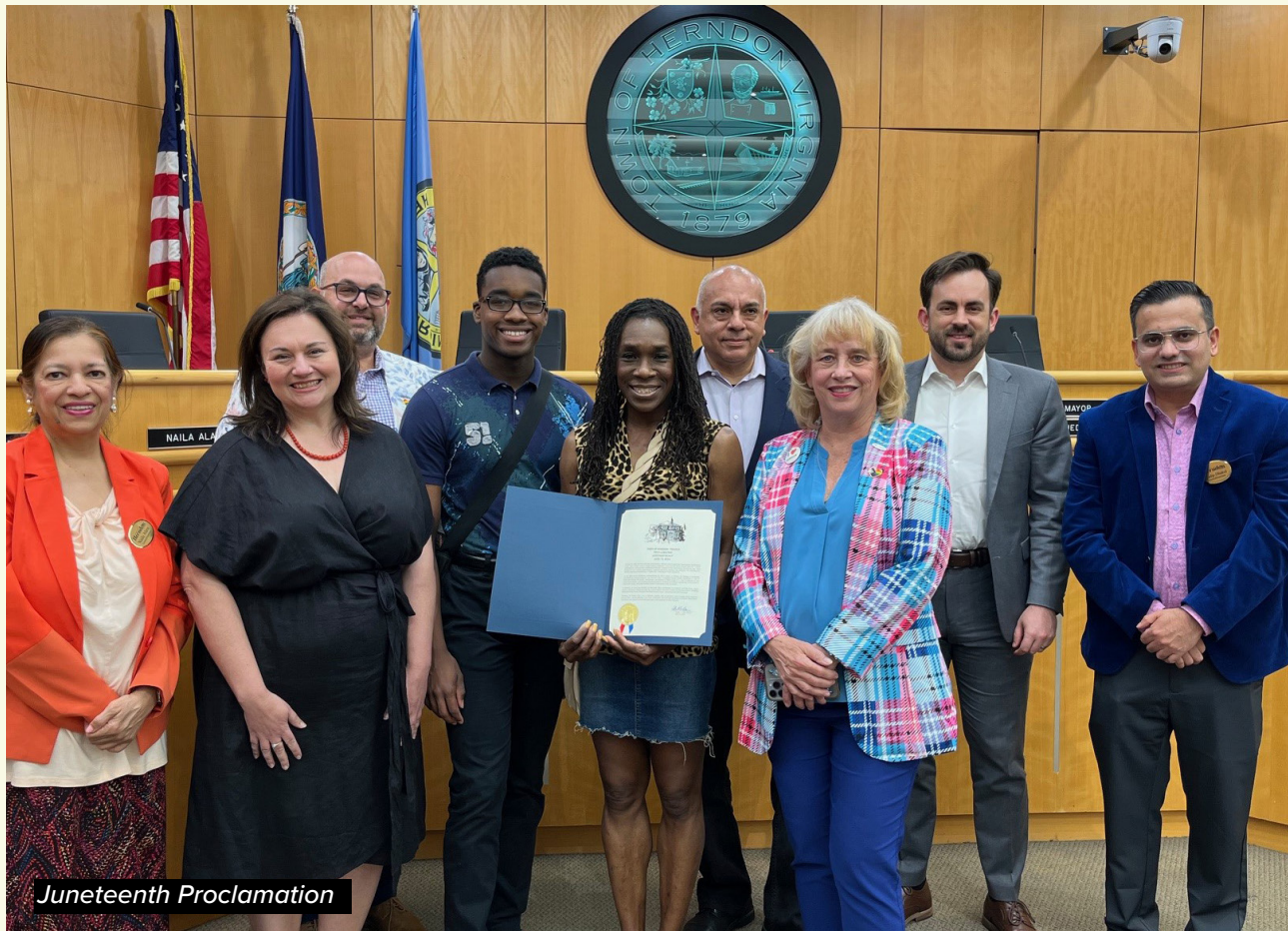
Environmental and Economic Sustainability

The George Mason Enterprise Center – Herndon completed its first full year, during which 270 small business owners received counseling and five workshops were held.



BUSINESSES SATISFIED WITH TOWN SERVICES

In FY 2024, the town conducted a comprehensive survey of town businesses, gauging opinions on a range of topics. Town business owners are generally satisfied with the services they receive from the town as well as Herndon as a location in which to do business. The areas in which businesses gave the town high marks included access to the airport, overall quality of life and the overall image of the Town. Areas needing improvement include level of taxation, town special events and licensing and regulations. Business owners also recommended the town focus on creating attractions/events, supporting growth and attracting new businesses. A total of 155 businesses responded to the survey.



And also got a lot of work done:

- ✓ 17 Town Council Regular Meetings
- ✓ 19 Town Council Work Sessions
- ✓ 4 Town Council Strategic Planning meetings

- Legislative actions:
- ✓ 68 Resolutions
 - ✓ 27 Ordinances (codified and un-codified)
 - ✓ 16 Resolutions and Ordinances prepared and processed by the Town Clerk's Office