



TOWN *of* HERNDON

Enriching the Quality of Life and Promoting a Sense of Community



ANNUAL REPORT FY 2009 EXECUTIVE SUMMARY



MESSAGE FROM THE TOWN MANAGER

Mayor DeBenedittis, members of the Herndon Town Council and citizens,



In the face of economic uncertainty brought by the global recession, the Town of Herndon nevertheless advanced many of the Town Council's 2027 Vision tenets in Fiscal Year (FY) 2009. Balancing the town's financial resources with daily operating requirements, demand for high quality services and the advancement of major planning initiatives required a careful and strategic approach, for which the 2027 Vision, affirmed during the council's planning retreat in early FY 2009, provided a blueprint.

The town's "Planned Approach to Community Development" was evidenced in FY 2009 by completion and adoption of the 2030 Comprehensive Plan, as well as by advancement of the Downtown Master Plan Study, inter-jurisdictional planning initiatives with Fairfax and Loudoun Counties, and planning for the extension of Metrorail to Herndon and Dulles Airport. "Our Residential Haven" was further preserved through aggressive efforts to reduce zoning violations and enhance our residential neighborhoods.

The town's "Exceptional Services" and "Our Renowned Amenities" were showcased in FY 2009 by the selection of the Parks and Recreation Department as the winner of the 2008 Gold Medal for Excellence in Park and Recreation Management by the National Recreation and Park Association. This represents the fourth time the department has achieved this significant distinction. The town's Finance and Human Resources departments were once again recognized by the Government Finance Officers Association with a 34th consecutive Certificate of Achievement in Financial Reporting and for an 18th consecutive Distinguished Budget Presentation Award. The town was also named a Tree City USA by the National Arbor Day Foundation for the 20th consecutive year, and the Herndon Centennial Golf Course achieved designation as a Certified Audubon Cooperative Sanctuary.

These achievements, and all of the day to day accomplishments of this most challenging year, could not have happened without the stewardship of our elected officials, the diligence of our dedicated staff and the involvement of our citizens. The economic downturn has certainly impacted the advancement of some objectives, but it has also led to a greater emphasis on planning, a heightened focus on operations efficiency, and a dedicated effort to maximize the value citizens receive for their tax dollars, through such strategies as aggressively pursuing alternate funding sources and focusing on services citizens value the most. With everyone's continued involvement in our government, the town will meet the challenges we face today and will continue looking forward to a Vision for Herndon as a "21st century town where history and heritage are respected and where people and their involvement matter."

I hope you will find the FY 2009 Annual Report Executive Summary informative. A full Annual Report, detailing the town's initiatives during FY 2009, is available online at www.herndon-va.gov.

Sincerely,

A handwritten signature in black ink that reads "Arthur A. Anselene". The signature is written in a cursive, flowing style.

Arthur A. Anselene
Town Manager

Community Development

Community Development staff continued final drafting and the public hearing process for the 2030 Comprehensive Plan; the plan was approved by the Town Council and published early in FY 2009. Additionally, the Diamond Hotel zoning map amendment, which required significant review and preparation by staff, was approved by the Herndon Town Council early in the fiscal year.

discussions concerning the potential impact to the town related to significant development proposals abutting Herndon's western boundary. The process led to a meeting of policy makers from the town and Fairfax and Loudoun counties. Inter-jurisdictional discussions and planning efforts, particularly in the area of transportation planning, will continue throughout the process.



PLANNING TODAY FOR HERNDON'S TOMORROW

In FY 2009, the Planning Commission and Community Development Department sponsored a successful two day planning seminar, the intent of which was to prepare policy makers and the public for the town's upcoming master planning efforts. Participants praised the program and instructor Dr. Michael Chandler, as well as the town's efforts to educate the public.

A total of 141 zoning complaints related to excessive occupancy were reported to the town's Community Enforcement Division in FY 2009, with 172 cases closed during the fiscal year. The higher number of closed cases reflects cases carried over from FY 2008.

During FY 2009, eleven students graduated from the town's Neighborhood College program, and more than 1,000 households received information about the housing rehabilitation program including the Home Improvement Loan Program (HILP) program and other housing rehabilitation opportunities.

The community forester provided assistance and education to more than 250 town citizens who posed questions and concerns about the health of plants and trees, and pests such as the newly arrived Emerald Ash Borer.

A Planned Approach to Community Development

In FY 2009, Community Development staff prepared, reviewed and processed 267 permits for building, businesses and more; 59 town plans, both new and revised; and 96 cases for the Architectural Review Board, Heritage Preservation Review Board and Board of Zoning Appeals.

Initial development of a comprehensive Downtown Master Plan that will define and memorialize the town's vision for future downtown development began in FY 2009, with the drafting of a Request for Proposal (RFP) for multidisciplinary consulting services to facilitate development of the plan.

With the approval of federal funds and the commencement of construction for the first phase of the Dulles Metrorail Extension, planning for the second phase of the project accelerated in FY 2009. Staff completed an existing conditions land use evaluation of the Metrorail Plan Area; by the end of FY 2009, staff was at work with the Town Council in developing a scope of services for a future Metrorail Study Area RFP.

During FY 2009, staff became involved in inter-jurisdictional

The department developed the town's Capital Improvement Program and solicited grants that resulted in \$1.55 million in funding for town projects in FY 2009. With the introduction of stimulus funds opportunities, staff worked closely with Virginia Department of Transportation (VDOT) and the Northern Virginia Transportation Authority (NVTA) to determine the availability of stimulus dollars for the town's specific needs and prepared and submitted the necessary application material. Results of these efforts are anticipated in early FY 2010.

Maintaining a Residential Haven

A total of 141 zoning complaints related to excessive occupancy were reported to the town's Community Enforcement Division in FY 2009, with 172 cases closed during the fiscal year. The higher number of closed cases reflects cases carried over from FY 2008.

Public Works and Capital Improvement Projects

The Department of Public Works (DPW) continued its focus on citizen health, safety and welfare in FY 2009 with infrastructure improvement and maintenance programs including street paving, curb and gutter replacement, new sidewalk installations, streetlight programs, aged water main replacement and water quality testing.

Working collaboratively with homeowners associations, the Neighborhood Inspection Program preserves and enhances neighborhoods through proactive inspections and code enforcement. In FY 2009 the program focused on enhancement of the Four Seasons neighborhood, which includes 296 town homes and 151 single family homes. The Rental Permit Program continued in FY 2009; in the neighborhoods of Branch Drive, Park Avenue and Waterford Park, 60 rental properties were inspected as part of the program. Fifty three properties in the Tralee and Dulles Park neighborhoods were also identified as rental properties, with inspections ongoing.

DPW also introduced single stream recycling in FY 2009, making it more convenient for citizens to take advantage of curbside recycling. Mixed paper and used container recycling – the primary components of single stream recycling – increased 11.3 percent in FY 2009 when compared to FY 2008.

Several **Capital Improvement Projects** were completed in or implemented in FY 2009, to include:

- Park Avenue drainage improvement, including installation of reinforced concrete pipe, curb and gutter, and sidewalk.
- Sterling Road sidewalk installation from Redwood Place westbound to existing sidewalk.
- Herndon Police Sally Port Facility, a 550 square foot addition to the police facility with related site improvements.



Our Renowned Amenities

The Department of Public Works (DPW) staff dedicated approximately 2,500 man hours to setting up and cleaning up after the Herndon Festival – and offered similar support to 25 special events held throughout the town in FY 2009.

- Installation of six streetlights on Third Street from Dranesville Road to Grant Street.
 - Leak repairs in the Mary Ingram Council Chambers, including gutter replacement and repairs as well as exterior re-caulking.
 - Herndon Municipal Center porch renovations, including replacement of front porch and steps and rear stage area and steps.
 - Van Buren Street median, between Elden Street and Monroe/Grove Street.
 - Triangle Street streetscape improvements on the west side of Van Buren between Monroe Street and W&OD Trail.
 - Grace Street water line replacement between Vine Street and the W&OD Trail.
- Design projects** completed in FY 2009 included:
- DPW Shop expansion, a 5,000 square foot expansion to the DPW Shop garage bays.
 - Herndon Community Center major re-roofing and HVAC unit replacement

Exceptional Service

DPW staff collected 1,098 tons of single stream recyclables curbside as part of its single stream recycling program, inaugurated in FY 2009. Refuse crews also collected more than 5,655 tons of general refuse and 886 tons of yard waste during its regular refuse collection in FY 2009.



Recreation

The town's Parks and Recreation Department was named the winner in its population category for the Gold Medal for Excellence in Park and Recreation Management by the National Recreation and Park Association (NRPA) during the annual NRPA Congress in October 2008. Now a four-time Gold Medal winner, Herndon is one of only three jurisdictions nationwide to have achieved this distinction. The department also received two Best Promotional Effort awards from the Virginia Recreation and Park Society in the Circular/Flyer and the T-shirt categories.



shows, a carnival, craft show, 10k and 5k races, K-9 2K, business expo, children's hands-on art and more. The festival is fully supported through the title sponsorship of Volkswagen and other members of the business community, in addition to vendor entry fees and carnival ticket sales.



The Kids at Hope program initiatives included treasure-hunter adult trainings; the second annual family night, attended by 135 youth and adults and featuring games, a dive-in movie, and more; and a cooking program for members of the Teen Club.



Our Renowned Amenities

The Parks and Recreation Department processed 16,703 registrations for 2,167 classes and programs in FY 2009, with 44 percent of program participants registering online.

In FY 2009, the Commanders Swim Team hosted Olympic swimmers Josh Davis and Ben Wildman-Tobriner for a clinic and workout. The team's 248 swimmers broke 22 team records during the season and had eight members qualify for the sectional championships, one swimmer qualify for Junior Nationals, 24 Junior Olympic qualifiers, one Junior Olympic High Point Champion and two Zone Championship Team coaches.

The 29th Herndon Festival attracted 83,000 people with three stages of entertainment, two fireworks



The proposed skate park moved through the development process to site selection at Trailside Park, and staff and citizen committee members will begin the design process in fall 2009.

Cuttermill Park's playground equipment was replaced in FY 2009, and Harding Park received a new set of swings and picnic tables.

Our Renowned Amenities

Daily admissions to the Herndon Community Center totaled 35,808 in FY 2009. The 25-visit admission pass to the center continued to be the most popular pass option, with 1,618 sold; additionally, 129 annual passes, 229 six-month passes and 1,188 one month passes were sold in FY 2009.



The Herndon Centennial Golf Course achieved designation as a Certified Audubon Cooperative Sanctuary in FY 2009, the 23rd golf course in Virginia and one of fewer than 700 courses worldwide to receive the honor. The Audubon Cooperative Sanctuary Program is an education and certification program developed by Audubon International to foster environmental protection and natural heritage preservation among golf courses worldwide.

Also in FY 2009, the golf course was one of 125 recipients of a grant providing equipment designed for junior golfers as part of the 2009 “Sticks for Kids” program. The grant, awarded by the National Recreation and Park Association and Golf Course Builders Association of America, provided 10 sets of junior golf clubs and additional equipment for junior golfers. These additional resources were used as part of youth instruction in camps, clinics and programs conducted throughout FY 2009.

The course hosted two Plantations Junior Golf Tour events, a nationally competitive tournament program for golfers ages 8-19. More than 150 participants from throughout the mid-Atlantic states participated in these events.



For the fourteenth consecutive year, the golf course was named a *Golf Digest* “Place to Play” and recognized with a three-star rating based on the quality of the golf shop and clubhouse services, playing conditions, pace of play, course design, and quality of food and beverage service.



Our Renowned Amenities

A total of 32,781 rounds of golf were played at Herndon Centennial Golf Course in FY 2009. Two Plantations Junior Golf Events, a nationally competitive tournament program for 8-19 year olds, attracted more than 150 participants from throughout the mid-Atlantic states.

Chestnut Grove Cemetery

Chestnut Grove Cemetery achieved its revenue and expenditure goals for FY 2009. Average revenue per interment was up 15 percent over FY 2008, and memorial sales were up 58 percent due to the combined efforts of an advertising and sales program. A new Chestnut Grove Cemetery map was created to accurately reflect capital improvement project additions and to label cemetery sections for easier navigation.



Public Safety

Highlights in FY 2009 for the Herndon Police Department (HPD) include the following:

Community Partnerships and Crime Prevention Initiatives.

HPD supported its community policing program in FY 2009 as follows:

- The department held its first Senior Citizen Police Academy, with 14 graduates. This academy, as well as the Citizens and Youth Police Academies held annually, offer citizens the opportunity to better understand the functions of the department and provide a forum for citizen input on department activities.

residences when citizens are away on vacation; there were 11 courtesy house checks in FY 2009.

- The Herndon Police Crime Prevention Council (HPCPC) assisted in partnering with the community and worked together with the Herndon Police, HPCST, the Herndon Rotary Club, Herndon FOP Lodge #64, and others to again provide “Shop with a Cop,” a program in which children from needy families shop with police officers to purchase Christmas gifts and necessities. Twenty families participated in FY 2009. HPCPC also presented three crime prevention seminars for the public on elder abuse, emergency preparedness and fraud and identity theft.

- The department recognized the public safety concerns resulting from an increasing number of foreclosed homes in the community in FY 2008 and FY 2009. A management system was implemented and officers periodically checked vacant homes to ensure that they were secure.
- The department conducted 268 Immigration and Customs Enforcement (ICE) investigations and placed a total of 142 detainees in FY 2009.
- The department, with the assistance of Virginia State Department of Professional Occupational Regulation, initiated inspections of 25 barber shops and beauty salons to determine regulatory compliance.

Communications Audit. The department’s communications team received a perfect score on the Virginia State Police Audit conducted in May 2009. The audit reviews all entries related to criminal history reports, wanted entries, stolen cars, stolen license plates, missing persons and runaways.

Law Enforcement Challenge. The department tied for 1st place in the category for Virginia agencies of similar size in the annual Law Enforcement Challenge, a competition among law enforcement agencies that evaluates traffic safety programs throughout the Commonwealth.

Officer Recognition. Detectives Claudio Saa and Matt Payne received an award from the US Attorney’s office in Alexandria for exemplary investigative work. And for the eighth year, the Herndon Police Department Valor Awards were sponsored by the Optimist Club of Herndon. At the awards ceremony, 21 members of the department were recognized for significant contributions to public safety in Herndon.

Citizens Who Matter

In FY 2009, officers from the Herndon Police Department (HPD) attended 44 community and business meetings to educate citizens and to build relationships. The department also held the first Senior Citizens’ Police Academy, with 14 graduates; the annual Citizens’ Police Academy, with 20 graduates; and the annual Youth Police Academy, with 23 graduates. And the department participated in National Night Out in August 2008, visiting approximately 1,000 participants in 14 neighborhoods.



- The Herndon Police Citizen Support Team (HPCST) volunteered more than 2,400 hours to the community and provided free fingerprinting to approximately 900 citizens. HPCST continued to offer the “On Vacation Courtesy House Check Program,” where HPCST members make periodic checks on authorized

- For a third year, the department partnered with the Herndon Rotary Club to promote pedestrian and bike safety. The Herndon Rotary Club donated funding for the program and officers handed out bike lights and traffic vests to bicyclists traveling through Herndon after dark.
- The department participated in National Night Out in August 2008, visiting approximately 1,000 participants in 14 neighborhoods and one business community in an effort to promote safety and foster community partnerships.

Finance

For the 34th consecutive year, the town's annual financial audit and comprehensive annual financial report (CAFR) was recognized by the Government Finance Officers Association of the United States and Canada (GFOA) for its excellence in financial reporting and was awarded a Certificate of Achievement for Excellence in Financial Reporting.

A comprehensive utility rate study, a collaborative effort involving staff in the Public Works and Finance departments, was undertaken in FY 2009. The focus of the study was to develop a commodity rate and availability fee structure adequate to support the Water & Sewer Fund's operating expenses, including depreciation and future infrastructure capacity expansion. The final results of the study included recommendations to adjust both the water and sewer commodity rates. These recommen-



Exceptional Service

The town's careful financial stewardship on behalf of its citizens is reflected in its current municipal credit rating of AA+ (Fitch, Inc. and Standard & Poor's) and Aa1 (Moody's).

As in prior years, the department was a major contributor in the preparation of the FY 2010 budget, providing data processing support, detailed revenue estimates and trend analysis for all operating funds, debt service requirements for all operating funds, and other financial and descriptive information.

dations were adopted by the Town Council on March 10, 2009 and became effective July 1, 2009. At the council's direction, a utility rate study will be performed annually to determine the need for further rate adjustments.

All 2009 Business and Professional Occupational License (BPOL) renewal applications with estimated license amounts of \$5,000 or more were reviewed for appropriate business classifications. Additionally, to ensure that businesses located within the town are appropriately licensed, staff conducted site visits to commercial locations which typically exhibit a high rate of business turn-over. One hundred businesses visited as part of the program were found not to have current licenses, and a total of \$18,000 was recovered in business license fees.

Human Resources

The Department of Human Resources, working with the Department of Finance and the Town Manager's office, developed the **FY 2010 budget** adopted by Town Council on May 26, 2009. Due to economic conditions and an overall decline in projected revenues, it was necessary to reduce expenditures without significantly impacting town programs and services. Staff worked with department heads to conduct a comprehensive review

of all lines of business to identify areas in which town operations could be more efficient and effective while providing exceptional service and valued programs. The town improved the presentation of the budget using the Government Finance Officers Association (GFOA) reviewers' comments from the previous year as a guideline. The GFOA recognized the FY 2009 budget with a Distinguished Budget Presentation Award for the 18th consecutive year.

Recruitment for the highest quality individuals continued during the first five months of FY 2009. In particular, significant resources were invested to recruit and select positions in the Community Development, Public Works and Police departments.

A new program added during FY 2009 was the town's participation in the federal e-verify program. E-verify provides another tool to ensure that newly hired employees are legally eligible to work in the United States.

Public Information

In FY 2009, the Public Information Office continued to work toward furthering implementation of a comprehensive economic development strategy for the town, presenting to the Town Council a proposal for an economic development task force and drafting an RFP for a consultant to facilitate the process. The department arranged more than a dozen meetings during the fiscal year with businesses located in the town and produced a video promoting the town as an ideal location for new or expanding businesses.

Public Information continued to work with all departments in enhancing the content of the town's Web site, www.herndon-va.gov. New features added to the site in FY 2009 include "FAQ" and "Report a Problem" pages as well as "snapshot" citizen surveys on topics such as satisfaction with snow removal and favorite features of the Herndon Festival. The surveys were promoted via "News You Can Use," the town's e-news service that reaches approximately 400 subscribers.

The department worked with the Public Works and Neighborhood Resources departments in the presentation once again of **Herndon in Bloom**, a town-wide program to foster homeowner and neighborhood maintenance and upkeep. **Herndon in Bloom 2009** promoted the town's curbside spring clean-ups as well as a Neighborhood Clean-Up Weekend, in which 10 neighborhoods participated.



And the department continued to develop communications plans and practices to further Town Council priorities such as the I-9 Educational Campaign, the town's 2009 legislative program before the Virginia General Assembly, and the town's compliance with the Freedom of Information Act (FOIA).

Citizens Who Matter

For the second consecutive year, the town conducted a Citizens' Opinion Survey, which revealed that most citizens are satisfied or very satisfied with town programs and services and with the quality of life in their neighborhoods.

Town Clerk

During FY 2009, the Office of the Town Clerk worked with the Town Council in its adoption of guidelines that define the process by which ad hoc advisory committees are established and that expand community involvement in an advisory role to the council. Forums for community involvement identified and established in FY 2009 include the Trolley Bus Study Advisory Committee, the Pedestrian and Bicycle Advisory Committee and the Downtown Master Plan Steering Committee.

The office also coordinated planning for a Town Council retreat, conducted in fall 2008, and worked with Community Development in coordination of the planning seminar conducted in spring 2009. The office also coordinates ongoing inter-jurisdictional committee



meetings with Fairfax and Loudoun counties.

Citizens Who Matter

One hundred and sixty two resolutions and 31 ordinances were adopted in FY 2009. Additionally, 106 expressions of appreciation, honorary citizen certificates, mayoral proclamations and certificates of responsible citizenship were prepared for presentation by elected officials.

Information Technology

During FY 2009, the Department of Information Technology implemented new telephone systems at two town locations not serviced by the town's fiber infrastructure. A new system at the Chestnut Grove Cemetery administration and maintenance facilities was installed; the success and relative low cost of this system led staff to design and engineer a similar system for the Neighborhood Resource Center (NRC). This system will allow the town to lower the monthly telephone bills at the NRC, with cost savings projected to pay for the new system in just over one year.

A year of customer relationship management (CRM) application testing and training culminated in the product being placed into production in the Department of Public Works (DPW) by the end of the fiscal year. Web-based customer portals that enable citizens to submit and track DPW work requests using the town's Web site are scheduled for fall 2009 availability.

The department continued to focus on enhancing information security with the installation of a new desktop security suite on all town computers. The new software provides better virus, spyware, and malware protection; an increased

level of network access control; and intrusion prevention. Another project undertaken by the department added a new set of security sensors to the most critical infrastructure components. Finally, firewall and secure remote access upgrades conducted during the fiscal year rounded out a comprehensive series of security changes.

One of the most publicly visible projects undertaken in FY 2009 was upgrading the video capabilities and recording system in the Mary Ingram Council Chambers. In addition to providing the chambers with better video coverage, the department provided HCTV with an enhanced video feed allowing viewers at home to receive higher quality slideshow images.

Town Attorney

In FY 2009, the Town Attorney's Office worked with the Mayor and Town Council to champion the advancement of bills before the 2009 General Assembly that would allow the town to levy a business license tax on lessors of real estate; prohibit the imposition in the town of a transient occupancy tax by another locality; and allow the impoundment of vehicles in certain cases upon the charge of driving without a license. The office also monitored 2009 General Assembly actions and prepared the town's 2009 Legislative Report to effectuate laws on a local level stemming from General Assembly actions. The office maintained currency of the town code and wrote new legislation as required to support the goals of the town.

Throughout FY 2009, the office provided information, on-going legal support and legal opinions on a variety of legal issues including intergovernmental issues, downtown redevelopment efforts and day worker assembly. The office also prepared and filed injunctions and civil actions to collect civil penalties to abate residential overcrowding and assisted the zoning administrator's prosecution of several criminal proceedings to address and prevent residential overcrowding. The office continues to investigate and implement new methods and procedures



of achieving abatement of over-occupancy cases.

The Town Attorney's Office collected \$95,547.81 in delinquent real estate taxes, various zoning violation fees and weed abatement liens. A large part of the taxes collected (\$77,863.69) resulted from delinquent real estate tax collection.

Maintaining a Residential Haven

The Town Attorney's Office investigated, prepared, filed and prosecuted 11 civil overcrowding cases and supported three criminal overcrowding cases in FY 2009.

