

## **COMMUNITY TOOLKIT**

### **Roadway Safety Action Plan (RSAP)**

The **Town of Herndon** is developing a comprehensive **Roadway Safety Action Plan (RSAP)** to make our streets safer for **everyone**—whether you walk, bike, roll, drive, or take transit. Funded by the U.S. Department of Transportation’s [Safe Streets and Roads for All](#) (SS4A) program, the plan will guide safety investments to reduce and eventually **eliminate serious traffic injuries and fatalities**.

Now through **September 30**, we are seeking community feedback to help shape the RSAP. To spread the word and make participation easy, we are hosting community pop-up events across Herndon where residents can learn more and complete the survey on site. Community members can also find more details and participate online at [Herndon-VA.gov/RSAP](https://Herndon-VA.gov/RSAP)

We are also asking community partners to help us spread the word! On the following pages, you will find ready-to-use content and images for the following:

- Community Partner Talking Points – for any personal conversations
- E-Newsletter/ Email Content – for sending to your organizations and communities
- Social Media Content – for posting on your social media pages

By posting this content on your channels, you’re helping us reach more people than we ever could alone. Your support makes all the difference in spreading the word and building momentum.

### **Questions?**

We are very grateful for your support! For help or questions, please contact:

**Town of Herndon – Department of Public Works**

**Email:** [publicworks@herndon-va.gov](mailto:publicworks@herndon-va.gov)

**Phone:** 703-435-6853

## **COMMUNITY PARTNER TALKING POINTS**

Talking points are included to help ensure clear, consistent messaging about the RSAP. They make it easy for you to share key information and encourage your community to get involved.

- Town of Herndon is developing a **Roadway Safety Action Plan (RSAP)** to make its streets safer and more accessible for everyone.
- The plan is focused on **preventing serious injuries and fatalities** on Herndon's roads through data-driven solutions and community input.
- Community feedback is **essential** — residents, businesses, and organizations all play a role in shaping safer streets.
- Pop-up events are being hosted across Herndon to spread the word and make it easy for people to learn more and complete the safety feedback form in-person.
- You can visit [Herndon-VA.gov/RSAP](https://www.herndon-va.gov/RSAP) to take the feedback form through **September 30**, review project updates, and share your input online.
- By participating, you are helping build a safer, stronger Herndon for all who live, work, and travel in the Town!

You may also direct any further questions to the Department of Public Works at the contact below:

**Email:** [publicworks@herndon-va.gov](mailto:publicworks@herndon-va.gov)

**Phone:** 703-435-6853

## **E-NEWSLETTER/ EMAIL CONTENT**

The draft email text below can be used on an email list to your organizations or communities. Both a formal and informal version are provided to tailor based on your audience.

If you wish to include an image for a newsletter posting, please use this link:

[Herndon SS4A Newsletter Image.](#)

### ***[Formal Version of the Message]***

#### **🚦 Help Shape Roadway Safety in Herndon 🚗 🚶 🚲**

The **Town of Herndon** is developing a **Roadway Safety Action Plan (RSAP)** to make streets safer for **everyone**. The Town needs your help to identify where travel feels unsafe and what changes could make roads better. Your feedback will guide improvements such as safer crosswalks, bike lanes, and street designs for all ages and abilities.

It only takes a few minutes to make a big difference and help shape safer streets for all of us! Share your feedback before **September 30** by filling out the feedback form and dropping a pin on the interactive map at [Herndon-VA.gov/RSAP](https://Herndon-VA.gov/RSAP).

**Move differently. Move safely. Move Herndon forward.**

### ***[Informal Version of the Message]***

**Want safer streets in Herndon? 🚦** The **Town of Herndon** is building a **Roadway Safety Action Plan (RSAP)** and **needs your input!** Tell the Town where streets feel unsafe and what would make them better. It only takes a few minutes to share your ideas. Visit [Herndon-VA.gov/RSAP](https://Herndon-VA.gov/RSAP) before **September 30** and help shape safer streets for everyone!












## SOCIAL MEDIA CONTENT

The tables below provide suggested messaging and timing to make it easy for you to promote the RSAP feedback form and StoryMap on your channels. **Please tag** the following handles to help increase their engagement when posting: @herndongov (Facebook), @town\_of\_herndon (Instagram) @TownofHerndon (X/Twitter).







### Facebook

Date and Time	Messaging	Image/Graphic
<b>Intro Post (Now through Sept. 20)</b>	<p>Help make Herndon’s roads safer! 🚦            Take 5 minutes and make a big difference!            Share your story before Sept. 30: <a href="https://Herndon-VA.gov/RSAP">Herndon-VA.gov/RSAP</a></p> <p>Have you walked, biked, rolled, or driven through a roadway in Herndon that felt unsafe? Maybe it’s a tricky intersection, a speeding hotspot, or a place without safe crossings. Drop a pin on the interactive StoryMap and tell the Town about it! 📍</p> <p>Your feedback will help identify priority roadway areas for safety improvements and guide the Roadway Safety Action Plan.</p>	<a href="#">Herndon SS4A Facebook Introduction Post</a>
<b>One week left reminder (Sept. 23)</b>	<p>🕒 One week left to share your input!            There’s still time to help shape the Roadway Safety Action Plan, but not much! Your feedback helps the Town of Herndon identify safety improvements for all roadway users.</p> <ul style="list-style-type: none"> <li>✅ Tell the Town where you have experienced safety issues.</li> <li>✅ Share your ideas for making streets safer.</li> <li>📅 Feedback form closes in 1 week – don’t miss your chance!</li> </ul> <p>Share your input before Sept. 30: <a href="https://Herndon-VA.gov/RSAP">Herndon-VA.gov/RSAP</a></p>	<a href="#">Herndon SS4A Facebook One Week Left</a>
<b>Final day reminder (Sept. 30)</b>	<p>🚦 <b>LAST CALL: Feedback form closes TONIGHT!</b>            📄 Fill it out now: <a href="https://Herndon-VA.gov/RSAP">Herndon-VA.gov/RSAP</a></p> <p>Have you experienced a dangerous roadway area in Herndon? Tell the Town TODAY and inform the Roadway Safety Action Plan. Your voice matters – help improve crosswalks, intersections, bike routes, and more!</p> <p>Let’s make Herndon’s streets safer for everyone.</p> <p>Move differently. Move safely. Move Herndon forward.</p>	<a href="#">Herndon SS4A Facebook Final Post</a>

## Instagram

Date and Time	Messaging	Image/Graphic
<b>Intro Post (Now through Sept. 20)</b>	<p> Spot a risky roadway in Herndon? Help the Town of Herndon make its streets safer! Tell them where you've seen unsafe roadway areas – like dangerous intersections, speeding zones, or missing crosswalks.</p> <p> Drop a pin &amp; share your story on our interactive StoryMap before Sept. 30.</p> <p> Visit <a href="https://Herndon-VA.gov/RSAP">Herndon-VA.gov/RSAP</a></p>	<a href="#">Herndon SS4A Instagram Introduction Post</a>
<b>One week left reminder (Sept. 23)</b>	<p> One week left! Help shape Herndon's Roadway Safety Action Plan before time runs out! Your input will help identify and fix unsafe roadway areas for everyone who walks, bikes, rolls, drives, and/or rides.</p> <ul style="list-style-type: none"> <li> Tell the Town where you've experienced safety issues</li> <li> Share ideas to make our streets safer</li> <li> Feedback form closes in 1 week – don't miss your chance!</li> </ul> <p> Share your input before Sept. 30: <a href="https://Herndon-VA.gov/RSAP">Herndon-VA.gov/RSAP</a></p>	<a href="#">Herndon SS4A Instagram One Week Left</a>
<b>Final day reminder (Sept. 30)</b>	<p> <b>LAST CALL – share your input TONIGHT!</b> Have you experienced a dangerous roadway area in Herndon? Tell the Town before it's too late! Your voice will help shape the Roadway Safety Action Plan – improving crosswalks, intersections, bike routes, and more.</p> <p> Feedback form closes TONIGHT!</p> <p> Take the survey now: <a href="https://Herndon-VA.gov/RSAP">Herndon-VA.gov/RSAP</a></p>	<a href="#">Herndon SS4A Instagram Final Post</a>

## X (Twitter)

Date and Time	Messaging	Image/Graphic
<b>Intro Post (Now through Sept. 20)</b>	<p>Have you seen an unsafe roadway in Herndon? Help map danger spots!  Drop a pin on the StoryMap &amp; share your experience before Sept. 30.  <a href="https://Herndon-VA.gov/RSAP">Herndon-VA.gov/RSAP</a></p>	<a href="#">Herndon SS4A X Introduction Post</a>
<b>One week left reminder (Sept. 23)</b>	<p> 1 week left to speak up! Help shape Herndon's Roadway Safety Action Plan. Tell the Town where you've seen unsafe roadway areas &amp; share your ideas.  <a href="https://Herndon-VA.gov/RSAP">Herndon-VA.gov/RSAP</a></p>	<a href="#">Herndon SS4A X One Week Left</a>
<b>Final day reminder (Sept. 30)</b>	<p> <b>LAST CALL – Survey closes TONIGHT!</b> Tell the Town of Herndon where you've seen unsafe roads. Your voice will help improve crosswalks, intersections, bike routes, &amp; more.  <a href="https://Herndon-VA.gov/RSAP">Herndon-VA.gov/RSAP</a></p>	<a href="#">Herndon SS4A X Final Post</a>