TOWN OF HERNDON

Roadway Safety Action Plan



APRIL 2026

TOWN OF Herndon



ACKNOWLEDGMENTS

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- Councilmember Naila Alam
- Councilmember Cesar del Aguila
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Available online at www.herndon-va.gov/rsap

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PHOTO SOURCES
Cover: Kittelson & Associates, Inc.
Left: Town of Herndon



1. INTRODUCTION

Move ***differently.***

Move ***safely.***

Move Herndon forward.

PHOTO SOURCE
Fadrique Iglesias

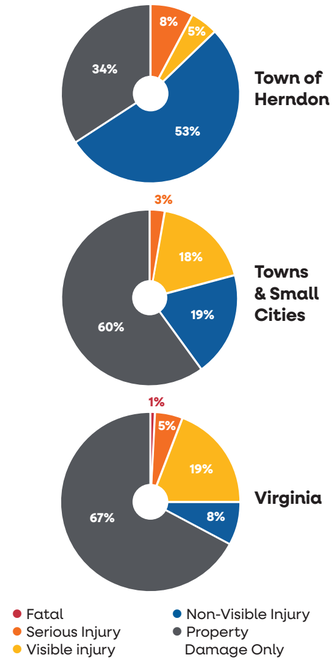
The Time to Plan a Safer Future is Today

Herndon has one of the highest rates of severe crashes in the state compared to similar Virginia communities, though we've been fortunate that traffic death rates are comparatively low. Our population and density are both poised to rise with new development transforming the area around the Metro. As we prepare our 2050 Comprehensive Plan, it's important that we resolve the transportation safety issues we have now and avoid introducing new ones. This Roadway Safety Action Plan (RSAP) will ensure Herndon's transformation into a thriving, interconnected place.

About the Roadway Safety Action Plan

The Town of Herndon developed this plan 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 RSAP will guide safety investments to reduce and eventually eliminate serious traffic injuries and deaths.

Five-Year Severity Comparison 2018-2022



The RSAP coordinates with the transportation chapter of the Comprehensive Plan. Together, these two documents will help the Town identify and prioritize road safety projects as they develop capital improvement plans, strategic plans, and network master plans.

The team analyzed crash data and consulted the community to map safety challenges around Herndon and prioritize safety improvements where they're needed most. The plan is built around USDOT's Safe System Approach—a holistic framework to make places safer for people.

The RSAP is part of the Town's broader commitment to planning for Herndon's future, including the ongoing 2050 Comprehensive Plan, the Market Study and Economic Development Strategy, the Urban Forest Master Plan, and numerous housing and small area plans.

The RSAP embodies the Secure and Interconnected Community and Thriving Community strategic focus areas in the 2050 Comprehensive Plan. Actions under the RSAP will help us improve quality of life, support economic development, and provide more options for travel in Herndon.



Strategies include...



ENGINEERING
Safer crosswalks and intersections or improved bike and pedestrian infrastructure



EDUCATION
Communications campaigns or other efforts focused on sharing the rules of the road



ENFORCEMENT
Using speed cameras or otherwise ticketing traffic law violations



EVALUATION
Tracking progress on plan implementation or analyzing before/after crash data

Making the Most of Available Resources

The RSAP uses a data-driven framework to help the Town of Herndon prioritize our capital projects and programmatic spending to align with community goals. It makes us more competitive for grant funding.

The plan also explains how we will improve processes and make the most of emerging technologies to enhance safety and connectivity in our community. A better-connected and better-informed community is a safer community.

Our Vision Zero Goal: Eliminating Fatalities and Serious Injuries within 12 Years

Adoption of this RSAP represents the Town's firm commitment to eliminating Herndon's roadway fatalities and serious injuries within the next 12 years. The RSAP was assembled with this goal in mind. To support our 12-year goal, the Town has developed objectives, strategies, and metrics of success.



Goal: Eliminate Fatalities and Serious Injuries within 12 years.

Objective 1:

Implement transportation safety improvements on Town facilities.

Strategy 1A

Department of Public Works (DPW) designs and implements the 23 projects on the High Injury Network. Department of Community Development (CD) leverages state and national funding.

Metrics of success

1. Identify funding for approximately three projects per year starting in 2026.
2. Construct approximately three projects per year starting in 2029.

Strategy 1B

DPW evaluates all Town signals for appropriate clearance intervals and signal equipment, making this a task for every traffic study.

Metrics of success

1. Develop a worksheet/checklist for evaluating signals by 2027.
2. Maintain and update a database of Town signal checks.
3. Check and upgrade (as needed) half of Town signals by 2032.

Strategy 1C

DPW reviews signing and pavement marking for any deficiencies as a part of regular maintenance activities, such as repaving or sidewalk repair. This also includes reviewing bus stop locations to confirm crosswalks are provided nearby.

Metrics of success

1. Develop a pre-maintenance checklist and post-maintenance checklist for evaluating signing and pavement markings by 2027.
2. Complete pre-maintenance and post-maintenance evaluations for all projects starting by 2028.

Strategy 1D

CD and DPW designs and implements gateway[1] or placemaking treatments for roadways crossing the Town boundary.

Metrics of success

1. Develop the standard gateway treatment for roadways crossing the Town boundary by 2028.
2. Construct at least five gateway treatments by 2035.
3. Construct all seven gateway treatments by 2037.

1. A gateway treatment marks a transition to a slower-speed street. https://nacto.org/publication/urban-street-design-guide/street-design-elements/curb-extensions/gateway/

Objective 2:

Improve Town processes and plans regarding data collection and analysis.

Strategy 2A

Herndon Police Department (HPD) collects non-reportable crashes with police dispatch logs and/or other community-reported data with support from DPW.

Metrics of success

1. Establish a standard operating procedure document for collecting and analyzing log data by 2027.
2. Incorporate number of pedestrian and bicycle dispatch calls into yearly reporting and tracking by 2028.
3. Identify alternative pedestrian and bicycle crash data sources by 2030.

Strategy 2B

DPW evaluates recently completed projects.

Metrics of success

1. Evaluate projects constructed since 2023 by 2027.
2. Continue project evaluations as soon as one full year of crash data is available.
3. Complete yearly RSAP progress evaluation.

Strategy 2C

DPW updates the Town ADA Transition Plan.

Metrics of success

1. Complete update to ADA Transition Plan by 2027.
2. Collect Townwide infrastructure data by 2027.
3. Develop and initiate progress tracking by 2028.

Strategy 2D

DPW incorporates innovative analysis methods for safer Complete Streets.

Metrics of success:

1. Test at least one method with the Corridor Safety Audit by 2028.
2. Identify at least one method and develop guidance by 2029.
3. Incorporate at least one method into standard analyses for designing High Injury Network projects by 2030.
4. Develop staff training on multimodal safety.



What is a Complete Street?

Complete Streets can be safely accessed by people of all ages and abilities, whether on foot, riding bikes, driving a car, or taking the bus. Learn more from **Smart Growth America**.

Objective 3:

Incorporate roadway safety into Town communications.

Strategy 3A

Communications and Economic Development leads educational outreach for seasonal roadway safety and active transportation tips, including responsible use of micromobility devices and crosswalks.

Metrics of success

1. Develop a seasonal messaging calendar by 2027.
2. Complete seasonal messaging each year, starting in 2028.

Strategy 3B

Distribute educational materials to new and existing residents with water bills as well as to larger businesses, apartment building managers, schools, and community groups.

Metrics of success

1. Develop educational materials to distribute to residents by 2028, as well as non-paper messaging such as billboards or virtual engagement.
2. Regularly distribute educational materials when residents sign up for water service, starting in 2029.

Strategy 3C

CD and DPW installs a traffic garden to promote pedestrian and bicycle safety for children, as well as other educational outreach.

Metrics of success

1. Complete at least one traffic garden activity by 2033.
2. Collect attendance at traffic garden, aiming for 500 participants.
3. Identify community groups for outreach as well as future safety education opportunities.

Strategy 3D

Communications and Economic Development with support from HPD coordinates with the Washington Regional Alcohol Program.

Metrics of success

1. Become a member of the WRAP by 2030.
2. Work with alcohol-serving establishments to discourage drunk driving, starting by 2030.

Objective 4:

Implement new measures authorized by law.

Strategy 4A

HPD supports and uses Automated Traffic Enforcement, with support from DPW.

Metrics of success

1. Pass ordinance by 2026 to allow use of red light running cameras.
2. Install at least one red light running camera by 2027.
3. Complete evaluation(s) of red light camera by 2029.

Strategy 4B

DPW works with Town Council to determine where lowered speed limits may be appropriate across town, alongside design elements to self-enforce new speed limits.

Metrics of success

1. Incorporate use and justification of 20 mph zone into Town Standards for Traffic Calming and Crosswalks by 2032.
2. Pass ordinance by 2030 to allow for use of 20 MPH speed limit in Town.
3. Complete evaluation(s) of any reduced speed deployments after one year following deployment.





How did we arrive at this 12-year goal?

The RSAP goal is rooted in research and stakeholder collaboration. Learn more in Appendix A: Document Review & Goal Setting Technical Memo.

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2. HERNDON TODAY

Herndon Lives and Moves Differently

With its historic character, abundant green space, and thriving community spirit, Herndon is not just any northern Virginia town. Only 22 miles from downtown Washington, D.C., Herndon has no freeways or highways within Town limits. The highest speed limit in town is 35 mph, significantly lower than the highest limit in surrounding areas.

Herndon's unique mix of land uses, transportation system, and people require a set of safety strategies tailored to our community's specific needs. To develop these strategies, we needed a thorough understanding of the current state of Herndon's transportation safety today—where crashes are happening, what's causing them, and who is involved. This will enable us to target our efforts where they are most needed.

The team analyzed the five most recent years of available Virginia Department of Motor Vehicles Traffic Records Electronic Data System (TREDS) crash data (2019-2023), 10 years of data specific to crashes involving pedestrians and cyclists (2013-2023), and other sources.[1] This analysis helped the team identify safety challenges and develop a High Injury Network (HIN) map highlighting the roadway segments and intersections where fatal and serious-injury crashes are happening.

Take a deeper dive

Explore the full data and our analysis in

Appendix B: Existing Conditions Technical Memo

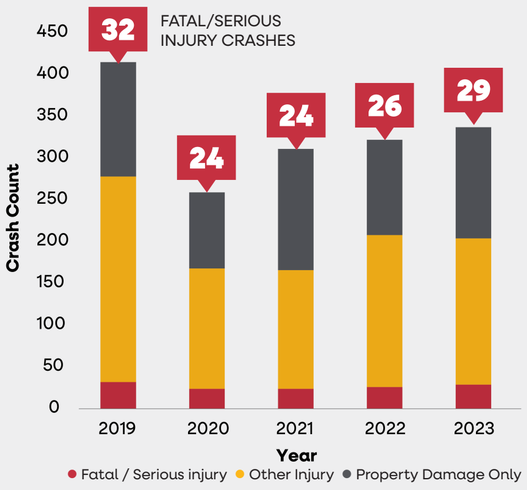
1. For a complete listing of data sources, see Appendix B: Existing Conditions.

Key Roadway Safety Findings

CRASHES ARE LOWER THAN THE RECENT HIGH IN 2019, BUT RISING

Though crashes have been rising since 2020, they have yet to reach pre-pandemic levels. This means Herndon has an opportunity to initiate safety interventions before crashes rebound to 2019 levels. In 2023, there were 29 fatal and serious-injury crashes in Herndon.

Crashes by Year and Severity



HERNDON DIFFERS FROM THE REST OF VIRGINIA IN SOME IMPORTANT WAYS

While road deaths are low, Herndon has a higher rate of crashes that cause injury. Crashes at intersections are also high compared to VDOT's Northern Virginia District as a whole. This is not unexpected, given Herndon's urban nature and more-closely-spaced intersections. More unique is the higher rate of roadway departure crashes. This crash type is more common in rural areas with curving roadways and higher speeds.

Incidents involving aging road users and young drivers make up a high percentage of crashes in Herndon and happen at a slightly higher rate than in the Northern Virginia District as a whole. Education may be the best way to reach these community members.

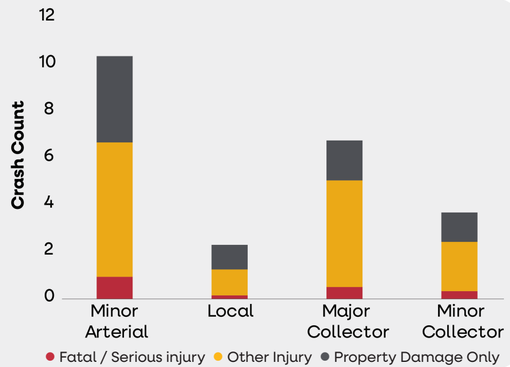
Crashes by Virginia Strategic Highway Safety Plan (SHSP) Emphasis Area

Emphasis Area	VDOT Northern Virginia District	Town of Herndon
Pedestrians	2%	2%
Bicyclists	1%	0%
Motorcyclists	1%	0%
Young Drivers	10%	11%
Aging Road Users	10%	12%
Impaired Driving	16%	6%
Heavy Vehicles	4%	3%
Occupant Protection	2%	2%
Roadway Departure	6%	10%
Intersections	34%	50%
Speeding	14%	3%

MINOR ARTERIALS SEE THE HIGHEST CRASH RATES

Most crashes occurred on minor arterials, like Elden Street and Herndon Parkway. Roadways like these historically prioritize vehicular traffic demand, though often at the expense of safety, multimodal accommodations, and placemaking.

Crashes per Mile by Functional Classification



MOST CRASHES HAPPEN ON ROADS WITH LOWER SPEED LIMITS

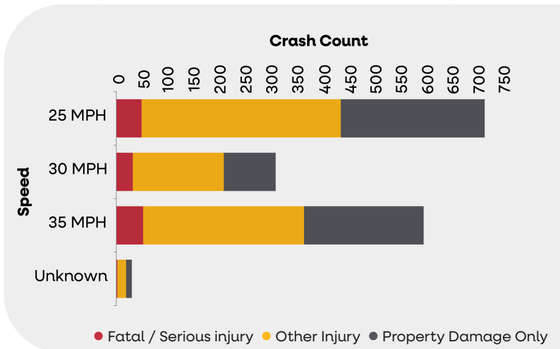
Minor arterials such as Elden Street have high crash rates, indicating where there is a high concentration of both traffic volume and crashes in town. However, a significant number of crashes are dispersed throughout town on neighborhood streets with 25 mph speed limits. Many other agencies in urban areas are targeting design speeds of 20 mph for these types of roads. This change has desirable outcomes for pedestrians and bicyclists, but also benefits motorists by allowing them more reaction time.



What is Design Speed?

Design speed is the highest speed a road was designed to accommodate safely and comfortably. Altering roadway design to look and feel like people should drive a certain way can very effectively slow traffic.

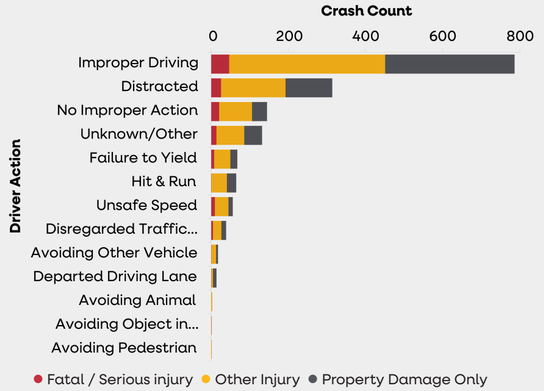
Crashes by Max Posted Speed Limit and Severity



"IMPROPER DRIVING" ACCOUNTS FOR MOST CRASHES

Crash data shows the highest number of crashes are caused by improper driving, but it is not clear what actions constitute improper driving. Conversations with Herndon Police Department suggest this may include speeding. For an officer to code a crash with "unsafe speed" as a contributing factor, there must be evidence or admission of speeding. This likely leads to underreporting speeding behavior.

All Crashes by Driver Action and Severity



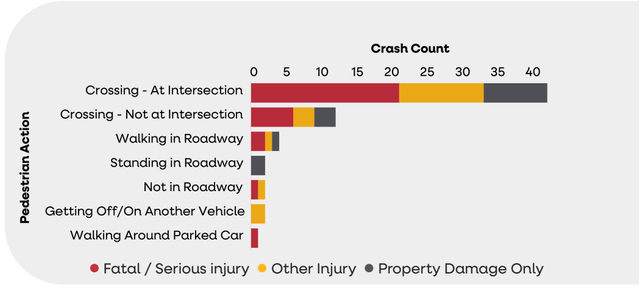
MOST CRASHES INVOLVING PEDESTRIANS HAPPEN AT INTERSECTIONS

Though most pedestrians involved in crashes are crossing at an intersection, data for location-specific crosswalk information was not available. For example, unsignalized crosswalks may be inadequate compared to current standards (missing striping, poor curb ramps, etc.). Conditions such as these may contribute to crashes.

Signal timing may also be a factor, either by delaying crossings or not allowing enough time for a safe crossing. Young children or elderly people may require longer crossing time. People using mobility devices, such as wheelchairs or walkers, may also need more time. Best practice regarding these pedestrian accommodations has changed over the last several years, likely requiring townwide review of current equipment.

For the five years of data analyzed, pedestrian and bicycle crashes made up 17 percent of fatalities and serious-injury crashes while census data indicates only 5.5 percent of Herndon commuters walked or biked to work. The prevalence of pedestrian crashes at intersections suggests that Herndon may need more pedestrian-friendly intersections.

Crashes by Pedestrian Action



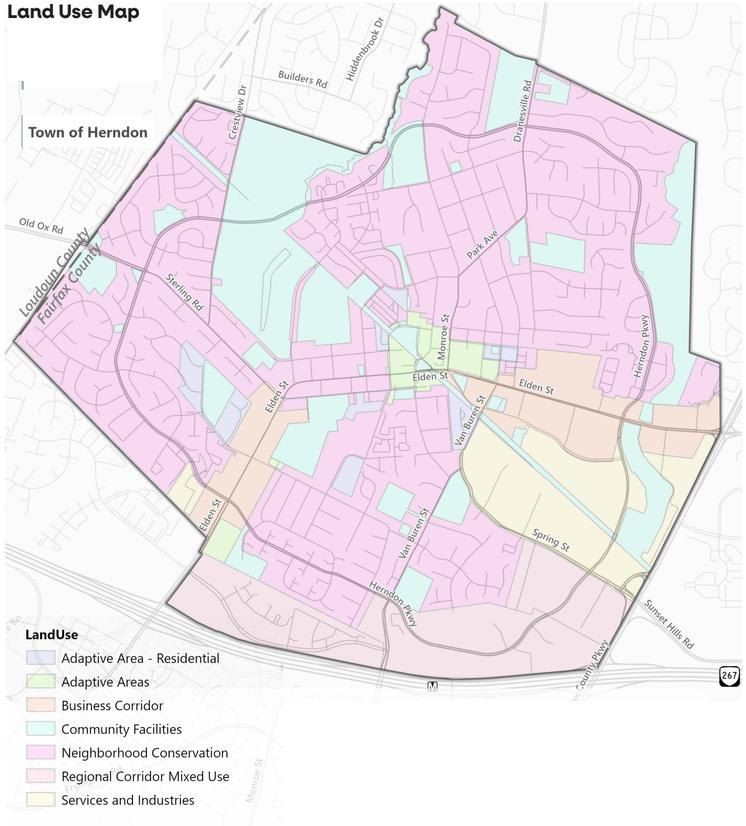
BUSINESS CORRIDOR AREAS LEAD CRASH RATES IN HERNDON

While most of Herndon is comprised of single-family residential land use and most crashes have happened in these areas, the business corridor area has had the highest concentration of crashes (95.67 crashes per mile, compared to 16.04 crashes per mile in single-family residential areas).

Elden Street has especially high crash rates and serves most of the commercial areas of Town. Given that it has an intersection with the W&OD Trail and runs through concentrated activity areas, it is important to consider multimodal safety for this road.

What is an adaptive area?
A zoning designation that allows for redevelopment, higher densities, and mixed-use development.

Land Use Map



High Injury NetworkS HIGHLIGHT HOT SPOTS

A High Injury Network maps roadway segments and intersections with heightened crash frequency and severity, assigning more weight to more severe crashes. Knowing where crashes are happening helps us prioritize our safety efforts, allowing us to make the most of limited resources.

The project team developed three separate maps for Herndon: one including crashes at the roadway segment level, one showing crashes involving bicyclists and pedestrians, and one including all crashes at intersections.

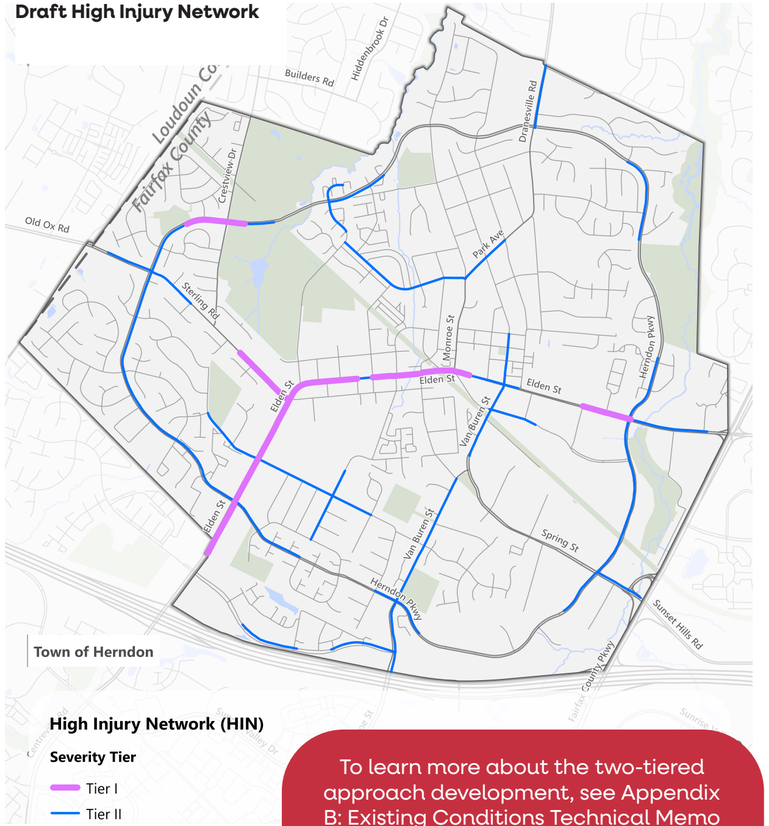
The maps each divide Herndon's high-crash locations into two tiers, with Tier I representing locations with the most frequent and most severe crashes.

Crashes at the Segment Level

Crash data highlights Elden Street throughout most of the Town. Other locations of interest include a segment of Sterling Road and one segment of Herndon Parkway in Tier I.

Notable roadways in Tier II include long stretches of Herndon Parkway and Alabama Drive, and additional portions of Sterling Road.

Draft High Injury Network

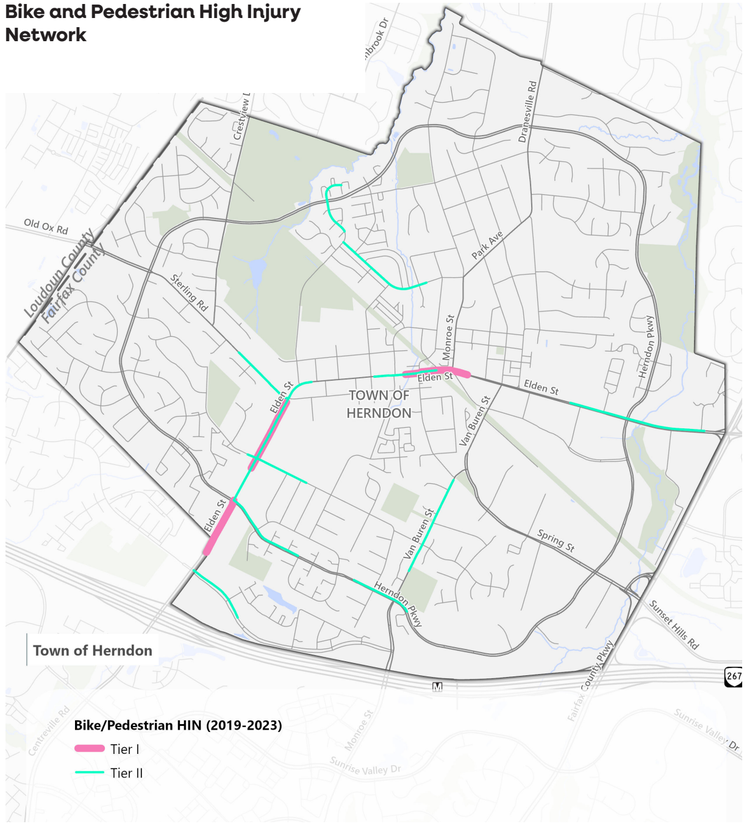


To learn more about the two-tiered approach development, see Appendix B: Existing Conditions Technical Memo

Crashes involving Bicyclists and Pedestrians

Many of the locations with high rates of crashes involving pedestrians and bicyclists overlap with the overall map. Only a few new segments are represented here: the west end of Worldgate Drive, Herndon Parkway east of Elden Street/Centreville Road, and Ferndale Avenue.

Bike and Pedestrian High Injury Network

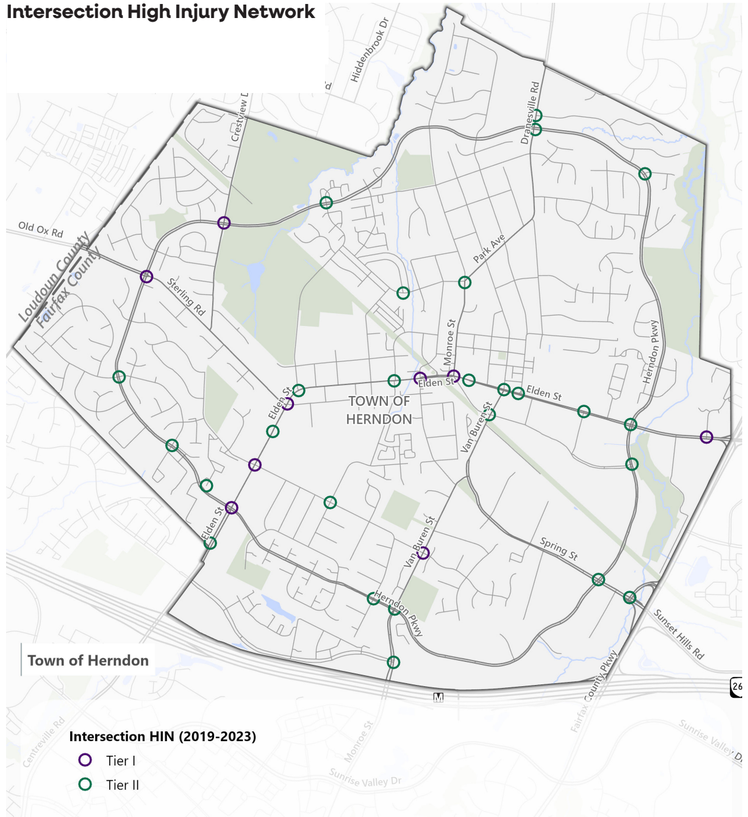


Crashes Focused at Intersections

Elden Street has several intersections that rank as Tier I or Tier II locations for safety countermeasures. Several intersections on Herndon Parkway are also identified. Other locations include:

- Worldgate Drive/Van Buren Street
- Van Buren Street/Alabama Drive
- Van Buren Street/Monroe Street/Grove Street
- Florida Avenue/Alabama Drive
- Spring Street/Sunset Hills Road/Fairfax County Parkway ramps
- Park Avenue/Branch Drive
- Monroe Street/Park Avenue
- Dranesville Road/Old Hunt Way

Intersection High Injury Network



EQUITY ANALYSIS

Prioritizing equity as Herndon builds its future is vital to helping all community members travel safely. The project team analyzed the latest five-year data on age, disability, race, median income, and vehicle access for all of Herndon's census tracts. These demographic factors can indicate higher susceptibility to injury in crashes; longer commutes; greater reliance on transit, walking, and biking; and increased traffic exposure.

Town of Herndon Census Data (2023 Five-Year Estimate)*

Location	Under 19 Years	Over 65 Years	Disability	Racial Minority	Median Income	No Vehicle	Non-Auto Commuter
National Average	25%	17%	13%	37%	$78,538	8%	7%
Fairfax County	26%	15%	8%	49%	$150,113	8%	9%
Herndon tract 4808.01 (north side of town)	22%	8%	7%	68%	$156,953	4%	9%
Herndon tract 4808.02 (east side of town)	31%	10%	9%	40%	$166,213	3%	8%
Herndon tract 4809.01 (west side of town)	30%	15%	11%	70%	$141,250	5%	11%
Herndon tract 4809.02 (southeast side of town)	24%	10%	6%	54%	$161,458	2%	8%
Herndon tract 4809.03 (southwest side of town)	22%	8%	7%	69%	$105,873	5%	11%

* American Commuter Survey (ACS) data tables used include DP05 (Demographic and Housing Characteristics), B18101 (Sex by Age by Disability Status), S1903 (Median Income in the Past 12 Months), B08201 (Household Size by Vehicles Available), and B08137 (Means of Transportation to Work by Tenure). "Non-Auto Commute" calculated from table B08137 includes commuters who take public transportation, walk, bike, or ride a motorcycle/taxicab.



People **under the age of 19** can be more susceptible to injury when a crash occurs.



People **with disabilities** can also be more susceptible to injury and may have mobility needs that should be accommodated on public streets.



Minority populations often face risks in traffic safety, notably increased travel distances and reliance on walking and biking as a means of transportation.



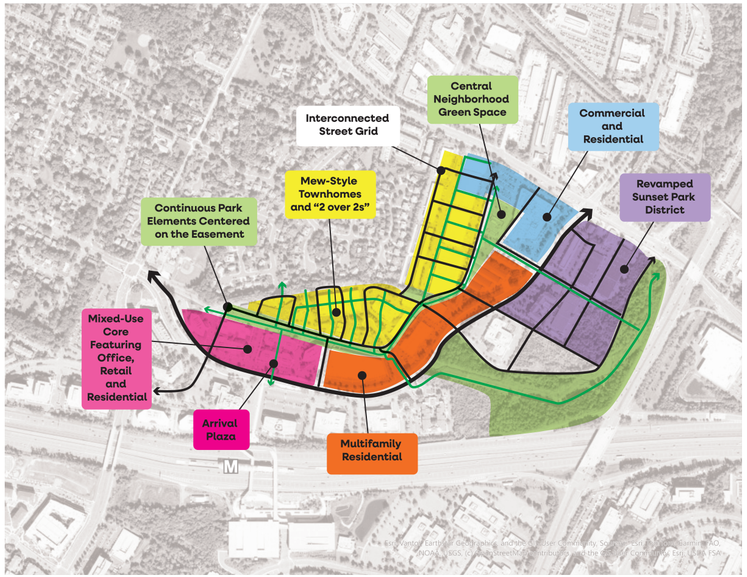
Lower-income communities may have greater exposure to traffic incidents with longer commutes and greater reliance on non-auto modes of transportation.



3. OUR FUTURE

Herndon is expected to grow significantly in coming decades consistent with regional growth along the Dulles corridor and Metrorail Silver Line. As previously noted, the Town has adopted several small area plans and is in the midst of creating a new Comprehensive Plan, economic development strategic plan, and new small area plans over the next year, which are expected to support continued growth and transformation to the suburban land use forms currently defining the town. This will be a unique and opportune time to ensure transportation policy and new transportation connections are identified, prioritized, designed, built, and assessed with user safety as a consequential factor.

Herndon's Planned Transit-Related Growth Area



More People Can Mean More Vulnerability

The vision of a thriving urban core with more people finding alternatives to driving alone comes with responsibilities. As indicated in Chapter 2: Herndon Today, only 5.5 percent of Herndon commuters walked or biked to work between 2013 and 2023, but pedestrian and bicycle crashes made up 17 percent of fatalities and serious-injury crashes.

Safe, connected facilities are important if we want to prevent a rise in severe crashes involving these vulnerable road users, along with people using mobility devices like wheelchairs or riding scooters or e-bikes. The RSAP can help the Town evaluate development impacts on safe travel for people traveling in these ways.

The RSAP and the Comprehensive Plan Combine to Solve the Safety Puzzle

Herndon's RSAP is intended to work hand in hand with our Comprehensive Plan, setting up a balance between convenience, connectivity, and safety that will support the evolution of Herndon's downtown to a more walkable, bikeable, transit-friendly place.



The Comprehensive Plan guides long-term policy and development as the town grows and changes. It encompasses land use, transportation, housing, economic development, natural resources, and public services and infrastructure. The RSAP lays a safety foundation to support the Comprehensive Plan, keeping road safety a priority in future public infrastructure decisions. The engagement data collected for the RSAP will be shared with the Comprehensive Plan team to align both plans with community needs.

PHOTO SOURCE: Town of Herndon/Mike Bevels

Anticipated Challenges and Opportunities

This plan is not just about reacting to what's happening now. It accounts for both transportation changes that are already happening and those that are still on the horizon, ensuring the Town is informed, prepared, and adaptable.

WHAT'S HAPPENING NOW

The amount of property damage that requires law enforcement to report a crash to the Department of Motor Vehicles rose from $1,500 to $3,000 in 2025 with the passage of Virginia HB 2256. Crashes that involve pedestrians and bicyclists, which usually involve less costly property damage, could go unreported, making safety treatments for these road users seem less essential than they are. Shaping Herndon's reporting requirements to counteract underreporting may be key to maintaining accurate data, which is the foundation for effective change.

The legislative environment around traffic safety is also changing in promising ways. Recent Virginia laws allow the use of additional safety treatments, such as red-light cameras, speed cameras, and lower speed limits. Embracing these opportunities can open doors for safety improvements to get on the streets as soon as possible.

EMERGING TECHNOLOGIES

E-Bikes and E-Scooters

Herndon continuously adapts its strategies to keep pace with evolving technology. In recent years, e-bikes and e-scooters have skyrocketed in popularity, raising policy questions about where riders are allowed and what regulations should apply to use of these vehicles. Enhancing public education and engagement to target e-bike and e-scooter riders can improve safety and consistency.

The Town will also continue to coordinate with state leadership and neighboring jurisdictions on regulation of e-bikes and e-scooters. This includes monitoring HB1120, which may lead to statewide legislation on e-bicycle, e-scooter, moped, and personal assistive mobility device safety

Automated and Connected Automated Vehicle Technologies

Motorized vehicles are also changing rapidly, with increasing driver assist features like blind spot detection and lane-keeping assist as well as a rise in autonomous vehicle (AV) capabilities. Preparing roadway infrastructure before AVs and Connected AVs (CAVs)—which communicate with other vehicles and infrastructure—become the norm is essential for a smooth transition. This can involve updating pavement markings, signs, and lighting, which also bolsters safety for human drivers.

Catching Crashes Before They Can Happen

The downside of crash data is that it highlights dangerous roadway segments and intersections only after severe crashes have happened. New technologies can log and analyze near-misses—encounters between road users that narrowly miss becoming crashes. Collecting this near-miss data can help the Town target dangerous locations for transportation safety improvements before deaths and injuries can happen. Herndon has opportunities to take advantage of this new technology with its Miovision signals, which can capture this data at additional cost.

New treatments to discourage distracted driving were also mentioned during the public engagement process, including trailers that can detect when phones are in use. This treatment may also be worth monitoring as an emerging technology until more data on its effectiveness is available.

Herndon's future is taking shape right now!

Learn more about the 2050 Comprehensive Plan.



4. WHAT WE HEARD FROM THE COMMUNITY

Herndon residents and visitors played a vital role in the development of this plan. Their feedback helped the project team understand people's safety issues and develop strategies and countermeasures that help address them. The focus of our outreach efforts was gathering information from people's lived experiences while raising roadway safety awareness.

The first round of public input in Fall 2025 introduced the RSAP effort and invited community members to identify locations throughout Herndon where they feel safety measures are needed. The project team used this input to develop its recommendations. The second round in Winter 2026 will present the recommendations for public comment and confirmation.

Take a deeper dive

Learn more about the outreach process in Appendix C: Public Engagement Round 1 Technical Memo and Appendix D: Public Engagement Round 2 Technical Memo.

Engagement Timeline

2024

SUMMER 2024
Safe Streets for All federal grant award

2025

SUMMER 2025
Project Kickoff
Project planning and coordination begins

FALL 2025
(Aug-Sep)
Round 1 Public Engagement
Community input on safety concerns, goals, and needs

2026

WINTER 2026
(Feb)
Round 2 Public Engagement
Review of crash analysis, safety strategies, and draft plan

SPRING 2026
(April)
Final Plan Presentation
Town Council public meeting and RSAP adoption

Public Engagement by the Numbers

451
PROJECT FLYERS DISTRIBUTED

251
MICROSOFT FEEDBACK FORMS

28,676
PAID SOCIAL MEDIA IMPRESSIONS

19,686
PAID SOCIAL MEDIA REACH (USERS)

¡sí! yes!

Estimated Engagements at Bilingual Pop-Ups:

~600
ENGLISH

170
SPANISH

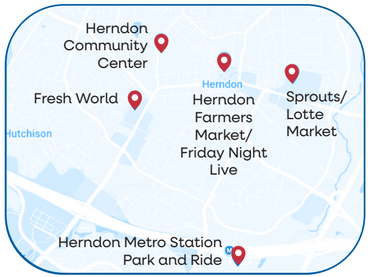
554
MAPPED COMMENTS

585
PAID SOCIAL MEDIA CLICKS

How We Reached Out

- **English/Spanish project flyers –** Informational flyers were developed to promote the project, explaining what the RSAP is, why it matters, what is the project's timeline, and ways for the public to get involved.
- **Website –** Content for the project website was developed to give an overview of the project and serve as a landing page for other project materials.
- **Social media and newsletters –** Content for social media posts, including Facebook, Instagram, and X, were developed along with a calendar for making these posts. Newsletter copy was also included.
- **Community Toolkit –** Copy developed for social media posts and newsletters was refined to create a "Community Toolkit" that make it easy for partners, organizations, and community leaders to spread the word about the RSAP. This included a one-pager explaining the purpose of the toolkit, community partner talking points, e-newsletter/ email content, and social media content.
- **Interactive Comment Map –** A web-based tool was developed to allow community members to map their comments and concerns. This tool was promoted on the above informational materials.
- **Online Feedback Form –** An online feedback form was used to collect community members' feedback on more general roadway concerns not specific to a location.
- **Pop-Up Events –** Rather than hosting traditional meetings at the town hall, Herndon took the RSAP to the public, hosting eight pop-up events between August 2025 and September 2025. From mobile phones to the market to the Metro, the project team engaged Herndon residents of all ages and backgrounds.

Pop-Up Event Locations

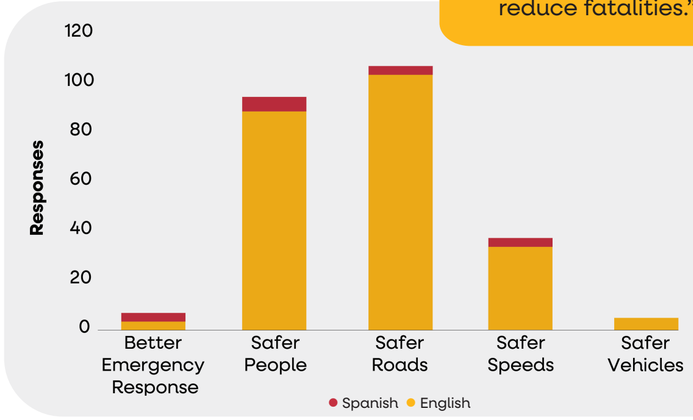


- **Paid Social Media promotion -** The Town used copy from materials developed for social media to promote the project with paid advertisements through Meta, which reaches users on Facebook, Instagram, and other websites and mobile applications. These were targeted to users within a three-mile radius from the center of Town. Advertisements began on September 11th and were active until approximately October 2nd.
- **Public Focus Groups –** In Round 2, the project team will hold several online listening sessions with the public to gather feedback on the draft safety action plan.

What We Learned

There were 251 responses to the online feedback form. Respondents were asked, "What do you think is the most important way to make Herndon's roads safer and help prevent serious traffic crashes and deaths?" As the chart below shows, the majority of respondents indicated that designing safer roads is most important, followed closely by encouraging people to make safer choices.

Feedback Form Responses



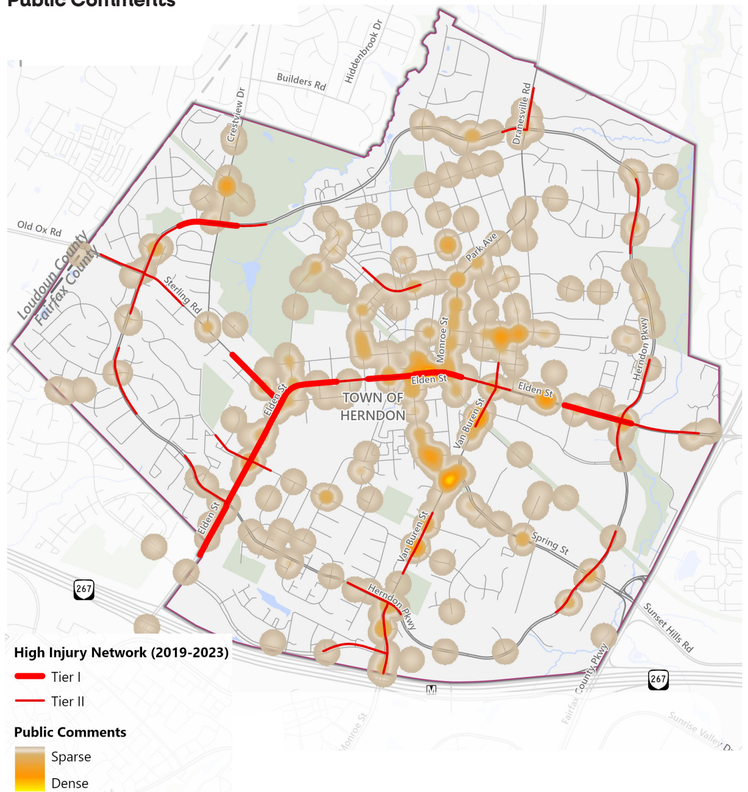
"You can't control people (by making them safer, more attentive drivers, stopping speeders or making them purchase safer cars), so the only realistic option is to control the street design."

"People and their behavior are the causes of these incidents. Modifying their behavior will reduce fatalities."

Between map and feedback form responses, we received over 800 comments from community members. The following figure overlays comment "hotspots" on top of the High Injury Network map. This visualizes the overlap between high-crash locations and locations that drew the most public comments.

All comments were considered regardless of whether they were on the HIN. Community concerns will be considered as background information in the Town's 2050 Comprehensive Plan rewrite ensuring that all voices are heard and community needs have a path towards resolution.

Public Comments



Traffic Signals

Respondents shared locations where they have experienced signal timing issues, long waits, detection issues, malfunctioning equipment, or places where they would like to see a signal added or removed.

> *"Consider piloting smart crosswalks or traffic signals that adapt to pedestrian and vehicle flow."*

Crosswalks

Comments covered concerns related to marked/unmarked crossings, signalized and unsignalized locations, pedestrian signals, push buttons, and visibility.

> *"I wish there were more crosswalks on Herndon parkway that are not lights. There are a few where I see people waiting to cross and the closest one is really out of the way."*

> *"It is not uncommon to see pedestrians holding in the middle of the road with no median because they misjudged and only crossed 2 lanes of traffic."*

Sidewalks

Comments included notes on issues like missing, narrow, and uneven sidewalks or curb ramps.

> *"Too many sidewalks end abruptly and do not feed into anything."*

> *"This road is too narrow for both bicycles and cars to use safely. The sidewalks are also very narrow with steep dropoffs on the sides."*

Visibility

Comments highlighted the need to trim or manage shrubbery and vegetation that blocks sight lines at intersections and crossings, as this contributes to safety hazards for all users.

> *"Street parking is getting out of control on some streets. You can't see at intersections because a large white construction van is parked on every corner."*

General Pedestrian And Cyclist Safety

Comments included mention of unsafe conditions like blind corners or highly uncomfortable environments, especially for pedestrians and bicyclists.

> *"My child just started kindergarten at Herndon ES and we live just over a mile away from the school. I would love to bike my child to school but it doesn't feel like there is a comfortably safe way to do that."*

> *"We can improve the safety, health, and economic resilience of our community by making our streets more pedestrian and bike friendly."*

Stop Signs

Comments included requests for stop signs and observations on the frequency of violations.

> *"Many areas have stop signs and speed tables to slow traffic. Why hasn't anything been done to slow traffic on our street?"*

> *"There are too many bicyclists who do not follow traffic laws, especially at stop signs."*

Biking (including trail users)

Comments included mentions ofpeople walking or bicycling, including trail users.

> *"Finish building quality, separated, bicycle routes between Metro and downtown, shopping areas."*

> *"Creating continual bike lanes on major arterial roads. Ensuring that bike trails managed by the Town seamlessly connect to those managed by Fairfax County."*

Speeding

Comments included concerns on vehicles speeding, suggestions for speed humps, speed cameras, and other enforcement.

> *"I think an increased use of faux cobblestone or traffic calming paint designs can be useful at problematic intersections in order to help influence drivers to slow down at those locations."*

> *"There is an increase in people speeding through neighborhoods, which have a lot of pedestrian traffic, including a lot of children and elderly."*

Enforcement

Comments included interest in more police presence, ticketing, and red-light cameras, as well as addressing distracted driving.

> *"I think it would be helpful to enforce/educate those who jaywalk."*

> *"More police presence to catch speeders."*

> *"There should be more consistency in the rules concerning speed limits and right turns on red."*

Lighting (streetlights/dark conditions)

Comments included requests for streetlights and concerns about nighttime visibility.

> *"Better lighting for sidewalk and paths would be huge!"*

Roundabouts

Some comments made mention of the benefits of roundabouts and traffic circles in calming traffic.

> *"Roundabouts force slower speeds and yielding. More intersections with this feature mean less intersections with lights and stop signs for people to run through."*

> *"Many intersections in Herndon that would benefit from traffic circles, which have been shown to be much safer. New, cheaper "mini roundabouts" make it easy for municipalities to install traffic circles."*

> *"Roundabouts would help in several places, such as Van Buren St. & Spring St."*

Right Turn On Red

Some comments noted concerns about vehicles turning right during red lights, or not coming to a full stop before turning.

> *"The biggest safety issues in Herndon are running through stop signs, ignoring no-right-turn-on red signs, and making left turns without checking for pedestrians."*

> *"Autos running right on red are a hazard to pedestrians."*

Accessibility

Some comments noted concerns about wheelchair/stroller access and designing infrastructure that accommodates those with a disability or mobility needs.

> *"We have too many rough sidewalks and way too dark of streets to walk after dark...strollers and walkers get caught on them and someone is going to get seriously injured."*

How the Public Shaped our Plan

Public opinion informed every step of this process. Engagement in the fall helped us develop a toolkit of engineering countermeasures that address key safety themes, verify High Injury Network results, and prioritize infrastructure projects.

As the RSAP's success rests on shared responsibility for roadway safety, the team was thoughtful about the second round of engagement in the winter. The team hosted two listening sessions with members of the public, conducted a work session with Town Council and Planning Commission, met with nearby agency partners, and posted the draft plan online for those wishing to provide detailed feedback. Feedback helped us refine our recommendations and the RSAP to make sure the plan is clear, concise, and has buy-in from the community and stakeholders.





5. STRATEGIES AND ACTION

Data review and public input drove the development of strategies and projects to address safety issues on Herndon's roadways. The RSAP team developed a toolkit of safety countermeasures to improve transportation infrastructure, identified program and policy strategies to supplement them, and prioritized the planned actions based on the best available data. These strategies are divided into engineering and non-engineering.

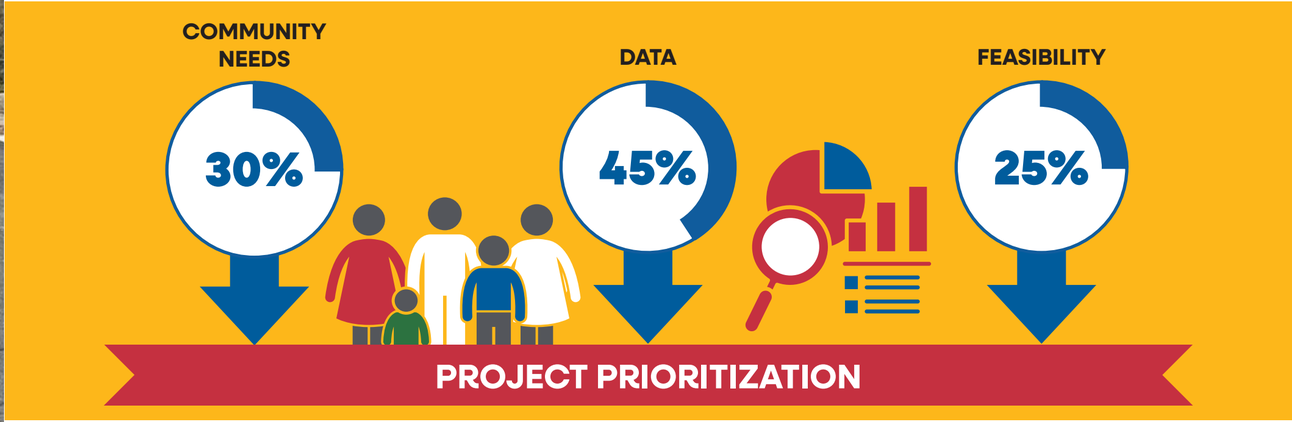
Project Ranking Categories

Engineering Strategies

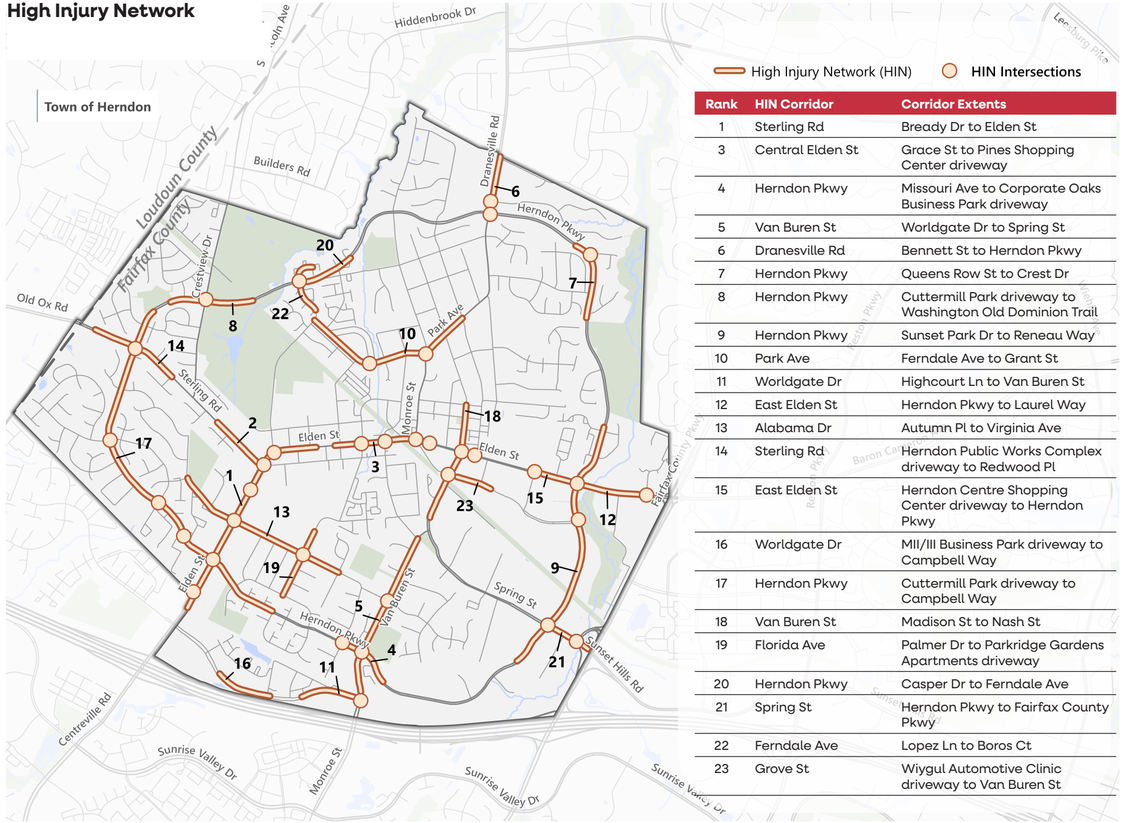
We invite you to review our project map, which shows where priority safety countermeasures should be deployed across Herndon. Projects are ranked based on their performance in three different categories: community needs, data, and feasibility.

Calculating these rankings involved weighing multiple factors. Community needs included public comments, priority census tracts, and community amenities. Data considerations included the High Injury Network evaluation while feasibility evaluated overlapping planned projects and VDOT priority overlaps. For more information, see Appendix E: Countermeasures and Strategies.

More detail on strategies and actions is included in Appendix E: Countermeasures and Strategies.



High Injury Network



Rank	HIN Corridor	Corridor Extents
1	Sterling Rd	Bready Dr to Elden St
3	Central Elden St	Grace St to Pines Shopping Center driveway
4	Herndon Pkwy	Missouri Ave to Corporate Oaks Business Park driveway
5	Van Buren St	Worldgate Dr to Spring St
6	Dranesville Rd	Bennett St to Herndon Pkwy
7	Herndon Pkwy	Queens Row St to Crest Dr
8	Herndon Pkwy	Cuttermill Park driveway to Washington Old Dominion Trail
9	Herndon Pkwy	Sunset Park Dr to Reneau Way
10	Park Ave	Ferndale Ave to Grant St
11	Worldgate Dr	Highcourt Ln to Van Buren St
12	East Elden St	Herndon Pkwy to Laurel Way
13	Alabama Dr	Autumn Pl to Virginia Ave
14	Sterling Rd	Herndon Public Works Complex driveway to Redwood Pl
15	East Elden St	Herndon Centre Shopping Center driveway to Herndon Pkwy
16	Worldgate Dr	MII/III Business Park driveway to Campbell Way
17	Herndon Pkwy	Cuttermill Park driveway to Campbell Way
18	Van Buren St	Madison St to Nash St
19	Florida Ave	Palmer Dr to Parkridge Gardens Apartments driveway
20	Herndon Pkwy	Casper Dr to Ferndale Ave
21	Spring St	Herndon Pkwy to Fairfax County Pkwy
22	Ferndale Ave	Lopez Ln to Boros Ct
23	Grove St	Wiygul Automotive Clinic driveway to Van Buren St

★ Included in the Capital Improvement Plan

SOUTH ELDEN ST – DULLES GLEN APARTMENTS DRIVEWAY TO SPRUCE ST



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Confirm planned corridor improvements address safety (South Elden Street Corridor Improvement Project) • Implement right turn on red restrictions • Implement leading pedestrian interval	• Incorporate left-turn phasing/prohibitions. • Reduce cycle length • Install high-visibility crosswalks • Improve signal visibility • Install street lighting

How did we arrive at these scores? Learn more in Appendix E: Countermeasures and Strategies.

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
40.2	16.9	15.0	72.1	$$$

★ Included in the Capital Improvement Plan

STERLING RD – TRAVELERS PL TO ELDEN ST



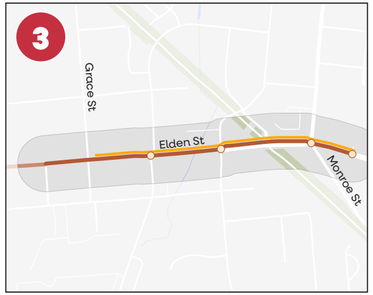
HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• No crosswalks between Herndon Pkwy & Elden St (2/3 mile) • Straight 3-lane section contributes to poor speed control	• Advance shared-use path/multimodal accommodation projects • Implement right turn on red restrictions • Incorporate left-turn phasing/prohibitions.

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
35.4	16.1	15.0	66.5	$$

★ Included in the Capital Improvement Plan

CENTRAL ELDEN ST – GRACE ST TO PINES SHOPPING CENTER DRIVEWAY

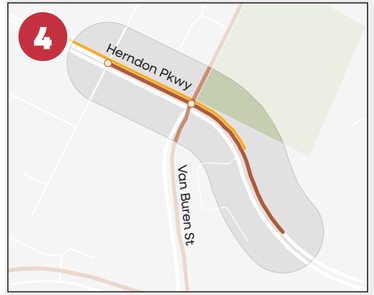


HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Access management issues east of Monroe St • Non-compliant/ missing ADA ramps	• Implement right turn on red restrictions • Incorporate left-turn phasing/prohibitions. • Reduce cycle length • Implement leading pedestrian intervals

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
43.6	21.9	0.0	65.5	$

HERNDON PKWY – MISSOURI AVE TO CORPORATE OAKS BUSINESS PARK DRIVEWAY



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Limited speed control on west leg	• Corridor study • Add median island for pedestrian crossing

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
26.1	21.6	10.0	57.7	$$

VAN BUREN ST – WORLDGATE DR TO SPRING ST

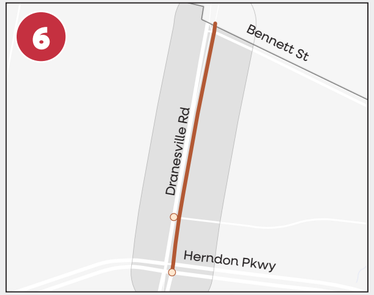


HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• One approach with missing crosswalk at Worldgate Dr • No high-visibility crosswalk • Slip lane at Herndon Pkwy, crosswalk restriping needed • Narrow buffered bike lane from Herndon Pkwy to Austin Ln	• Install object markers along road edge, adding bike lanes, and improving sidewalks • Implement right turn on red restrictions • Assess bicycle lane and streetscape project effectiveness

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
19.9	19.7	15.0	54.5	$$

DRANESVILLE RD – BENNETT ST TO HERNDON PKWY



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Crosswalk restriping needed at Herndon Pkwy • Signage could be improved at driveways • Speed limit sign size visibility issues	• Continue bike lane feasibility analysis • Implement right turn on red restrictions • Incorporate left-turn phasing/prohibitions. • Explore operational alternatives for roundabout at Dranesville/Herndon Pkwy

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
19.8	12.1	15.0	46.9	$$$

HERNDON PKWY – QUEENS ROW ST TO CREST DR



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• No high-visibility crosswalks • No crossing at Herndon Pkwy & Crest Dr • Potential to add curb extensions to Cavendish St	• Corridor study • Install rectangular rapid flashing beacon (RRFB) • Add median island for pedestrian crossing • Incorporate left-turn phasing/prohibitions.

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
13.2	20.0	10.0	43.2	$$$

HERNDON PKWY – CUTTERMILL PARK DRIVEWAY TO WASHINGTON & OLD DOMINION TRAIL

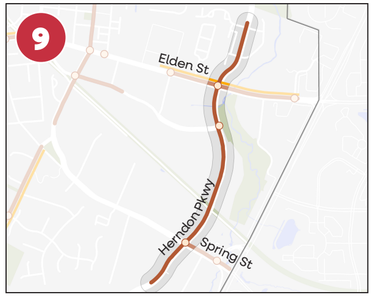


HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Limited pedestrian facilities - sidewalk next to guardrail provides limited comfort and narrow buffer with road • No speed control • Lighting near tie-in to W&OD Trail is dark. Consider checking lighting coverage of existing cobra head placement.	• Corridor study • Incorporate left-turn phasing/prohibitions. • Add median island for pedestrian crossing • Implement right turn on red restrictions

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
18.6	13.1	10.0	41.6	$$

HERNDON PKWY – SUNSET PARK DR TO RENEAU WAY



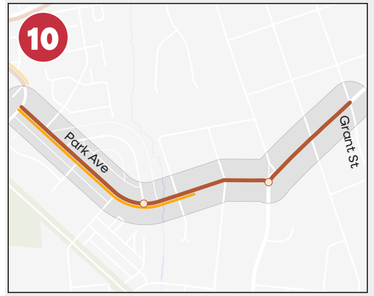
HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Unsignalized left turn lane • No high-visibility crosswalks • Unsignalized crosswalk at the intersection with the W&OD • One unsignalized crosswalk and bus stop with striping at Herndon Pkwy & Reneau Way • Speed limit change is located at a bus stop	• Corridor study • Add median island for pedestrian crossing • Install rectangular rapid flashing beacon (RRFB) • Implement right turn on red restrictions • Incorporate left-turn phasing/prohibitions. • Reduce cycle length • Remove turn lanes (northbound right) • Install speed feedback signs

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
13.4	11.9	15.0	40.3	$$

Included in the Capital Improvement Plan

PARK AVE – FERNDALE AVE TO GRANT ST



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Wide lanes west of Station Street • No crosswalk at Branch St • Missing curb cut at Grace St • Many driveways • Sidewalk ends at Park Ave & Monroe St • Very long crosswalk across Grant St	• Advance planned projects to adjust curb radii and improve markings/advanced signage; restripe road with chicane from Ferndale Ave to Monroe St and add pedestrian crossings, parking lane lines, and relocated bus stops • Add median for pedestrian crossing • Neighborhood traffic circle • Install speed feedback signs

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
12.0	22.2	5.0	39.2	$

WORLDGATE DR – HIGHCOURT LN TO VAN BUREN ST



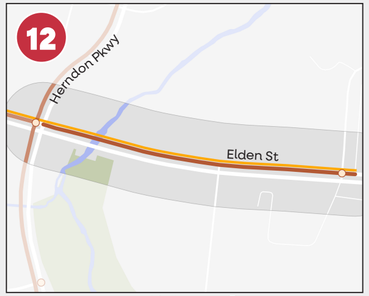
HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• No crosswalks between Wiltshire Ct & Van Buren St (2/3 mile) • No crosswalk markings on side streets • Uncontrolled right-turn lanes • Multilane uncontrolled crossings on curve with sight distance obstructions (at ShorePoint)	• Add median for pedestrian crossing • Install bike lanes • Implement road diet • Remove slip lanes or modify to reduce turning speeds

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
12.2	11.0	15.0	38.2	$$

Included in the Capital Improvement Plan

EAST ELDEN ST – HERNDON PKWY TO LAUREL WAY



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Uncontrolled driveway with no crosswalk • Western approach at Laurel Way missing crosswalk • Long crossing distance on westbound approach at Herndon Parkway	• Add median island for pedestrian crossing • Incorporate left-turn phasing/prohibitions. • Implement right turn on red restrictions • Reduce cycle length • Install speed feedback signs

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
20.8	7.2	5.0	33.0	$$

Included in the Capital Improvement Plan

ALABAMA DR – AUTUMN PL TO VIRGINIA AVE



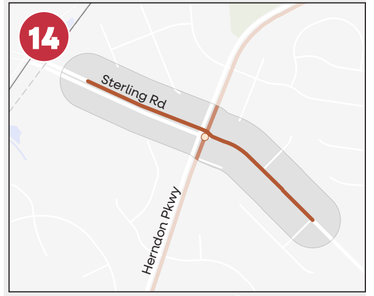
HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Side streets with no crosswalks or stop signs • No high-visibility crosswalk at Elden St • Non-ADA accessible curb cuts	• Implement leading pedestrian interval • Add raised pedestrian crossing • Incorporate left-turn phasing/prohibitions. • Implement right turn on red restrictions • Reduce cycle length • Install neighborhood traffic circle • Consolidate closely-spaced driveways

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
19.2	13.1	0.0	32.3	$$

Included in the Capital Improvement Plan

STERLING RD – HERNDON PUBLIC WORKS COMPLEX DRIVEWAY TO REDWOOD PL



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Uncontrolled left turn • No crossing on Sterling Rd for 2/3 mile (Herndon Parkway to Elden St)	• Advance shared-use path/multimodal project • Add median island for pedestrian crossing • Implement right turn on red restrictions • Incorporate left-turn phasing/prohibitions. • Install speed feedback signs

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
15.0	10.7	5.0	30.7	$

Included in the Capital Improvement Plan

EAST ELDEN ST – HERNDON CENTRE SHOPPING CENTER DRIVEWAY TO HERNDON PKWY



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Excessive crossing exposure at Herndon Pkwy • Should check pedestrian timings	• Add median island for pedestrian crossing • Incorporate left-turn phasing/prohibitions. • Implement right turn on red restrictions • Reduce cycle length • Consolidate closely-spaced driveways

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
18.0	11.9	0.0	29.9	$$

WORLDGATE DR – MII/III BUSINESS PARK DRIVEWAY TO ALTON SQ



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Multilane uncontrolled crossing on curve with sight distance obstructions (at Everfox near bus stop) • No crosswalks between Wiltshire Ct & Van Buren (2/3 mile) • No crosswalk markings on side streets • Uncontrolled right-turn lanes • Excessive crosswalk lengths at Wiltshire Ct	• Add median island for pedestrian crossing • Install bike lanes • Implement road diet

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
8.8	10.6	10.0	29.4	$$

HERNDON PKWY – CUTTERMILL PARK DRIVEWAY TO CAMPBELL WAY



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Narrow sidewalks for entire segment • Pedestrian facilities may be insufficient • No high-visibility crosswalk at Sterling, Summerfield Dr, Early Fall Ct, Elden St • Multiple bus stops without curb cuts • Signage for southbound traffic at Early Fall Ct is fairly worn • Residents experience high vehicle speeds	• Continue coordination with Loudoun County Route 606 Multimodal Corridor projects • Corridor study • Add median for pedestrian crossing • Install rectangular rapid flashing beacon (RRFB) • Implement right turn on red restrictions • Incorporate left-turn phasing/prohibitions. • Reduce cycle length

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
10.5	13.3	5.0	28.8	$$

VAN BUREN ST – MADISON ST TO NASH ST



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• No high-visibility crosswalk at Elden St • Key connection from the W&OD to the Town's bike/pedestrian network	• Implement right turn on red restrictions • Reduce cycle length • Incorporate left-turn phasing/prohibitions. • Consolidate closely-spaced driveways

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
12.0	15.3	0.0	27.2	$$

FLORIDA AVE – PALMER DR TO PARKRIDGE GARDENS APARTMENTS DRIVEWAY

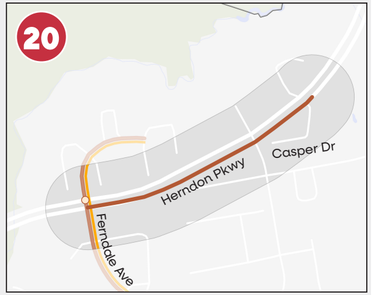


HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Wide empty streets • Residential character, no crossings or lighting	• Add raised pedestrian crossing • Prohibit on-street parking

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
7.4	13.3	0.0	20.7	$$

HERNDON PKWY – CASPER DR TO FERNDALE AVE



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• No high-visibility crosswalk at Cavalier Dr • Already has speed feedback sign & raised median	• Corridor study • Add median island for pedestrian crossing • Incorporate left-turn phasing/prohibitions

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
18.3	0.0	0.0	18.3	$$$

SPRING ST – HERNDON PKWY TO FAIRFAX COUNTY PKWY



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Excessive crossing exposure • No ped refuges at Herndon Pkwy	• Install median island for pedestrian crossing • Remove or modify slip lane • Reduce intersection skew • Install speed feedback signs

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
15.3	0.0	0.0	15.3	$$$

★ Included in the Capital Improvement Plan

FERNDALE AVE – LOPEZ LN TO BOROS CT



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• Unmarked or missing crosswalks • Speed limit signs not present for speed awareness along the curve • Potential obstructed sight lines	• Add median island for pedestrian crossing • Incorporate left-turn phasing/prohibitions

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
5.3	1.6	5.0	11.9	$$

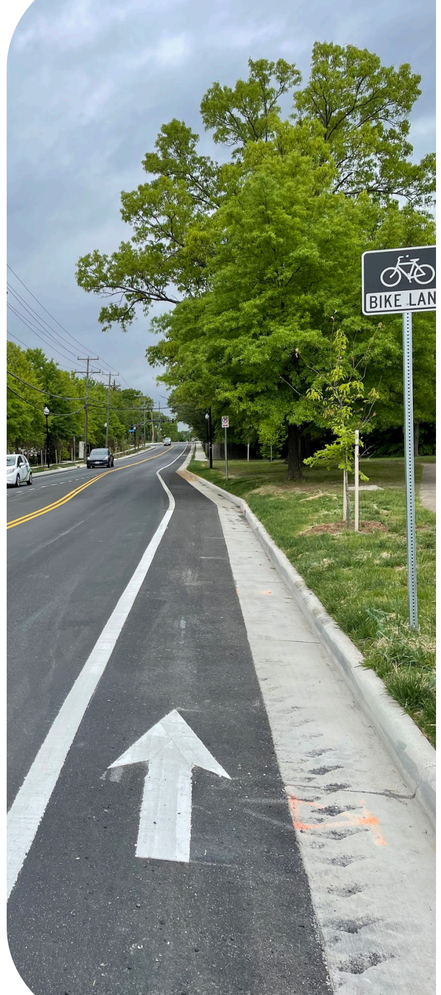
GROVE ST – WIYGUL AUTOMOTIVE CLINIC DRIVEWAY TO VAN BUREN ST



HIN Ped/Bike HIN HIN Intersections

ISSUES	POTENTIAL COUNTERMEASURES
• No left arrow is needed at Van Buren St, looks like many turns happening at the same time	• Incorporate left-turn phasing/prohibitions • Implement right turn on red restrictions • Reduce cycle length • Implement road diet • Consolidate closely-spaced driveways

DATA SCORE	COMMUNITY SCORE	FEASIBILITY SCORE	TOTAL SCORE	COST
11.8	0.0	0.0	11.8	$



Non-Engineering Strategies

Policy and program improvements, enforcement strategies, and focused educational efforts supplement the engineering countermeasures planned for specific locations. For more information on non-engineering countermeasures, see Appendix E: Countermeasures and Strategies.

COLLECT NON-REPORTABLE CRASHES WITH POLICE DISPATCH LOGS

In 2025, the passage of Virginia HB 2256 increased the minimum property damage amount that requires mandatory police reports from $1,500 to $3,000. Pedestrian and bicycle crashes are historically underreported and excluding crashes that do not meet the minimum property damage amount may result in even greater underreporting of crashes involving vulnerable road users. Future safety analysis should cross-reference police dispatch logs with crash reports to identify crashes where police were dispatched but the minimum property damage amount was not met. Alternatively, video technology deployments with the Town's traffic signal system modernization may provide alternative avenues for data gathering.

HPD and DPW will work together to identify the best methods of both collecting and analyzing data – making sure that safety solutions incorporate best practices from multiple disciplines.

EVALUATE RECENTLY-COMPLETED PROJECTS

Performance-based programming directs resources to projects that are developed to achieve goals and objectives and establishes a clear relationship between transportation investments and expected performance outcomes. Key to this is evaluating projects after they have been constructed to determine if treatments are effectively achieving goals. Several locations identified within the High Injury Network have recently had projects completed and would be ideal candidates to evaluate effectiveness.

To effectively assess a project, it is ideal to have at least one full year of before-implementation data and one full year of after-implementation data to compare conditions. There have been approximately 10 relevant projects that have been completed on or near the High Injury Network since 2023.

Post-project reporting will occur alongside annual reporting to the Roadway Safety Action Plan.

INNOVATIVE ANALYSIS METHODS FOR SAFER COMPLETE STREETS

Implementing some safety improvements may come with trade-offs to vehicular capacity or convenience, project cost, or preferences from businesses and the public. Infrastructure improvements will be explored further with engineering analysis and stakeholder engagement. Therefore, it is important that the engineering analysis methods used for these processes are current with nationwide best practices and do not overly rely on peak hour capacity analyses. Analysis methods that better capture priorities for safer Complete Streets include:

- *NCHRP Report 1036: Roadway Cross-Section Reallocation (24-hour capacity framework)*
- *NCHRP Report 948: Pedestrian and Bicycle Safety at Alternative and Other Intersections and Interchanges* (20 flags methodology for pedestrians and bicyclists)
- Capacity Analysis for Planning of Junctions Tool (CAP-X for comparing multiple types of intersection forms)
- Safety Performance for Intersection Control Evaluation Tool (SPICE for comparing multiple types of intersection forms and their safety features)



- Life Cycle Cost Estimation Tool for Intersection Designs
- Bicycle Level of Traffic Stress
- Pedestrian Level of Traffic Stress

EDUCATIONAL OUTREACH FOR SEASONAL ROADWAY SAFETY

Educational campaigns are a cornerstone of a successful RSAP, aimed at addressing human errors that can compound and contribute to roadway crashes. Campaigns can include broadcast and outdoor advertising, media relations, digital media, and outreach events to reinforce a culture of roadway safety. Key to developing this culture is a regular schedule of touchpoints around roadway safety that can naturally follow the seasons of the year.

The Town would benefit from a coordinated messaging calendar around roadway safety, potentially touching on the following topics as "evergreen" material each year:

- Spring: Trail users and e-bikes
- Summer: Impaired driving
- Fall: Visibility of pedestrians and cyclists
- Winter: Driving in inclement weather

The Metropolitan Washington Council of Governments Street Smart program has resources on its website that would support development of materials for communications campaigns. The Washington Regional Alcohol Program (WRAP) also offers materials on its website, specifically around the SoberRide program that provides vouchers to discourage drinking and driving.

Communications from different Town departments and representatives may also address roadway safety. Designating a single lead to manage communications and coordinate as needed will ensure messages to residents and visitors are clear.

EDUCATIONAL MATERIALS FOR NEW RESIDENTS

During the first work session with Town Council, the team discussed residents new to Herndon may also be interacting with transportation systems in the United States for the first time. Rules and best practices related to traveling on public streets may therefore be new and different for some residents. Providing materials that highlight key safety tips may help to orient roadway users.

For the town, the best way to distribute this information is when residents sign up for water utility service. The Street Smart program has a flyer on its website that outlines safety tips by mode, with a version also available in Spanish.

COORDINATE WITH THE WASHINGTON REGIONAL ALCOHOL PROGRAM (WRAP)

The Washington Regional Alcohol Program (WRAP) is a public-private partnership working to prevent drunk driving and underage drinking in the Washington metropolitan region. Programs include youth outreach, adult outreach, alcohol awareness for students, advocacy, public education, events, and SoberRide. Members include representatives from municipal police departments, hospitals, car insurance agencies, alcohol-serving establishments and wholesalers, automobile dealerships, marketing and communications businesses, U.S. courts and law firms, municipal public schools, and more.

INSTALL A TRAFFIC GARDEN TO PROMOTE PEDESTRIAN AND BICYCLE SAFETY FOR CHILDREN

A traffic garden is a set of small-sized streets with scaled-down traffic features designed to allow our youngest street users to experience transportation in a more approachable way. Traffic gardens can also be designed with a focus on pedestrian and bicycle safety to equip school-age children with the knowledge and behaviors to walk and bike safety in environments with potential traffic hazards. Research shows that

experiential programs that provide children with the opportunity to learn and practice safe behaviors are most effective at teaching traffic safety skills.

The One Traffic Garden at a Time toolkit outlines the steps to develop a traffic garden, including planning for type of garden and funding, site selection, design and supplies, installation, and launch. Budgeting for a traffic garden can vary from a few thousand dollars or tens of thousands of dollars. The toolkit provides examples of funding sources and grants used for these projects, including some in Virginia.

SUPPORT AND USE AUTOMATED TRAFFIC ENFORCEMENT

Automated Traffic Enforcement (ATE) is a technology that helps enforce speed limits and red light running in tandem with traditional speed management strategies. ATE systems monitor speeds, capture violations, and records images of violator vehicles and license plates to issue citations to speeding vehicles.

Virginia law allows the Town to install red light cameras at up to 10 intersections, with traffic safety studies required to justify camera installation. The Commonwealth also allows the use of speed cameras in school zones and work zones as of 2020.

REDUCE STATUTORY SPEED LIMITS

Speed limits are established based on roadway design and operations, surrounding land use, environmental conditions, and vulnerable roadway users. Default speed limits are often set by legislation. In recent years, agencies in passed local legislation that allow speeds down to 15 or 20 MPH for specific streets.

In Virginia, the General Assembly has passed legislation that has expanded the ability of localities to lower speeds. Locally this has included a pilot program for Fairfax County, City of Falls Church, and City of Alexandria. The District of Columbia has also piloted lower speed residential streets. This change yields many desirable outcomes for pedestrians and bicyclists but also has benefits for motorists in improving the cone of vision and reaction time.

Next Steps

The Town has already been invested in a safer Herndon for many years. With the Herndon Safety Action Plan, we now have a clear vision and goals and a list of actions we can take to realize them. We have also increased our eligibility for the funding we need to make all this happen. Our commitment to safety is clear and more trackable than ever before.

This plan includes metrics of success the Town will use to see if our actions are working. Linked to the objectives and strategies shown in the Safety Action Plan's first chapter, these metrics form a step-by-step roadmap to our goal of zero traffic deaths and serious injuries.

Evaluating our Progress

The Town of Herndon is committed to regularly updating the public on our progress toward meeting the RSAP's overarching goal and objectives. The Department of Public Works will coordinate implementing the recommendations, tracking progress over time, and reporting progress to the public. To that end, we are developing an implementation tracking dashboard and other tools. Updates can be viewed at www.herndon-va.gov/rsap

Find out more about what's happening on our streets! Details on planned projects and programs can be found in Appendix E: Countermeasures and Strategies Technical Memo.



2026

- Identify funding for approximately three projects per year.
- Incorporate engineering strategies into the Herndon 2050 Comprehensive Plan to align capital projects with community goals
- Publish Consolidated Design Manual
- Complete standard operating procedure document for collecting and analyzing log data.
- Pass ordinance to allow use of redlight running cameras.

Recently Approved!

2027

- Develop a worksheet/checklist for evaluating signals.
- Complete evaluation of three projects constructed in 2023.
- Install at least one red light running camera.
- Develop a pre-maintenance and post-maintenance checklist for evaluating signing and pavement markings.
- Complete update to ADA Transition Plan.
- Collect Townwide infrastructure data with ADA Transition Plan.
- Develop seasonal messaging calendar.
- Incorporate number of pedestrian and bicycle dispatch calls into yearly reporting and tracking.

2028

- Confirm the standard gateway treatment for roadways crossing the Town boundary.
- Develop and initiate ADA Transition Plan progress tracking.
- Test at least one innovative analysis method with the Corridor Safety Audit.
- Develop educational materials to distribute to new residents.

2029

- Construct approximately three projects per year.
- Complete evaluations of red light running camera(s).
- Identify at least one innovative analysis method to use regularly and develop guidance.

Some steps can be taken sooner as staff and volunteer time allows.

2030

- Become a member of WRAP.

2031

2032

- Check and upgrade (as needed) all Town signals

2033

- Complete at least one traffic garden activity. Collect attendance (targeting 500).

2034

2035

- At least five gateway treatments completed.

2036

2037

- All seven gateway treatments completed.

Goal: Eliminate Fatalities and Serious Injuries by 2038.



6. CONCLUSION

Herndon's Roadway Safety Action Plan is a big step toward achieving the Town's goal of zero fatalities and serious injuries on our roadways within the next 12 years. Knowing which projects need to be funded first and which will have the most impact is key to making a difference that will be felt by everyone who lives, works, and spends time in Herndon.

This plan is not the end of a process—it is the beginning of implementation. The actions outlined in this plan commit the Town to competing for funding and delivering near-term improvements to create a safer, more connected community for all.

For roads to be truly safe for everyone, everyone needs to pitch in. Keep up to date as we implement this plan by visiting us at www.herndon-va.gov/rsap to follow our development of a dashboard, sign up for alerts, and look out for opportunities to get involved.

MOVE DIFFERENTLY.

TOWN OF Herndon