Safe Streets Harrisonburg Partner Toolkit

Thank you for your support and willingness to spread the word about Safe Streets Harrisonburg, an initiative aimed at improving transportation safety and connectivity in our city.

Safe Streets Harrisonburg brings together four coordinated planning efforts: the Roadway Safety Action Plan, Bicycle and Pedestrian Plan, Safe Routes to School Plan, and Complete Streets Design Guide. Together, these plans will help shape future transportation investments, policies, and improvements throughout Harrisonburg.

Community input is critical to the development of the plan. Through Safe Streets Harrisonburg, the City will work with residents, businesses, schools, and community partners to identify transportation challenges and develop solutions that improve safety for all who walk, bike, ride transit, roll, or drive.

This toolkit offers sample content and resources for you to use as you share information about Safe Streets Harrisonburg. Your efforts in spreading the word will help us ensure all community members are informed about the project and how to get involved.

All materials will be available in English and Spanish. Translated materials can be accessed at Safe Streets Harrisonburg Partner Toolkit Spanish.

Have questions or want to learn more about the project? Contact Melissa Dixon, Public Works Outreach and Communications Specialist at melissa.dixon@harrisonburgva.gov.

Here are a few ways you can share information about Safe Streets Harrisonburg with your network:

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1. Share Information on Your Website or Newsletter

Share information about upcoming meetings and the planning process on your website or in your newsletter. Use or adapt the sample language below to inform your audience and encourage participation:

Sample Website Content:

Share Your Thoughts on Transportation Safety and Connectivity in Harrisonburg!

Share your experiences, challenges, and opportunities for improving safety and connectivity in our city by completing the Safe Streets Harrisonburg questionnaire.

Safe Streets Harrisonburg is an initiative developed by the City of Harrisonburg to create safer, more connected streets by bringing together four coordinated planning efforts: the Roadway Safety Action Plan, Bicycle and Pedestrian plan, Safe Routes to School Plan and Complete Streets Design Guide. Together, these plans will help shape future transportation investments, policies, and improvements throughout Harrisonburg.

Whether you walk, bike, roll, take transit or drive, your input matters! Take a few minutes to share your perspective and help inform the future of Harrisonburg's streets. Complete the questionnaire by November 30 for a chance to win a $50 Visa gift card!

Share Your Thoughts Now

Want to learn more? Join the Safe Streets Harrisonburg Open House on November 17! Stop by the Lucy F. Simms Continuing Education Center anytime between 4:30 – 7:00 pm to learn about the project, get your questions answered and explore ways to get involved! Open house attendees will also have a chance to win a $50 Visa gift card.

Visit www.safestreetshburg.com to stay up to date, participate in engagement opportunities, and receive project updates

2. Send an Email to Your Membership/Community

Email your members or community to share details about upcoming meetings and the planning process. Use or adapt the sample email below to spread the word and encourage participation.

Sample Email:

Dear Community Member,

A safer, more connected Harrisonburg starts with community input! We're excited to share information about Safe Streets Harrisonburg; a City of Harrisonburg initiative focused on improving transportation safety and connectivity throughout the city.

Safe Streets Harrisonburg brings together four coordinated planning efforts: the Roadway Safety Action Plan, Bicycle and Pedestrian Plan, Safe Routes to School Plan and Complete Streets Design Guide. Together, these plans will help shape future transportation investments, policies, and improvements throughout Harrisonburg.

Whether you walk, bike, roll, take transit, or drive, your feedback matters! Here's how to get involved:

- **Complete the Questionnaire**
  The City of Harrisonburg is gathering feedback to identify transportation challenges and develop solutions that improve safety for everyone. Complete the questionnaire by November 30, 2026 for a chance to win a $50 Visa gift card.

  Share Your Thoughts

- **Attend the Open House**
  Learn about the project, get your questions answered, and explore ways to get involved! Open house attendees will also have a chance to win a $50 Visa gift card.
  📍 Location: Lucy F. Simms Continuing Education Center
  🗓️ Date: Tuesday, November 17, 2026
  ⏰ Time: Drop by any time between 4:30 pm – 7:00 pm

- **Stay Up to Date**
  Visit www.safestreetshburg.com to sign up for project updates and find additional ways to get involved.

Thank you for helping make Harrisonburg's streets safer and more connected for everyone!

3. Post on Your Social Media Accounts

Share posts directly from the Harrisonburg Public Works' social media accounts (Facebook, Instagram) or you can use or adapt one of the sample posts below to promote upcoming meetings and share information about the process with your followers.

Post #1 Get Involved with Safe Streets Harrisonburg

Suggested Caption:

How do you get around Harrisonburg? Whether you walk, bike, roll, take transit or drive, your experiences can help make our streets safer and more connected!

Safe Streets Harrisonburg is an initiative to improve transportation safety and connectivity by bringing together four complementary planning efforts: the Roadway Safety Action Plan, Bicycle and Pedestrian plan, Safe Routes to School Plan and Complete Streets Design Guide.

Ready to get involved? Complete our questionnaire or attend our open house to learn more about the project, share your thoughts, and get a chance to win a $50 Visa Gift Card!

Learn more at https://www.safestreetshburg.com/

#SafeStreetsHarrisonburg #HarrisonburgVA

Graphic:



[Download Graphic]

Alt-Text: Safe Streets Harrisonburg logo and City of Harrisonburg seal in top left corner. Text that reads: Get Involved with Safe Streets Harrisonburg! Your input can help create safer, more connected streets for everyone. Join our Open House - Lucy F. Simms Center, Tuesday, November 17, 4:30 - 7 p.m. Complete our questionnaire by November 30.

Post #2 Help us make our streets safer and more connected!

Suggested Caption:

From walking and biking to driving and taking transit, everyone experiences Harrisonburg's streets differently!

Share your experiences, challenges, and opportunities for improving safety and connectivity in our city by completing the Safe Streets Harrisonburg questionnaire.

As a thank-you for your participation, respondents will have a chance to win a $50 Visa gift card!

Complete the questionnaire today at https://engagekh.mysocialpinpoint.com/safe-streets-hburg/get-involved

#SafeStreetsHarrisonburg #HarrisonburgVA

Graphic:



[Download Graphic]

Alt Text: Safe Streets Harrisonburg logo and City of Harrisonburg seal in top left corner. QR code of questionnaire with text that reads: Help make our streets safer and more connected! Complete our questionnaire by November 30 for a chance to win a $50 Visa Gift Card! Learn more at safestreetshburg.com

Post #3 Ready to shape the future of transportation in Harrisonburg?

Suggested Caption:

Ready to shape the future of transportation in Harrisonburg? Join us for the Safe Streets Harrisonburg Open House to learn about efforts to improve transportation safety and connectivity throughout the city. Whether you walk, bike, roll, take transit or drive, your input matters!

Drop by the Lucy F. Simms Center on Tuesday, November 17, anytime between 4:30–7:00 p.m. to:
-Explore informational displays about the four planning efforts
-Get your questions answered
-Share your thoughts on transportation safety and connectivity

🎉 Open house attendees will also have a chance to win a $50 Visa gift card!

Learn more at https://www.safestreetshburg.com/

#SafeStreetsHarrisonburg #HarrisonburgVA

Graphic:

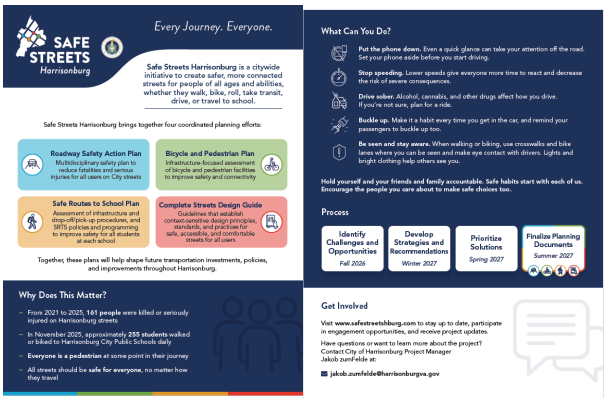


[Download Graphic]

Alt Text: Safe Streets Harrisonburg logo and City of Harrisonburg seal in top left corner. Text that reads: Ready to shape the future of transportation safety and connectivity in Harrisonburg? Join Our Open House! Tuesday, November 17, 4:30 - 7:00 p.m. Lucy F. Simms Continuing Education Center.

4. Download and Share Our Fact-Sheet

Download and distribute either in print or digitally.



Download Fact Sheet

5. Download and Share Our Postcard

Download and distribute either in print or digitally.





Download Postcard