



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: Friday, April 3, 2026.** Please include this submission form as the first page of your electronic entry. Contact [Gage Harter](#) with any questions.

PROGRAM INFORMATION

County: Prince William County

Program Title: Building Community Connection, Collaboration, and Communication Through Safety Initiatives

Program Category: Communications and Community Outreach

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: CHRISTOPHER J. STORTER

Title: COUNTY EXECUTIVE

Signature: 

Virginia Association of Counties 2026 Achievement Awards Submission
Prince William County
Building Community Connection, Collaboration, and Communication Through Safety
Initiatives
(Communications and Community Outreach)

Executive Summary

Prince William County identified the need for a sustainable and robust community outreach, communication, and collaboration initiative to enhance meaningful public participation. An initiative that would exceed the traditional public meetings, Board of County Supervisor presentations, and public hearings that were the primary source of public interaction and based on project impacts structured forums offering opportunities for community input on project impacts. In 2024, the Department of Transportation, in collaboration with our new Office of Community Safety, sought guidance and direction from the County's Transformation Management Office (TMO) to create and implement the Community Outreach Plan. The TMO is responsible for developing, designing, and leading strategic initiative prioritized and focused on improving the overall customer experience for residents, visitors, employees, and those doing business in Prince William County.

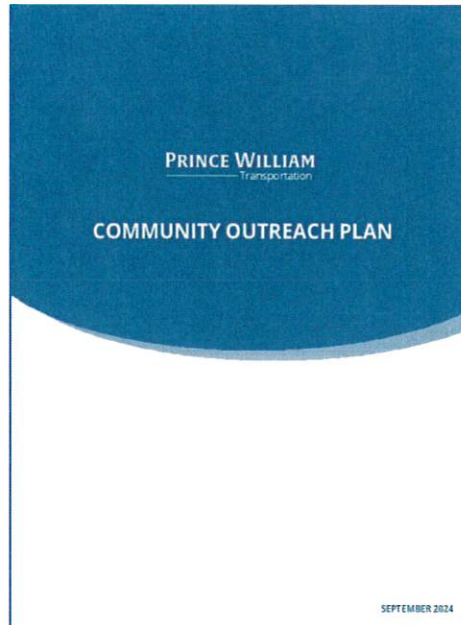
The Community Outreach Plan focuses on improving community engagement through building effective partnerships, improving the department's visibility in the community, supporting transportation safety initiatives, and clearly explaining the regulations and procedures that guide our work. A few of the goals and objectives of this plan are informing and involving the public during design, right-of-way, and construction of Transportation projects, educating the public on community and roadway safety resources, collaborating with the community and other entities, and ensuring the public is informed, heard, and acknowledged on all types of safety issues. Additionally, the department will incorporate more youth outreach, process mapping, and partner with Office of Community Safety to implement the Comprehensive Traffic Safety Action Plan.

Need and Implementation

Prince William County identified the need to revamp the County's involvement in the community to exceed standard public meetings and public hearings on safety projects and location specific impacts. Making the department more accessible to the community, the department, in collaboration with the County's Transformation Management Office, created a Community Outreach Plan geared towards improving community engagement. The County made a commitment to the community to inform, consult, involve, collaborate, and empower. The plan features several action items The Board of County Supervisors adopted to improve the County's visibility and clearly explain the regulations and procedures that guide our work.

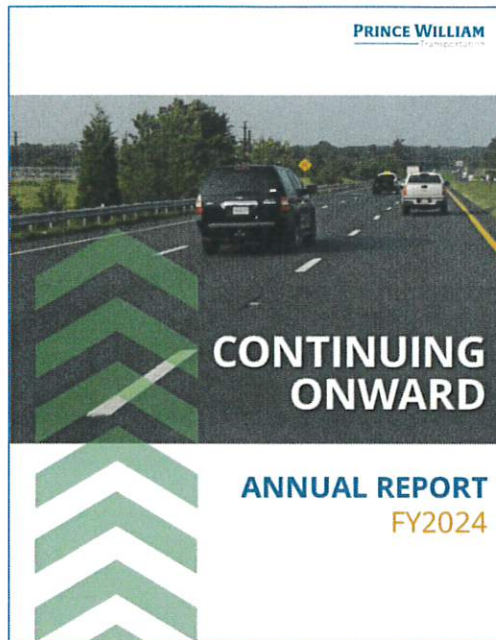
The plan sets targeted outcomes to include enhancing awareness of the positive changes the County makes in the community,

offering more opportunities for engagement outside of public meetings and public hearings, building partnerships and collaborations, educating the public on roadway and community safety programs, and continuing to foster transparency in our operations.



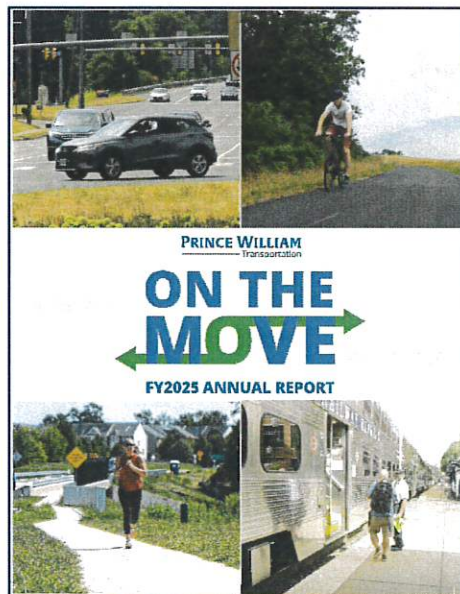
A First of Firsts

Prince William County’s Department of Transportation has implemented several inaugural efforts under this initiative. This includes producing the inaugural edition of its annual report, *Continuing Forward*, highlighting accomplishments in Fiscal Year 2024.



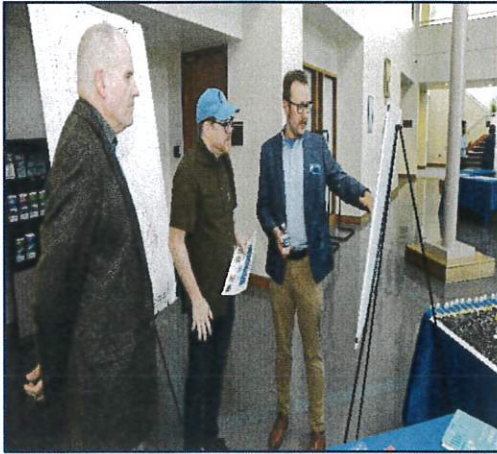
Working with Prince William County Office of Communications and Engagement, Transportation published our investment of substantial time and energy in enhancing our transparency and outreach efforts in the community.

Transportation followed with *On The Move*, the annual report for fiscal year 2025.



In the report, we introduce a newly launched series of Transportation Open Houses. The Open Houses were held on the eastern, central, and western sections of the county to accommodate the community. Attendees received updates on current safety projects, learned about the funding process, planning studies, and offered thoughts and suggestions on future safety and capital

projects. The event offered a more informal opportunity to engage with the public and allow residents to drive discussion topics.



Innovative Community and Roadway Safety Collaborations

Automated Photo Enforcement Pilot Program

In 2023, Prince William County Board of County Supervisors instructed Prince William County Department of Transportation, in collaboration with Prince William County Police Department to initiate the creation of an Automated Photo Enforcement Pilot Program. RES 23-204 authorized an initial budget of \$850,000 for the first year of the Pilot Program. The program went live at the first of six school zones on February 15, 2024. During the 2024-2025 school year, six school zones became fully active and data from all six schools was reviewed and analyzed. The data collected shows that photo enforcement of speed limits in active school zones significantly reduces speeds and increases speed-limit compliance. There was a 3-10 mile per hour decrease in the 85-percentile observed at all pilot school locations during the active enforcement time.

Based on this information, Transportation recommended the automated school zone speed enforcement program to become permanent, and the Board of County Supervisors made the ordinance permanent on June 24, 2025. In addition to incrementally adding schools with speed concerns to the program, Transportation will begin implementing automated speed enforcement at major Transportation-managed road construction projects. The success of the photo enforcement program requires effectively communicating the data driven process used to select locations, the reinvestment of revenues in excess of program operating costs in community safety projects, and the effectiveness of the program. The Department of Transportation and Prince William Police Department continue to implement this program.

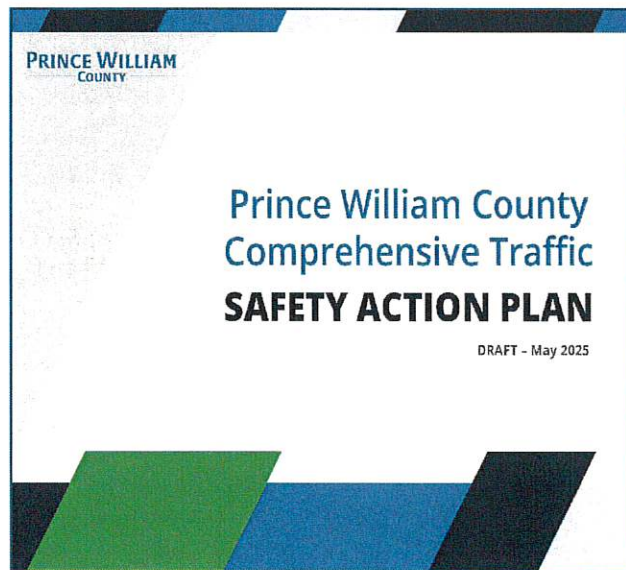
The next step in the program is to install and activate approved speed cameras at construction sites and implement the Red-Light Pilot Program in the Spring of 2026. The pilot program includes nine intersections that were selected based on crash

history and a request for service.

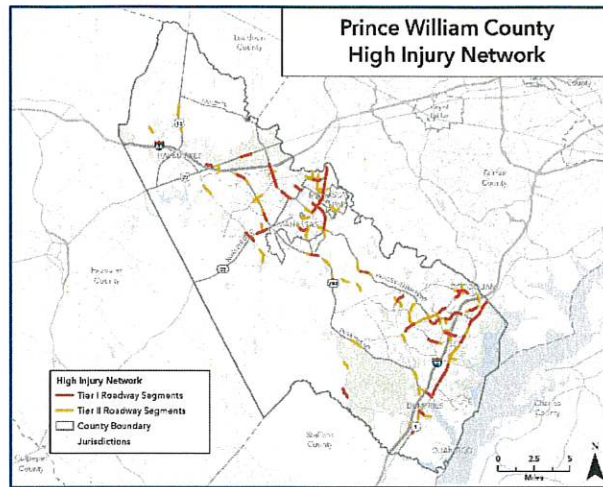
Comprehensive Traffic Safety Action Plan

In June 2025, the Board of County Supervisors adopted the county’s first Comprehensive Traffic Safety Action Plan (CTSAP). The project was funded through the U.S. Department of Transportation Safe Streets and Roads for All grant. This was a collaborative effort with Prince William County Police Department, Department of Fire and Rescue, as well as the Office of Community Safety.

The vision of the plan is to “serve as a guide for the county with goals, objectives and principles to create improved safety across the transportation network.” This plan recognizes mistakes will happen but seeks to mitigate risk by minimizing the consequences of those mistakes, thereby reducing and preventing deaths and serious injuries in the roadway. The county’s proactive, data-driven approach seeks to prevent incidents in advance by targeting key risk factors in the high injury network (map is below), engaging stakeholders at all levels, creating an increased awareness and culture of road safety, protecting all users and diversifying and growing safe transportation options in the county.



The CTSAP will be the primary guiding document that Transportation and our partners will use to identify transportation safety projects, lead community and partner engagement, collect data and prioritize safety initiatives and strategies, and pursue funding over the next five years. This includes targeted efforts to reduce behavioral crash factors by partnering with the Department of Motor Vehicles and Public Safety to amplify safety messaging for pedestrians, bicyclists, transit riders and motorists.



Residential and Commercial Parking Initiative

Transportation supports programming led by the Office of Community Safety, Department of Public Works, and Police Department. The Office of Community Safety (OCS) was created as part of the Community Safety Initiative. The Office is committed to fostering safe and secure communities by developing prevention and intervention initiatives. The Office aims to maintain Prince William County as a safe and secure environment through collaboration between local government and our community.

Transportation supports the Office of Community Safety’s Residential and Commercial Parking Initiative. Prince William County’s growth has heightened commercial and residential parking needs. Addressing those needs often requires the need to address illegal parking. Both Transportation and OCS realize the hazards of improper commercial and residential parking such as obstructing emergency vehicle access, causing traffic congestion, reducing visibility for pedestrians and drivers and causing accidents that could lead to fatalities.

Some of the goals of the Residential and Commercial Parking Initiative are improving the County’s code and legal framework, enhanced enforcement and education of parking ordinances, improving parking capacity and parking alternatives. Community outreach and communication have included a community survey and public forums. Results from the survey have yielded several concerns of abandoned vehicles parked in residential areas, unauthorized street auto repair and dealership parking, commercial truck parking in neighborhoods, blocked fire hydrants, limited school bus access, and narrow roadways. This initiative continues to work with the community, Office of Community Safety, Prince William Police Department, and the Department of Transportation to discuss and discover solutions to the stated parking issues and concerns.

Community Safety Walk and Reflector Distribution

The Office of Community Safety is in the preliminary planning phase of a 2026 Community Safety Walk and Reflector Distribution Initiative. With Transportation as a partner, the goal of the initiative is to cultivate a culture of transportation safety across Prince William County by engaging residents in community-based Safety Walks that promote pedestrian visibility, traffic safety awareness, education, and proactive participation in reducing traffic-related fatalities and serious injuries.

To strengthen this effort, the Office of Community Safety is leveraging the Community Opportunity Index (COI) to help identify neighborhoods where outreach, education, and prevention activities may be most needed. By incorporating neighborhood-level indicators related to access, community conditions, and underlying opportunity gaps, the COI provides a more targeted and equitable framework for planning community safety walks, reflector distribution, and related transportation safety engagement. This place-based approach helps the County move beyond broad countywide outreach and better align resources, partnership efforts, and community-facing safety strategies with areas where barriers and risk factors may be more concentrated.

The Safety Walks and Reflector Distribution initiative serves as a community outreach and engagement countermeasure designed to:

- Increase community awareness and raise visibility around intersections and corridors identified with High Pedestrian Fatalities
- Encourage Safer Behavior on Roads
- Support infrastructure and countermeasures implementation
- Promote a culture of shared responsibility by building trust and partnership between communities, law enforcement, and transportation agencies through visible, positive engagement
- Demonstrate accountability and transparency by maintaining a public-facing record of community engagement activities

The Office is building a positive rapport and establishing an environment where everyone feels heard, strengthening relationships and collaboration between public safety agencies, county stakeholders and county residents are the building blocks to a safer community.

Conclusion

Prince William County has initiated a county-wide community safety initiative by creating the Office of Community Safety, acknowledging the need for collaborative efforts with the Departments of Transportation, Public Works, Police and Fire and Rescue. This coalition of departments shares a unified safety message and promotes community engagement and education as a

function of making our community safe through transportation and other safety initiatives.

As our branding states, Prince William County Department of Transportation will remain *On the Move* continuing building community connection, collaboration, and communication. Future projects include connecting with the youth community to encourage interest in the field of Science, Technology, Engineering, and Math (STEM). The department has begun a partnership with a local 8th grade science class to explore the field of engineering by hosting class discussions and donating STEM activity kits for the students to enjoy.

Transportation will continue to update the department website regularly providing updates on projects and studies. The site features an interactive map of the location of current projects. Impacts of our outreach plan are measured by evaluating attendance at public meetings and hearings, favorable community input and comments, and public awareness of Transportation projects. Feedback has shown we are moving in a positive direction, and we will continue to keep our operations transparent and accessible. Outcome measures and public feedback will be used to continually improve and adapt the program to Prince William County's growing community.