

City of Roanoke

EVERY CORNER IS A CROSSWALK

Pedestrian Safety Campaign Summary

ABOUT THE CAMPAIGN

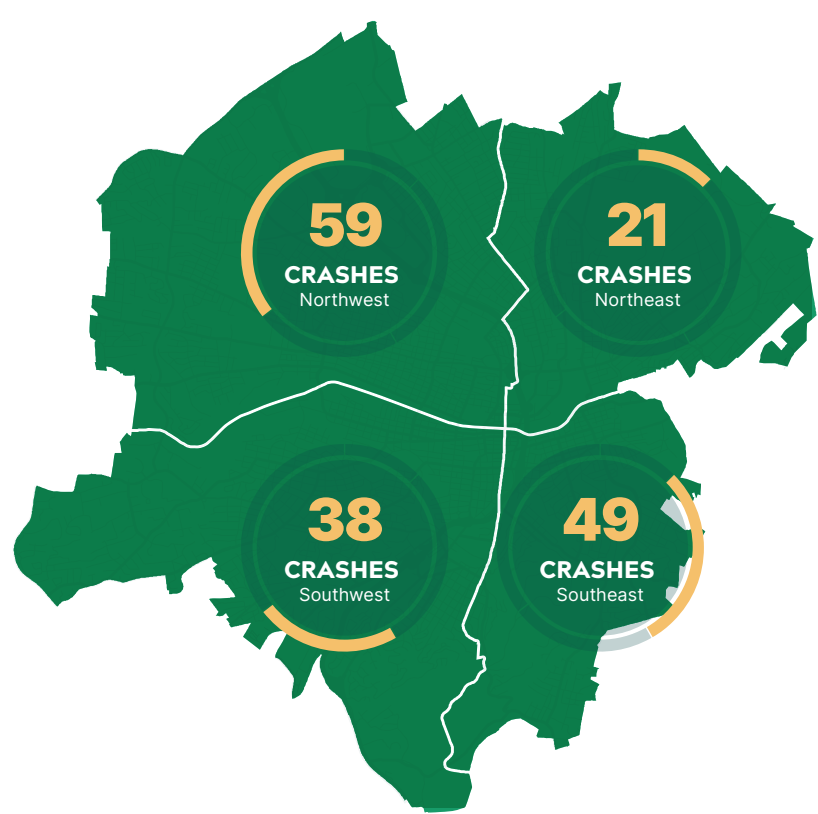
Since 2014, over 200 people have been involved in pedestrian crashes in the City of Roanoke, and nearly 20 lives have been lost. To help combat this issue, the City of Roanoke applied for and received a Virginia Department of Motor Vehicle grant to create a citywide pedestrian safety campaign, called Every Corner is a Crosswalk. The campaign ran for eight weeks from July 13, 2020 to August 31, 2020.

The goals of the campaign were as follows:

- ✓ Increase compliance with Virginia state law at crosswalks for both drivers and pedestrians
- ✓ Reduce the number of crashes between vehicles and people walking

ABOUT THE CAMPAIGN

Since 2014, over 200 people have been involved in pedestrian-related crashes in the City of Roanoke, and **nearly 20 lives have been lost**. The map below illustrates the number of crashes by Roanoke Quadrant between 2014-2018 alone.



CRASH DATA

City of Roanoke staff completed a crash data analysis and found that too many pedestrian-involved crashes are related to crosswalks. The data also showed:

- Pedestrian-related crashes involved significantly **more male than female drivers**
- The majority of pedestrian-related crashes involved **adults ages 22 to 64**



50 POSTERS distributed

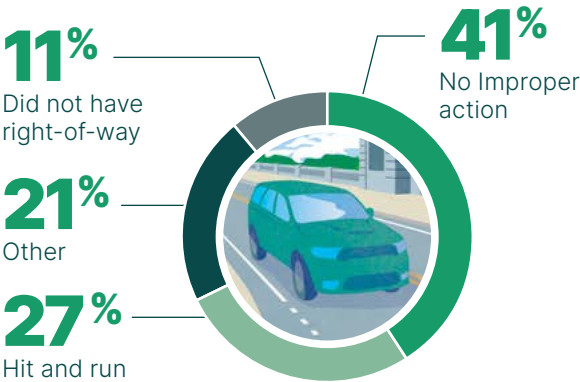
ORIGINAL ARTWORK

The project team designed and distributed 50 **Every Corner is a Crosswalk** campaign posters to partners, businesses, and community members.

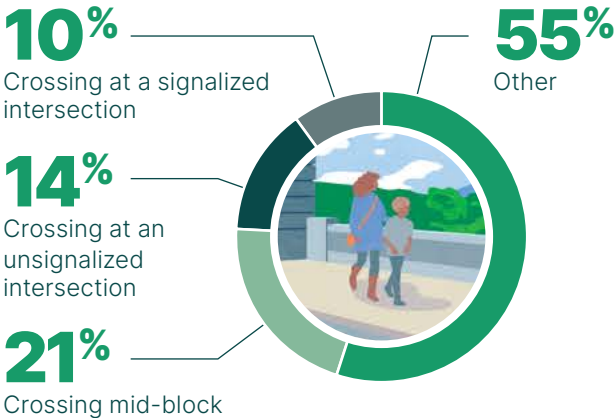
CAMPAIGN FOCUS

While the campaign was citywide, there were enhanced activities (media placement and in-person outreach) in the downtown area due to the rate of reported crashes throughout downtown, significant pedestrian activity, recent downtown improvements, and presence of pedestrian infrastructure.

The campaign focused on common pedestrian and driver behaviors associated with crashes:



Common driver behaviors associated with pedestrian-crashes



Common pedestrian behaviors associated with pedestrian-crashes

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410
YARD SIGNS
distributed

COMMUNITY ENGAGEMENT

Community engagement helped residents, business owners, and employees support the important goals of the campaign.



268

COMMUNITY MEMBERS responded as "interested" or "going" to the virtual kickoff event



50

POSTERS distributed



13

ORGANIZATIONS requested campaign materials



1000

POSTCARDS distributed



21

PEOPLE submitted to the Art Contest

CAMPAIGN OUTCOMES

"I think a continuation of this campaign beyond just this initial short time frame would be highly beneficial. This program brought attention to pedestrians in Roanoke by making the campaign a community effort. Great idea and I hope it will continue."



1,161

PRE-CAMPAIGN SURVEY RESPONDENTS

324

POST-CAMPAIGN SURVEY RESPONDENTS

Survey responses showed:

Over **80%** reported that they ALWAYS WATCH FOR AND STOP FOR PEDESTRIANS AS A DRIVER.

Nearly **60%** reported that they ALWAYS USE THE PEDESTRIAN PUSH BUTTONS WHEN AVAILABLE...

...and **33%** said that they SOMETIMES DO

"I thought this was a helpful campaign! I knew not to cross in the middle of a block but did not know that every single corner is a crosswalk. I support more education campaigns such as this one! A good way to educate people without over-policing."



Of survey respondents who expressed an opinion on the campaign impact:

78%

expressed that the campaign was SUCCESSFUL AT INCREASING DRIVER COMPLIANCE

70%

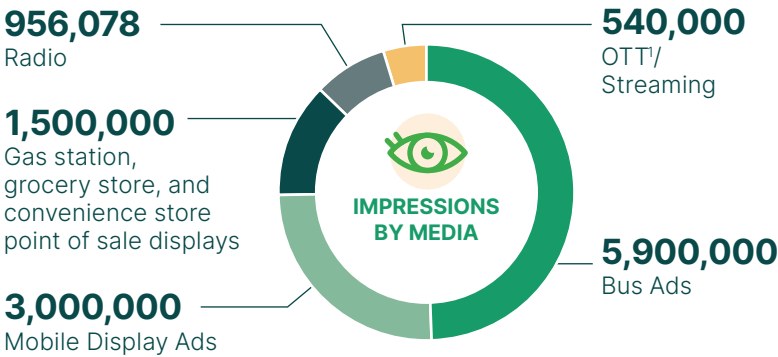
expressed that it was SUCCESSFUL AT INCREASING PEDESTRIAN COMPLIANCE WITH STATE LAW.

MEDIA STRATEGY

Through a mix of paid and donated media including radio, bus ads, social media ads, YouTube, and more, the campaign reached a broad cross-section of Roanoke residents with deep and varied strategies.

"Thank you for the information to keep us all safe and clear up some misconceptions for traffic in Virginia."

The media campaign received nearly **12,000,000** unique impressions across all media outlets



¹ Over-the-top media service: A media service offered directly to viewers via the Internet.

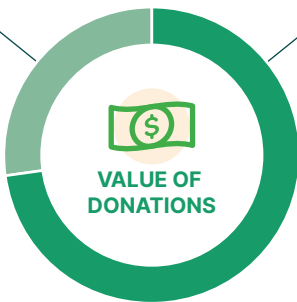
The media campaign benefited from **\$70,000** worth of donated media and time

27%

\$19,000
Donated Time

73%

\$51,000
Donated Media



THANK YOU TO ALL WHO DONATED TIME AND MEDIA!