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

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

In Virginia, EVERY CORNER IS A CROSSWALK whether it’s painted or not.

Street safety is more important than ever. Do your part to prevent injuries. Learn more at PlanRoanoke.org/PedestrianSafety

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:

- 11% Did not have right-of-way
- 21% Other
- 27% Hit and run
- 41% No Improper action
- 10% Crossing at a signalized intersection
- 14% Crossing at an unsignalized intersection
- 21% Crossing mid-block

Common driver behaviors associated with pedestrian-crashes
Common pedestrian behaviors associated with pedestrian-crashes

Information about the campaign can be found at PlanRoanoke.org/PedestrianSafety.
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COMMUNITY ENGAGEMENT
Community engagement helped residents, business owners, and employees support the important goals of the campaign.

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."

"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."

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

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."

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

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.

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

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

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