

# City of Roanoke

# NO NEED TO SPEED®

## Pedestrian Safety Campaign Summary

### ABOUT THE CAMPAIGN

Slower driving leads to fewer crashes and fewer deaths and injuries. To help reduce speeding and decrease speed-related crashes, the City of Roanoke received a Virginia Department of Motor Vehicle grant to create the second phase of the citywide pedestrian safety campaign, called No Need to Speed®. The campaign ran from June 21 to August 15, 2021 with the goals of:

- ✓ Reducing speeding and speed-related crashes
- ✓ Increasing awareness of speeding as a pedestrian safety issue



### PRIORITY CORRIDORS

City of Roanoke staff completed a traffic speed analysis to identify and prioritize locations to focus on in the No Need to Speed® campaign. The selected corridors (shown below) served as a basis for the campaign approach and locations for traffic speed studies:



“Driving too fast on neighborhood streets is increasingly dangerous as more people have gotten outside over the past 1.5 years. There are more adults, children, strollers, and dogs outside walking than ever before. Following neighborhood speed limits should absolutely be a priority for drivers and awareness is a great way to bring it to their attention. Great job on the campaign!”

### CAMPAIGN FOCUS

The campaign called on all people in Roanoke to obey the speed limit, while the media buy and outreach efforts additionally prioritized reaching the following audiences:



Drivers under 25 years of age



Men of any age



People who drive frequently (non-professionally)

1500 POSTCARDS distributed

Take the pledge to help stop speeding and make Roanoke a safer place to walk. Visit [PlanRoanoke.org/PedestrianSafety](https://PlanRoanoke.org/PedestrianSafety) ...or scan here!

ROANOKE DMV Now.com

### ORIGINAL ARTWORK

The project team designed and distributed 1500 No Need to Speed® campaign postcards to partners, businesses, and community members.



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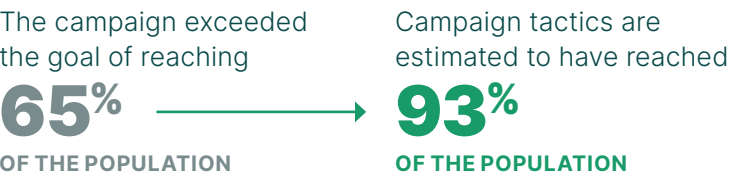
COMMUNITY ENGAGEMENT

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



CAMPAIGN OUTCOMES

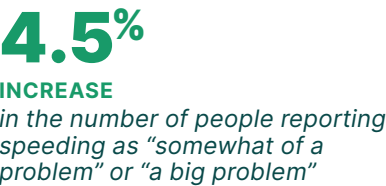
The campaign achieved the goal of increasing awareness of speeding as a pedestrian safety problem. Following the campaign, survey respondents felt more strongly that speeding is an issue and that the speed limit should not be exceeded.



"I totally love this campaign. It has the potential to save lives if people would take them seriously. It's well worth the time spent developing this campaign to continue it. I'm sure it will make a life saving difference to someone. Thank you for your efforts and attention to this important concern for saving lives."



Survey responses showed:



"I am so proud of our city taking the time and effort to help make things safer for all users of our roads and shared spaces."

The selected slogan of "No Need to Speed" had been trademarked by Keep Kids Alive Drive 25. See [KKAD25.org](http://KKAD25.org) for more information.

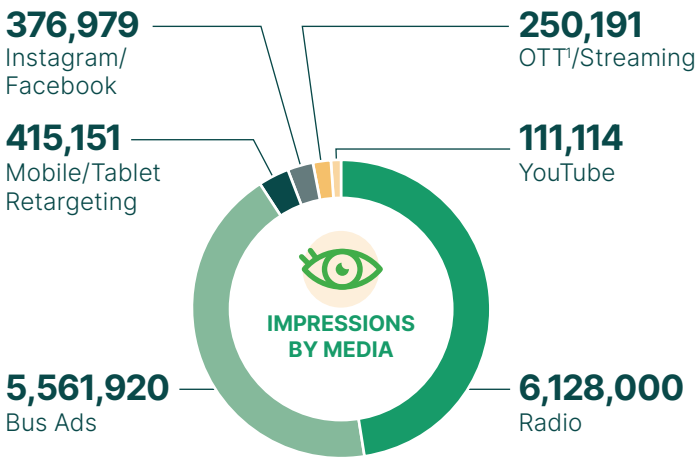
Information about the campaign can be found at [PlanRoanoke.org/PedestrianSafety](http://PlanRoanoke.org/PedestrianSafety).

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.

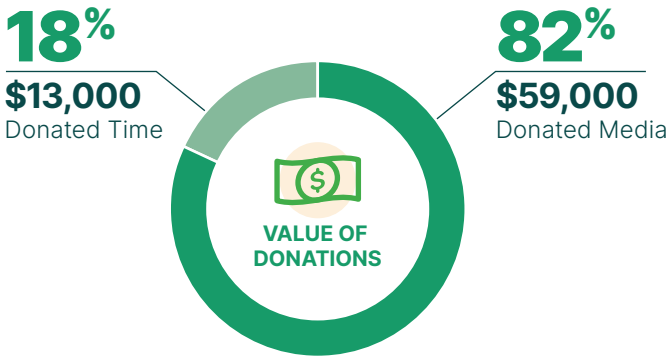
"No need to speed is a great slogan—it is exactly right! Everyone needs to start being responsible and act accordingly —speed limits are posted for a reason."

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



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

The media campaign benefited from **\$72,000** worth of donated media and time



THANK YOU TO ALL WHO DONATED TIME AND MEDIA!