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:

- WESTSIDE BLVD NW
- WILLIAMSON RD NE
- MELROSE AVE NW
- LIBERTY RD NE
- DALE AVE SE
- 9TH ST SE
- FRANKLIN RD SW
- BRANDON AVE SW
- MELROSE AVE NW

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)

“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!”

Information about the campaign can be found at PlanRoanoke.org/PedestrianSafety.

September 2021
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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.

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 to all who donated time and media!”

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