

# CITY OF ROANOKE EVERY CORNER IS A CROSSWALK PEDESTRIAN SAFETY CAMPAIGN

September 2020









## EXECUTIVE SUMMARY

Since 2014, over 200 people have been involved in pedestrian crashes in the City of Roanoke, and nearly 20 lives have been lost. Pedestrians are overrepresented in serious injury and fatal crashes, which means that when a pedestrian is involved in a crash, it is more likely to result in a serious or fatal injury. To combat this issue, The City of Roanoke applied for and received a grant from the Virginia Department of Motor Vehicles to develop a citywide pedestrian safety media campaign. The campaign ran for eight weeks from July 13, 2020 to August 31, 2020. The goals of the campaign were as follows:

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

The campaign complemented recent changes to Virginia law, [VA Code 46.2-924](#), which changed the requirement that drivers yield for pedestrians in crosswalks to a requirement to stop for pedestrians in crosswalks. To achieve the campaign goal of increasing compliance at crosswalks for both drivers and pedestrians, the City developed one primary campaign message and two sub-messages:

### **IN VIRGINIA, EVERY CORNER IS A CROSSWALK, WHETHER IT IS PAINTED OR NOT**

- Pedestrians: Cross at the corner
- Drivers: Stop at the corner

The City promoted the campaign messages through a variety of channels including:

- Paid and earned media
- City and partner communications
- Materials distribution (posters, postcards, yard signs)
- A virtual kickoff event
- A signal cabinet art contest
- Two pedestrian safety videos from the victim's perspective

To evaluate the campaign's effectiveness and learn about public response to the campaign, the City conducted a pre- and post-campaign online public survey. Survey results provided the following insights:

- Over 80% of survey respondents reported that they always watch for and stop for pedestrians as a driver.
- Nearly 60% of survey respondents reported that they always use the pedestrian push buttons when available, while just over 33% reported that they sometimes do.
- Over 40% of respondents reported that they always cross at the corner and just over 50% reported 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 and 70% expressed that it was successful at increasing pedestrian compliance with state law.



# CAMPAIGN OVERVIEW

## Background

Pedestrians in Roanoke are overrepresented in serious injury and fatal crashes, which means that when a pedestrian is involved in a crash, it is more likely to result in a serious or fatal injury. The City takes this safety crisis seriously and has prioritized pedestrian safety concerns downtown and beyond. In 2020, the City installed leading pedestrian intervals at traffic signals and made safety improvements at over 20 intersections. From July through September, 2020 the City implemented a media campaign to complement the aforementioned improvements.

## Funding and Project Management

The City of Roanoke received grant funding for the campaign from the Virginia Department of Motor Vehicles. A representative from the City and from the Roanoke Valley-Alleghany Regional Commission were the project co-managers. The regional Transportation Demand Management program, RIDE Solutions, served as an advisor and contributor to the campaign. The City contracted with a consulting firm, Alta Planning + Design, to assist in the development, implementation, and evaluation of the campaign.

## Campaign Goals

The primary goal of the campaign was to increase compliance with Virginia state law at crosswalks for both drivers and pedestrians who live and/or work in Roanoke. The campaign targeted several audiences and behaviors based on crash data from 2014 to 2018, as discussed in the following sections.

## Target Audience

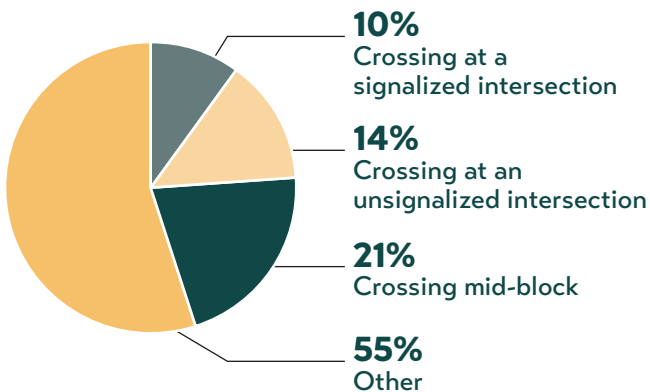
Alta's crash analysis showed that pedestrian-related crashes involved significantly more male than female. For both drivers and pedestrians, approximately 30% of people involved were female. Nearly 70% of pedestrians and 45% of drivers involved in crashes were male (with 24% of drivers not providing information on gender). For this reason, the City focused the campaign on men as the priority audience for the ad buys. The City also decided to target adults ages 22 to 64 since the crash data showed that the majority of pedestrian-related crashes involved adults in this age group, with the average age of drivers being 46 and the average age of pedestrians being 36.



## Target Behaviors

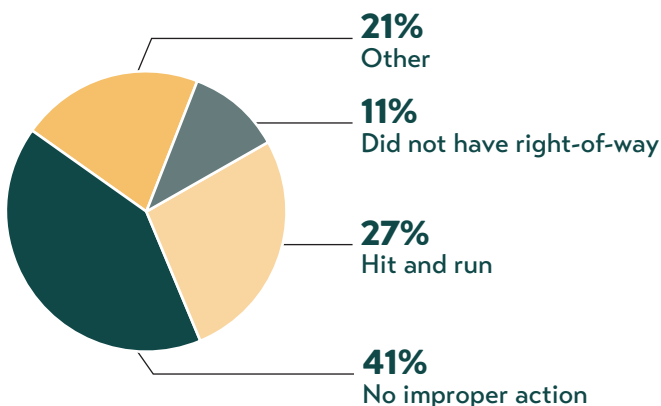
Based on the crash reporting, the three most common pedestrian behaviors account for 45% of all pedestrian-related crashes, namely:

**Common pedestrian behaviors associated with pedestrian-crashes**



The most common driver behaviors associated with pedestrian-crashes in crash reports include:

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



## Target Geography

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 also planned for enhanced activities in northwest through in-person outreach and events, but the City was unable to plan in-person events due to COVID-19.



# CAMPAIGN MATERIALS

## Messaging and Design Process

Once the target audience and behaviors were determined, the consultant team developed campaign messaging and graphics. From a list of potential slogans, the City selected a suite of campaign messages that were clear, direct, and addressed the target behaviors. Next, the team discussed the desired colors, imagery, and tone of the campaign. The consultant team developed sample visual style concepts, from which the City chose their preferred design direction. The consultant team provided hand sketches for the City to choose from prior to completing the digital artwork. Emerging from this process, the City approved the following campaign messages and graphics, as seen in Figures 1 and 2.

## Print Materials

A suite of print materials were developed for the campaign, as described on page 7. In many cases, the City decided to use both campaign illustrations to create two versions of the same collateral piece.

### IN VIRGINIA, EVERY CORNER IS A CROSSWALK, WHETHER IT IS PAINTED OR NOT

- Pedestrians: Cross at the corner
- Drivers: Stop at the corner

**Figure 1:** *Gainsboro Historic Neighborhood Original Artwork*



**Figure 2:** *Memorial Bridge Scene Original Artwork*



## Posters & Postcards

The City decided to create campaign posters and postcards to distribute to partners, businesses, and community members. Details on the posters and postcards are in Table 1. Originally the postcards were to be distributed during in-person outreach events, but the City decided against it due to COVID-19. Instead, the City distributed a DIY Pedestrian Safety Kit order form via Google Forms to make it easy for partners to select which materials (postcard, poster, and/or yard sign) they would like to receive. Once the orders were in, the City made deliveries to each partner that filled out the form. Thirteen partners completed the form. Downtown Roanoke Inc (DRI) distributed 1,000 of the postcards to people living downtown and 50 posters to downtown businesses. The poster is seen in Figure 3, below.

**Figure 3:** *Poster*



## Yard Signs

The project team designed and printed a two-sided yard sign, using one campaign illustration on each side, as seen in Figure 4 below. The yard signs were placed along main corridors and city public schools, and distributed to residents and community members upon request to place in their yards and neighborhoods. The City ordered 410 yard signs and 382 were distributed.

Partners/organizations could order yard signs through the DIY Pedestrian Safety Kit order form and residents could order through a separate Google form. The public was given the option to order one to three yard signs. The public order form was promoted on the campaign website, during the online kickoff event, and through social media. Forty residents completed the form.

**Figure 4:** *Yard Sign*



**Table 1:** *Poster and postcard details*

COLLATERAL PIECE	DIMENSIONS	QUANTITY
<b>Poster</b> <i>Gainsboro version</i>	11"x17"	50
<b>Poster</b> <i>bridge version</i>	11"x17"	50
<b>Postcard</b> <i>Gainsboro version</i>	4"x6"	850
<b>Postcard</b> <i>bridge version</i>	4"x6"	850





# COMMUNICATIONS & MEDIA

## Overview

The campaign used a combination of outdoor, print, and digital media, combined with the efforts of the City and local partners to distribute materials on the ground level to reach Roanoke residents and employees (see Figure 5). The campaign also included a virtual Facebook kickoff event, a signal cabinet art contest, and the production of two videos telling the story of Roanoke community members whose lives have been impacted by traffic violence.

Alta partnered with NDP, a local media agency, to manage the paid and earned media for the duration of the campaign. NDP's goals were as follows:

- Reach a minimum of 65% of the target audience
- Successfully solicit at least \$50,000 in donated and earned media

The combined estimated reach of the campaign was 92%, and the total donated and earned media totaled nearly \$70,000, as seen in Table 2.

**Figure 5:** Screenshot of Media Coverage



## Paid Media

### Strategy

NDP analyzed the media usage of men ages 22-64 that live or work in Roanoke to determine appropriate channels. The strategy was outlined as follows:

- Incorporate media that will reach the target audience when they are traveling either by car or bus
- Utilize media that will provide coverage of the entire City of Roanoke, as well as some that can be geographically targeted to the heavy crash area
- Run media consistently during the eight-week campaign

### Radio

Two radio ads were created and 761 paid radio ad runs were scheduled on a mix of radio stations, including:

- WPLY-AM - Sports
- WROV-FM - Classic Rock
- WSTV-FM - Adult Hits
- WVBE-FM - Urban Adult Contemporary/R&B
- WSLQ-FM - Adult Contemporary

The radio ads resulted in a broad reach and frequency yielding **825,700 impressions**. In addition, the stations donated **400 bonus radio ads** and placed banner ads on their websites during the eight-week campaign at no cost, resulting in **130,378 impressions**.

Figure 6: Bus Ad



Bus Ads

The project team designed and printed interior and exterior bus ads for the local transit agency, Valley Metro. The interior bus ads used the bridge illustration and the exterior bus ads used the Gainsboro Historic Neighborhood illustration, as seen in Figure 6.

20 interior bus ads and 20 exterior rear ads were placed over a two-month period. The combination of interior and exterior bus ads were selected to reach both drivers and pedestrians. The bus ads resulted in a total of over 5.9 million impressions during the eight-week campaign.

Table 2: Value of donated/earned media

DONATED /EARNED MEDIA	VALUE
Radio Bonus Spots	\$15,960
Banners on Radio Station Sites	\$4,800
Production of two :30 Spots	\$500
RVTV TV Spot Production	\$1,836
Bus Posters	\$3,700
Berlund Center Marquees	\$5,000
Roanoke Family Magazine	\$1,000
Gas Station/Convenience Store Video	\$385
Mobile Digital	\$1,549
Connected TV	\$7,982
Public Relations Coverage	\$8,025
Subtotal	\$50,737
DONATED TIME	VALUE
10/8 - 3/31 Value of Roanoke City staff hours	\$6,996
4/1 - 6/30 Value of Roanoke City staff hours	\$3,601
7/1 - 9/30 Value of Roanoke City staff hours	\$6,202
7/1 - 9/30 Value of NDP donated staff hours	\$2,100
Subtotal	\$18,899
TOTAL	\$69,636

# Digital

The project team developed digital display banners and a 15-second video to be used for mobile displays; gas station, grocery store, and convenience store displays; and smart TVs.

## Mobile Display Ads

The mobile ads used geofencing to reach people around the Roanoke area, serving over 3 million impressions with a click-through rate (CTR) of 0.16%, well over the industry average of 0.08%.

## Gas Station, Grocery Store, & Convenience Store Point of Sale Displays

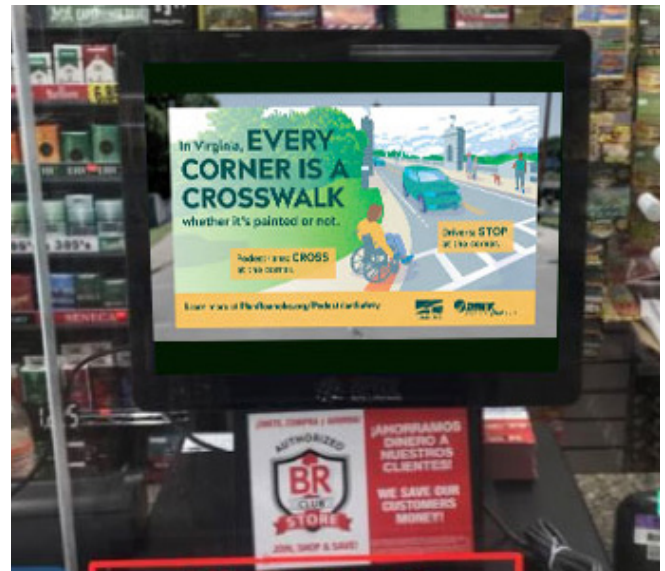
These ads were displayed on the payment display screen for credit/debit card payments, and in-store monitors (see Figure 7). The display ads resulted in 1.5 million impressions.



## Connected TV

Over 540,000 ads were placed through Smart TV's and streaming players. The Connected TV vendor also targeted households with display ads based on what was playing on their Smart TV through a process called automatic content recognition. The automatic content recognition reached nearly 300,000 people with a click through rate of 0.12%, which is over the industry average of 0.08%.

**Figure 7:** Convenience Store Point of Sale Display





**Figure 8: Earned Media Coverage**



## Donated/Earned Media & Donated Time

The campaign earned media coverage from a variety of local television, radio, and online news channels, including:

- WDBJ-TV
- WSTV-FM
- WFXR-TV
- WVBE-FM
- WSET-TV
- WSLQ-FM
- WSLS-TV
- Patch.com
- WFIR-AM
- Roanokestar.com
- WPLY-AM
- Roanoke.com
- WROV-FM
- Roanoketribune.com

See Figures 8 and 9 for examples of donated and earned media. Donated and earned media details can be found in Appendix A. Table 2 on page 9 summarizes the earned media resulting from the paid media and the corresponding monetary value.

**Figure 9: Earned Media Coverage**

LOCAL NEWS

### Organizers launch 'Every Corner is a Crosswalk' campaign in Roanoke



by: Aaron Farrar

Posted: Jul 17, 2020 / 08:50 AM EDT / Updated: Jul 17, 2020 / 11:59 AM EDT

ROANOKE, Va. (WFXR) — The City of Roanoke is doing its part to keep people safe while they cross the street.

Organizers launched the "Every Corner is a Crosswalk" campaign on Friday, July 17 as an effort to promote safety tips for both pedestrians and drivers while at crosswalks throughout the city. It runs from Friday through Sept. 4.

## City and Partner Communications

The City and its partner organizations utilized their existing websites, social media, e-newsletters, and other email lists to promote the campaign message, events, and updates, as seen in Table 3 and Figures 10 and 11, and in Appendix B.

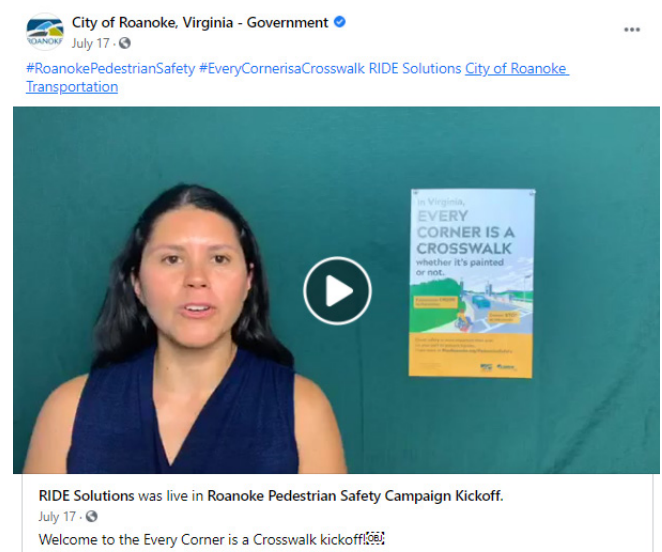
**Table 3: City Communications**

COMMUNICATION CHANNEL	DETAILS
Campaign Webpage	All campaign information was housed on <a href="https://PlanRoanoke.org/PedestrianSafety">PlanRoanoke.org/PedestrianSafety</a> , which is run by the City. The webpage included announcements, campaign materials, campaign details, information for drivers and pedestrians, and more. The webpage had 8,491 views from June 1 – September 21.
City of Roanoke and City of Roanoke Transportation Social Media	Both platforms shared about 15 organic posts about campaign updates including the pre-survey, kickoff event, yard signs, art contest, and more. The platforms had a combined total of nearly 90,000 followers.
City Employee Email	Five biweekly emails were sent to City employees with campaign updates. There were approximately 1,400 City employees who received each email.
Weekly Neighborhood Update	Five weekly updates were sent by the City Neighborhood Services Coordinator to approximately 530 subscribers

**Figure 10: Social Media Post from the City of Roanoke**



**Figure 11: Social Media Post from the City of Roanoke**



## Partner Communications

Before the campaign started, the City established a list of over 50 partners to engage in the campaign, including public institutions and City departments, social service organizations, community-based organizations, faith-based organizations, and community hubs. The City sent the identified partners a Digital Outreach Toolkit, which that included content for social media, e-newsletters, and websites. Partners were also encouraged to share social media posts from the City social media platforms and post organic content as seen in Figure 12. Additionally, partners could participate in the campaign by:

- Creating a video for the virtual kickoff event
- Ordering a DIY Pedestrian Safety Kit
- Encouraging people to participate in the art contest

**Figure 12:** Social Media Post from partner Carilion



At the end of the campaign, The City sent partners an online survey to learn how they engaged with the campaign and how the City could have improved collaboration.

## Partner Survey Key Results

- The top three ways that survey respondents participated in the campaign were:
  - Promoting the campaign through social media
  - Sharing the City of Roanoke's campaign posts on social media, and
  - Placing yard signs in the community.
- A majority (87%) of respondents found the Digital Outreach Toolkit and direct emails from City of Roanoke staff with campaign updates and pre-written materials to be extremely useful or useful.
- Four out of five (80%) respondents found the DIY Pedestrian Safety Kit to be extremely useful or useful.
- Nearly all (93%) of respondents found City of Roanoke social media posts to be extremely useful or useful.
- Nearly four-fifths (79%) of respondents thought the campaign was very successful or somewhat successful in improving pedestrian safety in Roanoke.



## Kickoff Event

In March of 2020, the COVID-19 pandemic forced the temporary shutdown of many businesses and prohibited large gatherings. The duration of the statewide mandates in Virginia were unknown, so the project team made the decision to shift the kickoff event to a virtual platform.

### Overview

The City of Roanoke and RIDE Solutions co-hosted the event, which was shared through the City's Facebook page. The project team curated a sequence of videos, posts, and activities to publish to the Facebook event page over the course of the hour-long event. Attendees who responded as "going" on Facebook received notifications when certain posts were published and were offered a chance to win one of four \$25 Downtown Roanoke, Inc. gift cards to be used at any business downtown. The gift card raffle was intended to gain greater attendance at the event.

### Videos and Quizzes

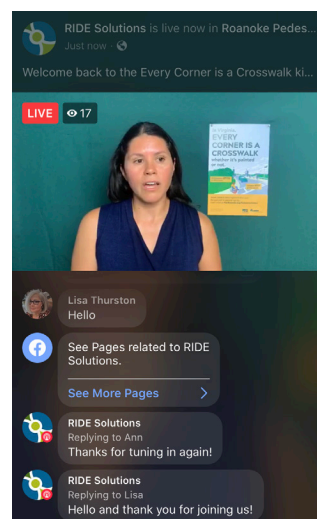
The campaign project manager, Andrea Garland, seen in Figure 13, hosted the event with a series of live Facebook videos, welcoming viewers, thanking partners, providing details, and announcing winners at the end of the event. The City asked other departments and other local partners to submit videos sharing the importance of pedestrian safety and reminding viewers that in Virginia, every corner is a crosswalk, whether it is painted or not. Five videos were made and submitted specifically for the event. RIDE Solutions selected other videos for the event with general pedestrian safety messages. The event also featured the 15-second campaign videos.

One goal of the kickoff event was for it to be interactive and engaging. The team developed three quizzes to post throughout the hour-long event. The quiz posts included multiple pictures of campaign yard signs in the community and viewers had the opportunity to guess the locations of where the yard signs were placed. One correct answer made viewers eligible to win one of three RunAbout Sports packs.

### Results

173 people responded to the event as "interested" and 95 responded as "going." The live intro reached 2,634 people, had 28 reactions, and 75 clicks. The total engagement metrics for all videos and quizzes during the event were 8,879 people reached, 405 reactions, and 534 clicks.

The kickoff event format was based on a day-long RIDE Solutions Virtual Earth Day Event. When compared to the RIDE Solutions event, the kickoff was considered a success, with similar engagement rates on posts. Attendance was lower, but this was expected with a smaller scale event. The event proved that a virtual event was a successful way to engage with the public.



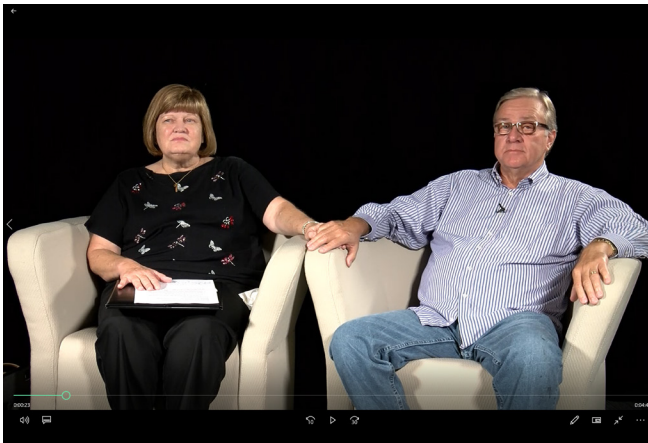
**Figure 13:** Screenshot from the Live Event

## Victim Videos

### Overview

The City partnered with RVTV, a local television station, to create pedestrian safety videos created from the victim's perspective. The videos featured Luanne Rife, a Roanoke Times Health Correspondent, who was hit crossing at the 2nd and Campbell intersection, and Sandy and Andy Beyers, seen in Figure 14, who lost their granddaughter Kenzie Beyers in a traffic crash on Brandon Ave. The videos included a final message that "Together, we CAN prevent traffic crashes. Drive like your loved one's the person crossing the street" and a final reminder that in Virginia, every corner is a crosswalk, whether it is painted or not. The videos were produced in August and September 2020, for ongoing placement and promotion after the campaign's end.

**Figure 14:** Sandy and Andy Beyers



## Art Contest

### Overview

As part of the Roanoke Pedestrian Safety Campaign, the City hosted a signal cabinet art contest as another way to raise awareness that in Virginia, every corner is a crosswalk, whether it's painted or not. The official name of the contest was **Color Your Corner | Roanoke Pedestrian Safety Art Contest**. Residents of all ages were invited to submit designs to have their artwork placed as a vinyl wrap over a signal cabinet like the one seen in Figure 15. The contest kicked off in August and submissions were accepted until the end of September. Five winners will be selected by a panel assembled by the Roanoke Arts Commission in October 2020.

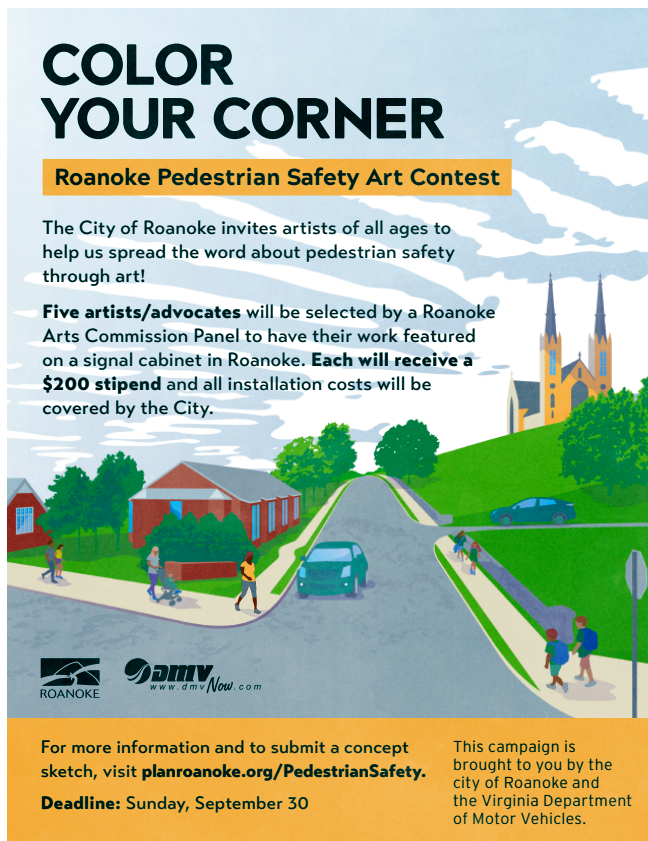
**Figure 15:** Example of Cabinet Box Where Winning Artwork Will be Placed



## Handout

A quarter-page handout was developed to promote the art contest as seen in Figure 16. The handout was printed in-house by the City and distributed by the Roanoke Arts Commission to partners and community members.

**Figure 16:** *Handout*



## Submissions

Initial submissions were rough sketches submitted through an online form that included contact information, their preference for placement (northeast, southeast, downtown, etc.), a description of their artwork, and an opportunity to share about their pedestrian experiences in Roanoke.

Winners had the opportunity to refine their sketch upon selection. Eligible selections had to meet the following criteria:

- Original artwork
- Incorporates the message “Every Corner is a Crosswalk” in a positive way
- Highlights the diversity of Roanoke’s neighborhoods and people
- Cannot mimic a regulatory sign
- No offensive wording or images
- No nudity or violence
- No promotion of any business or product

Each of the winners received a \$200 stipend to support their work.

## Installation

The installation of the artwork will be fully paid for by the City. Winners were told that they will need to provide a final digital file of their artwork and the City will manage the printing and placement of the design. One piece of artwork will be installed in each quadrant of the city (NE, SE, NW, SW) and downtown in summer of 2021.





# EVALUATION

## Field Observations

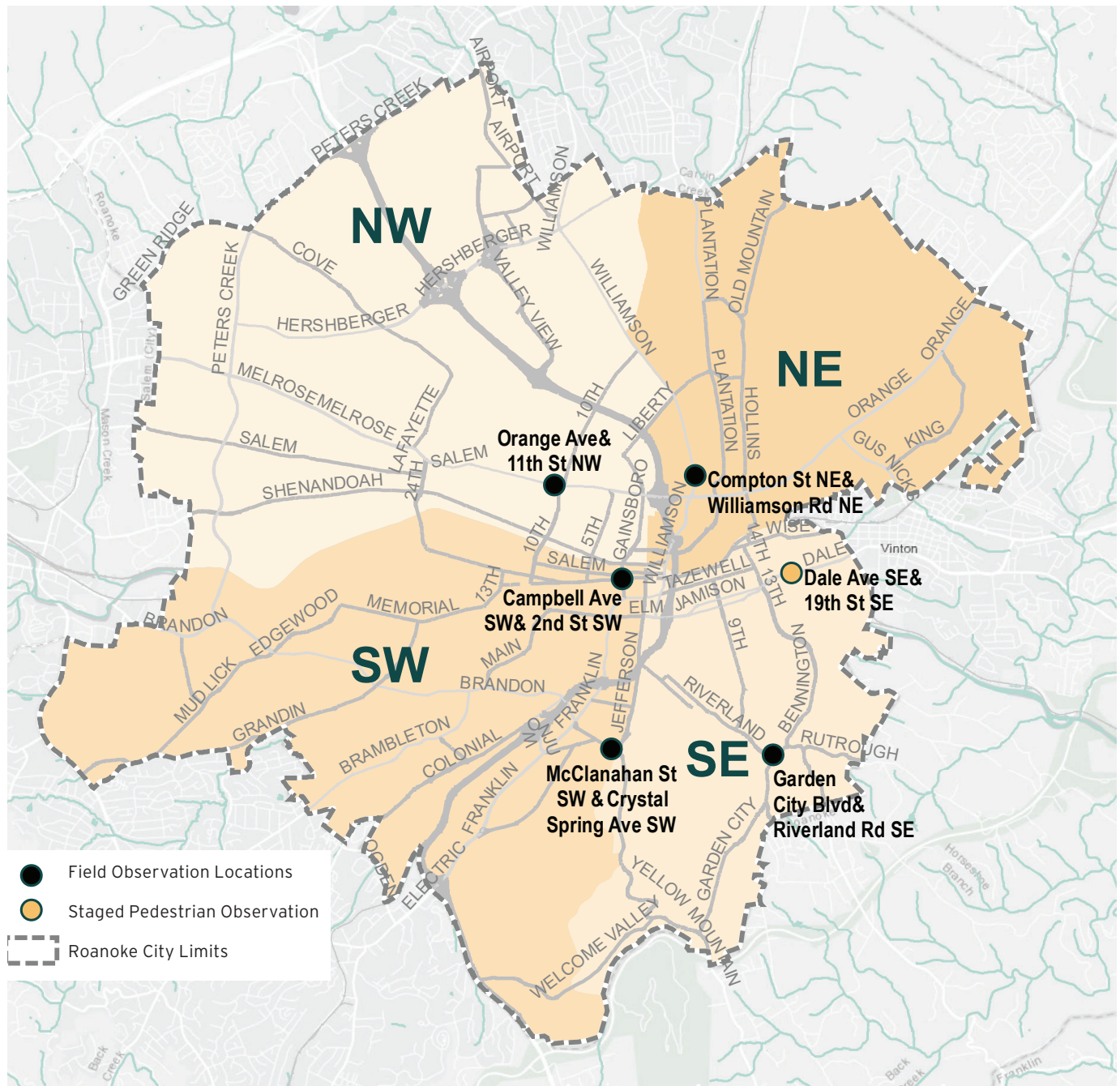
### *Methodology*

To evaluate progress toward improved crosswalk compliance by drivers and pedestrians in the City of Roanoke, the project team conducted field observations before and after the campaign. The pre- and post-campaign observations were conducted at the same locations and used the same methodology so that the project team could evaluate changes in behavior. As seen in Table 4 on page 19, most of the pre-campaign observations were conducted in October and November 2019, with the exception of the observations at Orange Ave and 11th St. NW, which were conducted in May and June 2020. The post-campaign observations were conducted in September 2020.

At least one location was selected in each quadrant of the city and one location downtown, as seen in Figure 17. Each location selected was thought to have higher than average pedestrian activity for its quadrant or area. As seen in Table 4 on the following page, all locations had marked crosswalks but otherwise represented a variety of pedestrian accommodations: Push button actuated crossing, unsignalized intersection, signalized intersection with pedestrian head, and rectangular rapid flash beacon.

All but one field observations location used a passive observation method with observers watching driver and pedestrian behavior without influencing it. At Dale Ave SE and 19th St SE, a staged observation method was used with the observer acting as the pedestrian, so only driver behavior was evaluated at this location.

**Figure 17: Map of Field Observation**



**Table 4:** *Field Observations Locations*

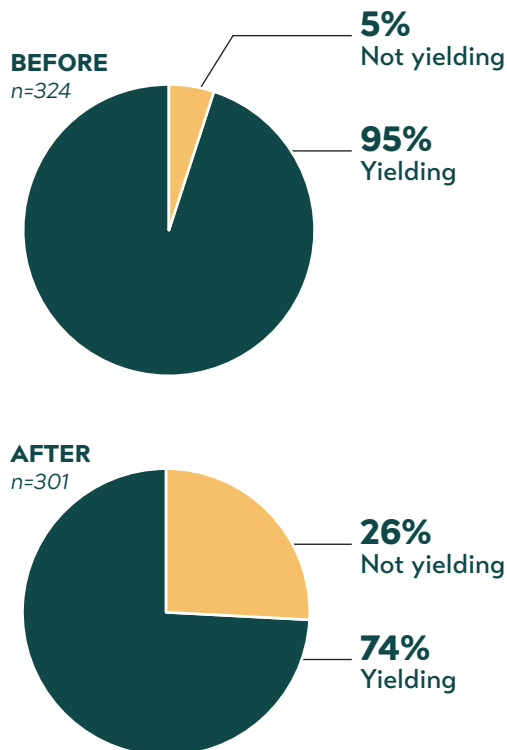
INTERSECTION	PRE-CAMPAIGN OBSERVATION DATE RANGE	POST-CAMPAIGN OBSERVATION DATE RANGE	DETAILS
Compton St NE and Williamson Road NE	October 2019	September 2020	Push button actuated crossing  AADT: 16,000
McClanahan St SW and Crystal Spring Ave SW	October 2019	September 2020	Unsignalized intersection w/ crosswalks  AADT: 8,500
Garden City Blvd and Riverland Rd SE	November 2019	September 2020	Push button activated trail crossing  AADT: 9,400
Campbell Ave SW and 2nd St SW	November 2019	September 2020	Signalized intersection with pedestrian head and crosswalks  <i>Note: This intersection was upgraded between observations to include Lead pedestrian interval with Right Turn Yield to Pedestrian Signs.</i>  AADT: 7,700
Dale Ave SE and 19th St SE	November 2019	September 2020	Push button crossing  <i>*Staged pedestrian approach was used</i>  AADT: 24,000
Orange Ave and 11th St. NW	May-June 2020	September 2020	Push button activated RRFB and crosswalk  AADT: 15,000



## Key Findings

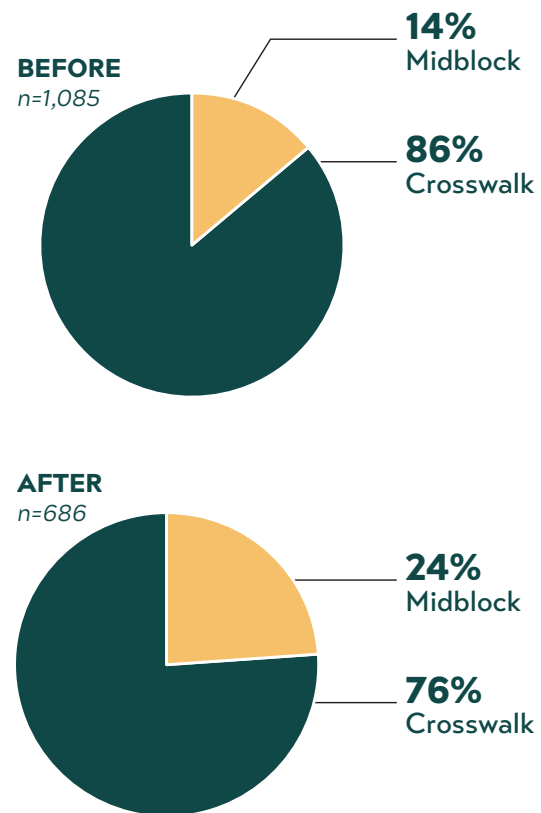
Overall, the majority of drivers yielded to pedestrians in the pre- and post-campaign observations. However, as illustrated by Figure 18, below, the percentage of drivers observed to yield to pedestrians decreased from 89% to 67% from the pre- to post-campaign observations.

**Figure 18:** *Percentage of Drivers Yielding or Not Yielding to Pedestrians during Observations (includes all locations, even the staged location of Dale Ave)*

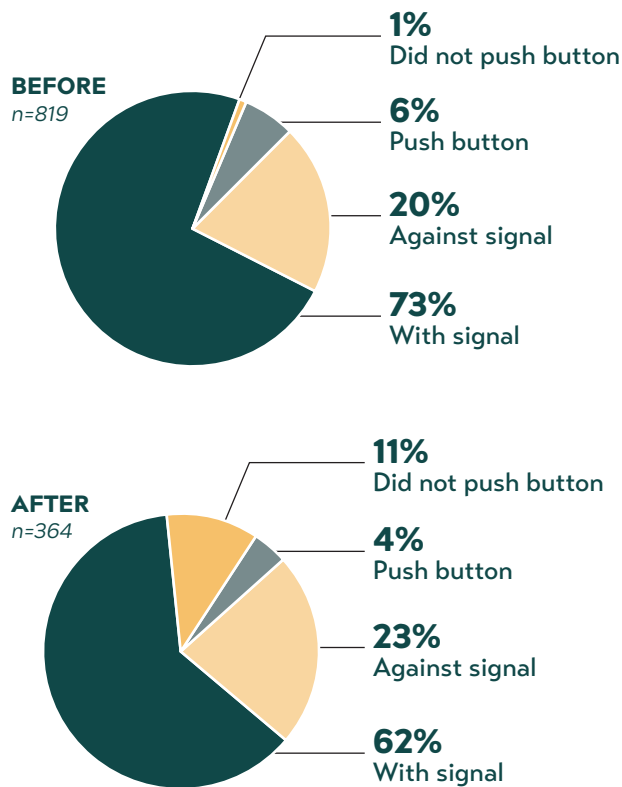


Similarly, a higher percentage of pedestrians crossed at crosswalks during the pre-campaign observations (86%) than the post-campaign observations (76%), as seen in Figure 19. Additionally, at signalized intersections a higher percentage of pedestrians were observed to cross with a signal during pre-campaign observations (73%) than the post-campaign observations (62%) as seen in Figure 20.

**Figure 19:** *Percentage of Pedestrians Crossing at the Crosswalk or Midblock*



**Figure 20:** *Pedestrian Behavior at Signalized Intersections*



Possible reasons for the decline in observed compliance include:

**Changes in travel behavior from the pre- to post-campaign survey times due to the pandemic.**

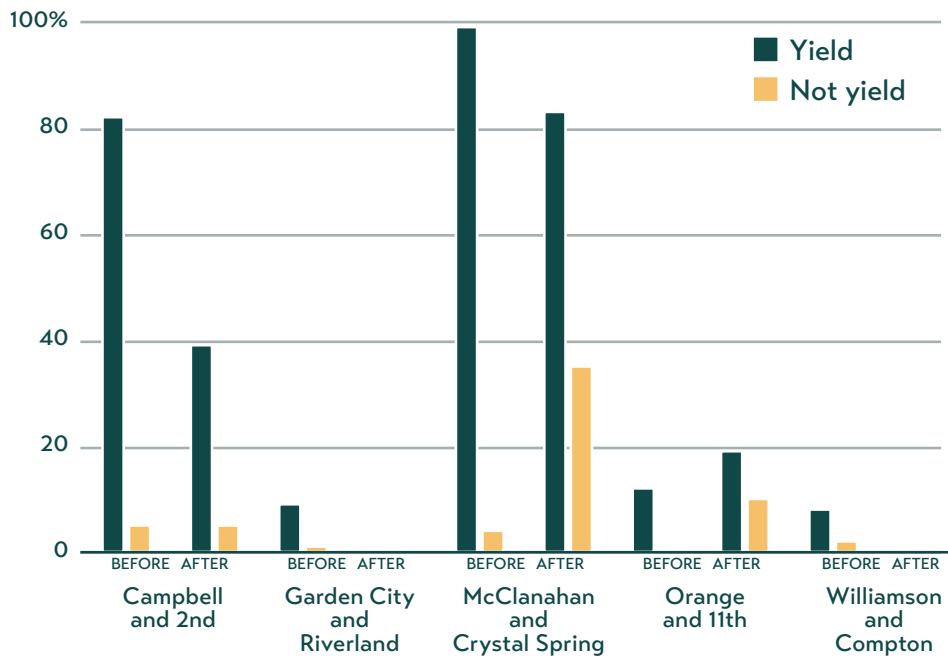
- In March 2020, the Virginia governor directed all Virginians to stay home except when making essential trips.
- On July 1, 2020, the state entered into Phase 3 of reopening and remained in this phase for the duration of the campaign.
- Travel patterns will likely not return to pre-pandemic levels until the state issues full reopening and the majority of individuals regain the need, desire, and ability to return to their pre-pandemic lifestyles.
- Far fewer people are walking for local and recreational trips than were doing so pre-pandemic. As a result, drivers are likely not observing pedestrians as often, and may be even less likely to comply with yield expectations; this aligns with “Safety In Numbers” research findings (Jacobsen 2003 and 2015).
- Nationwide, traffic crash incidence and severity have increased, correlating with an increase in driver speeding behavior. Pedestrians, likewise, may be more likely to cross mid-block if the traffic volumes have reduced due to reduced tripmaking under COVID conditions.
- It is likely that the changes in driver and pedestrian behavior that were observed after the campaign were in part due to COVID/pandemic-related changes in road user behavior.

**There were fewer pedestrian and driver data points during the post-campaign observations, possibly due to changes in travel patterns and behaviors.**

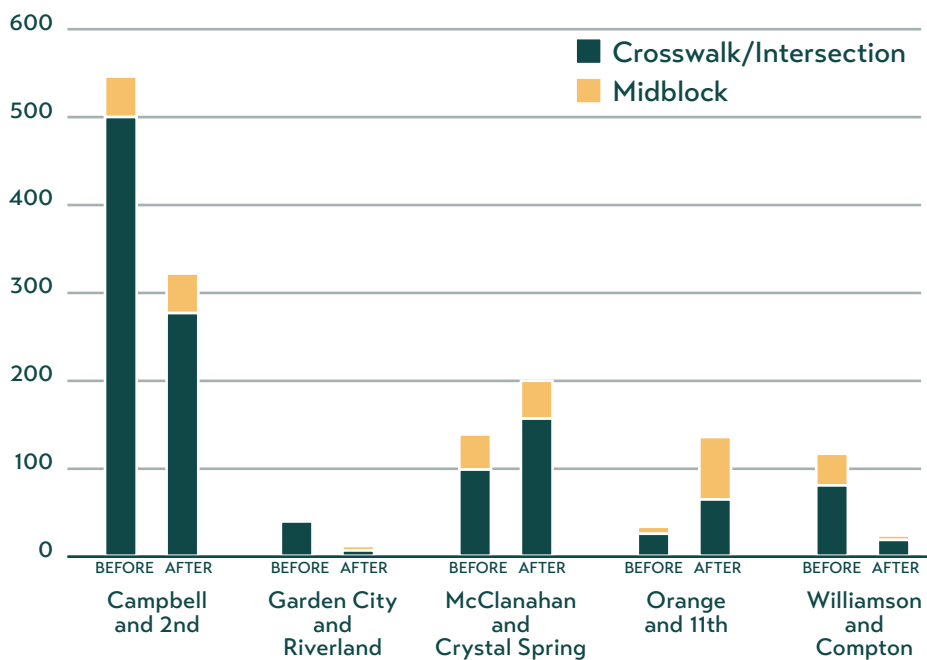
- As seen in Figures 22 and 23, three of the five observation locations yielded fewer pedestrian data points in the post-campaign evaluation than the pre-campaign evaluation. Field observation staff stated that there were few to no pedestrians to observe during some of the observation times. This could be due to schools not being in session, a large percentage of people still working from home or unemployed, and businesses operating at reduced capacity.
- As seen in Figure 21, driver behavior was not observed in two of the locations during the post-campaign observations (Garden City/Riverbend and Williamson/Compton). Observers noted that few pedestrians were present and the ones that crossed did so when no cars were coming.



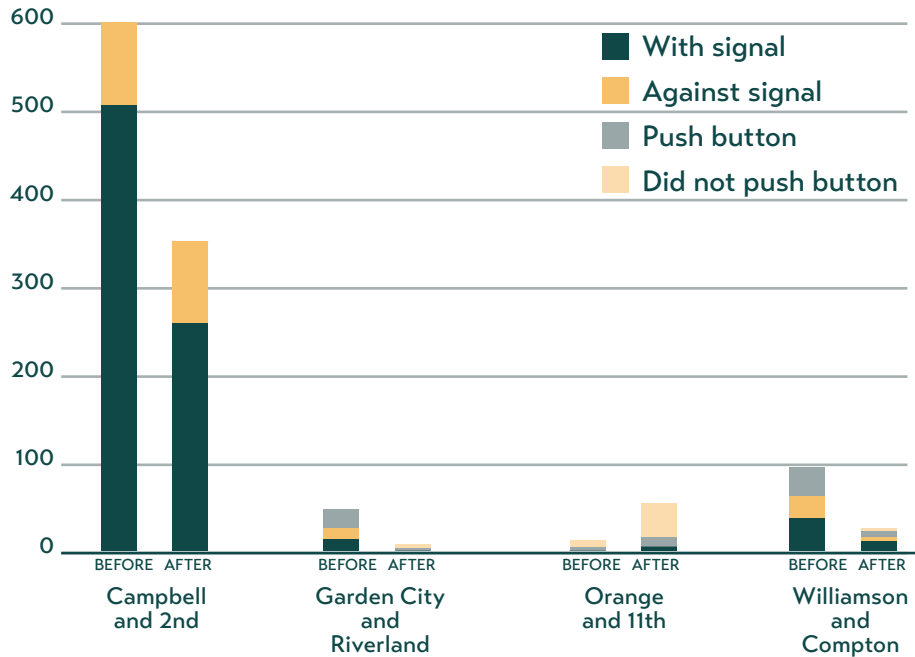
**Figure 21:** *Percentage of Drivers Yielding and Not Yielding for Pedestrians by Location*



**Figure 22:** *Number of Pedestrians Crossing Midblock versus at Crosswalks/Intersections*



**Figure 23:** Number of Pedestrians Crossing With or Against the Signal, and Use of Push Buttons (where applicable) by Location



Additional takeaways from the analysis of driver behavior include:

- Two of the five locations observed (McClanahan & Crystal Spring, Williamson & Compton) saw an increase in percentage of pedestrians crossing at crosswalks during the post-campaign observations, but the rest saw an increase in midblock crossings.
- Driver yielding was most consistent between the pre- and post-campaign observations on weekday mornings and weekday lunch times, and less consistent on weekday evenings and weekends.
- Driver yielding was highest for drivers who were turning right, compared to those going straight or turning left. While yielding compliance decreased for all three directions during the post-campaign period, it decreased by the smallest amount for right-turning drivers.

Additional takeaways from the analysis of pedestrian behavior include:

- Some locations (McClanahan & Crystal Spring, Williamson & Compton) saw an increase in percentage of pedestrians crossing at crosswalks during the post-campaign period.
- Only one location (Williamson & Compton) had an increase in the percentage of pedestrians crossing with the signal.
- The percentage of pedestrians crossing at the crosswalks or intersections was highest on weekends and on weekday evenings, and crossing with the signal was most consistent (both before and after the safety campaign) on Saturdays.

## Survey Results

### Methodology

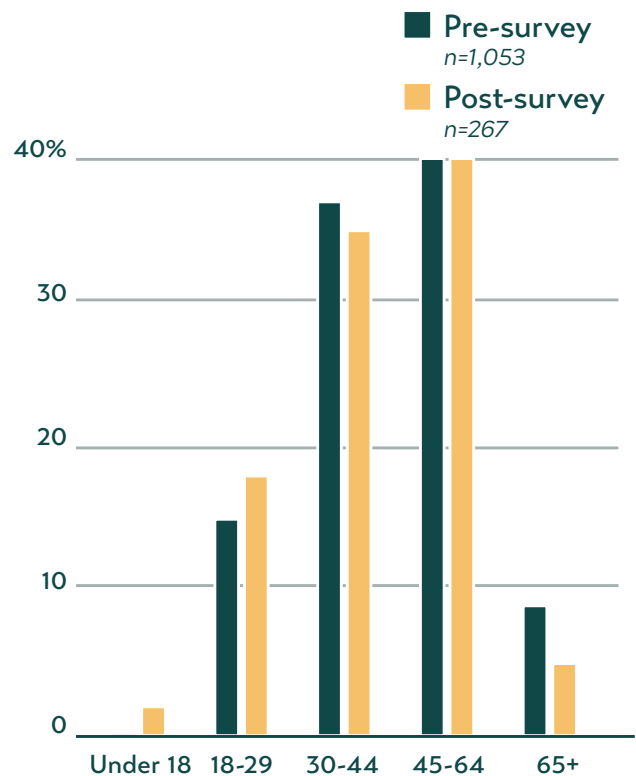
To evaluate the campaign's effectiveness and learn about respondents' experience with the campaign, the project team conducted two online community surveys: one before the campaign began (June 15 - July 12) and one after the campaign's active phase completed (August 31 - September 14). The pre- and post-campaign surveys included many of the same questions so that the project team could analyze changes in the respondents' attitudes and knowledge.

Both surveys were distributed electronically and promoted through City of Roanoke communications, other public agencies, campaign partners, and geotargeted Facebook ads. To encourage survey participation, respondents were entered in a prize drawing to win one of ten \$5 Little Green Hive gift cards, one of three "5 free ride" Lime codes, or one of five \$5 Downshift gift cards. All raffle prizes were donated. 1,161 individuals responded to the pre-campaign survey, and 324 responded to the post-campaign survey.

### Demographics

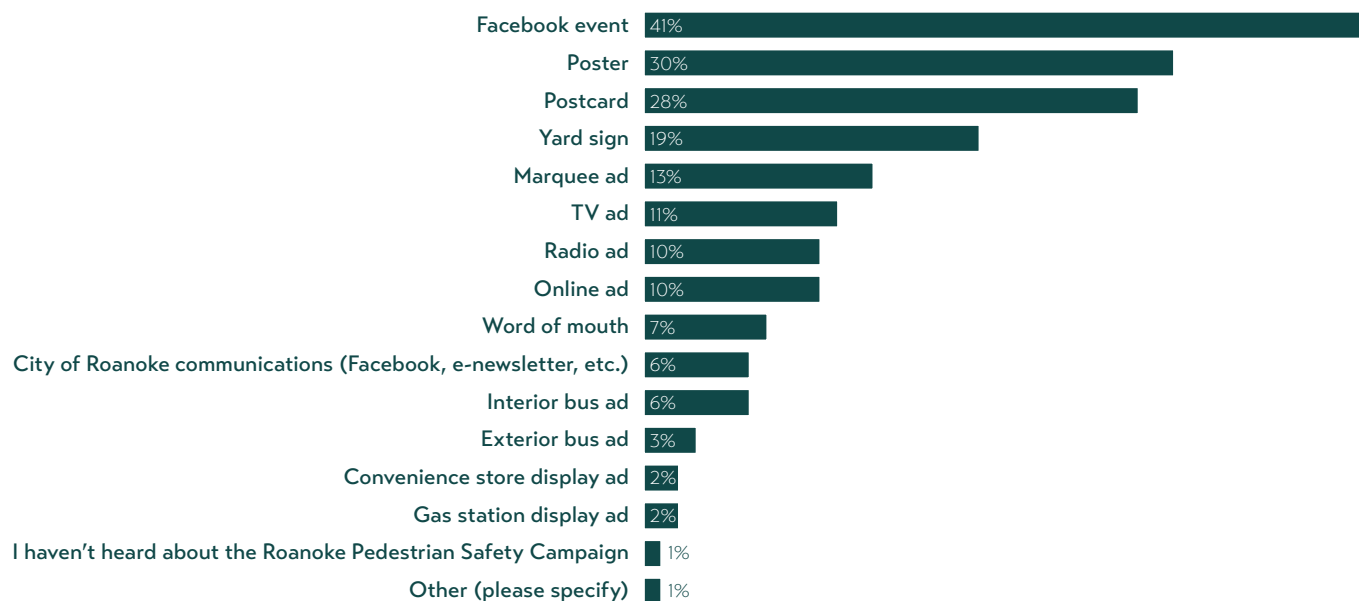
The majority of pre- and post-campaign survey respondents lived in the southwest quadrant of the city, followed by the northwest quadrant. Both surveys also had a majority of female respondents. It is common in surveys for females to be over-represented. The target age for the campaign was adults ages 22 to 64. The surveys were successful in reaching the target age, as seen in Figure 24.

**Figure 24:** Age of Survey Respondents





**Figure 25:** *Where Survey Respondents Reported Seeing or Hearing about the Roanoke Pedestrian Safety Campaign (N=322)*



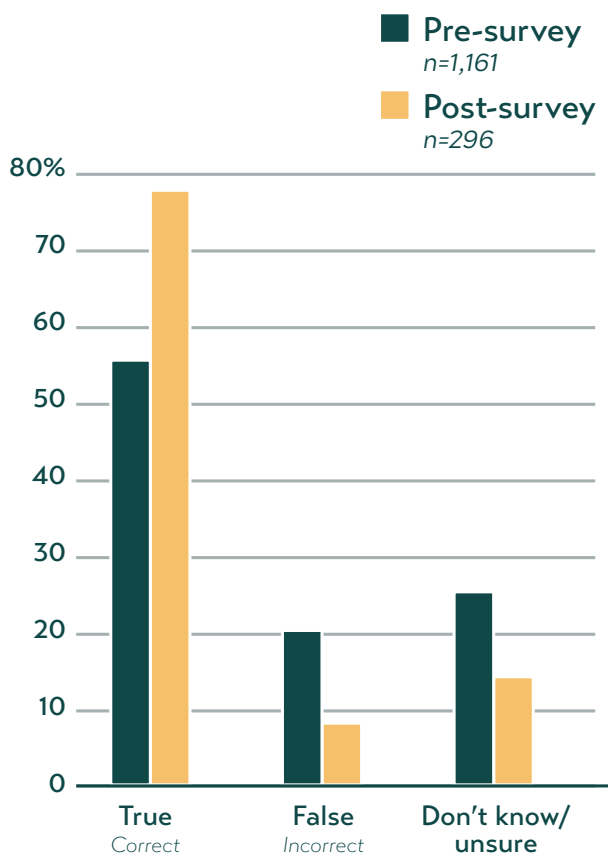
## Campaign Reach

Of the 324 respondents who took the post-campaign survey, 72% (233 people) said they had seen the campaign prior to taking the survey. Figure 25 shows where respondents reported seeing or hearing about it.

## Understanding and Compliance at Crosswalks

Survey respondents were asked a question to inform **public understanding** of Virginia laws. When asked if Virginia law requires people driving to stop for pedestrians who are in a crosswalk or crossing at an intersection, a majority of pre- and post-survey respondents knew this to be true. However, knowledge that Virginia law says that every intersection is a crosswalk, whether there is a painted crosswalk or not, increased by 12% from the pre-survey (see Figure 26).

**Figure 26:** Answer to the question: TRUE or FALSE?  
Virginia law says that every intersection is a crosswalk,  
whether there is a painted crosswalk or not.



Survey respondents were asked a question about their own compliance with Virginia laws. The pre- and post-campaign survey results were very similar for this question. Results include:

- Over 80% of survey respondents reported that they always watch for and stop for pedestrians as a driver.
- Nearly 60% of survey respondents reported that they always use the pedestrian push buttons when available, just over 33% reported that they sometimes do.
- Over 40% of respondents reported that they always cross at the corner and just over 50% reported that they sometimes do.

Survey respondents were also asked a question to understand how the public perceives the responsibilities of drivers and pedestrians, as well as their compliance with Virginia laws. Pre- and post-campaign survey results were very similar for this question as well. Results include:

- Nearly 100% of respondents either agree or strongly agree that people driving and pedestrians have a responsibility to watch out for each other.
- About 50% of respondents agree or strongly agree that pedestrians cross the street predictably or that drivers watch for and stop for pedestrians crossing the street.

## Campaign Impact

When asked about the impact of the campaign, the survey respondents who expressed an opinion stated the following:

- **78%** think the campaign was very successful or somewhat successful at **increasing driver compliance with state law.**
- **70%** think the campaign was very successful or somewhat successful at **increasing pedestrian compliance with state law.**

Some respondents offered open-ended feedback about the campaign. Overall, there was a positive response with some requests for continued and extended outreach. Other themes of the open-ended feedback included:

- Concerns that the campaign may encourage pedestrians to step into the street before making sure the people in cars see them
- Requests for infrastructure improvements and greater enforcement of traffic laws

*"I think a continuation of this campaign beyond just this initial short timeframe 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 is continued."*

## Lessons Learned

### **Stakeholders and Partners**

The success of the campaign had much to do with strong involvement from stakeholders and community partners, especially given the inability to host in-person events. The City relied on partners to promote campaign messaging and details. Based on a partner survey conducted at the end of the campaign and anecdotal reports, partners found that direct emails with campaign updates and pre-written content were the most effective materials provided by campaign staff. The survey also showed that social media was the primary channel used by partners to share campaign information. Future campaigns should continue to emphasize partner relationships as a major way to reach members of the public.

### **Virtual Kickoff Event**

The virtual kickoff event proved to be a successful way to engage with the public; it was the highest-ranking way people found out about the campaign. Following the event, engagement statistics were pulled from Facebook that summarized people reached, reactions, and clicks, for each post. The engagement statistics demonstrated that Live Facebook videos performed better than linking to existing videos. Future virtual events could build upon the success and format of this event. Another option for increased attendance could be boosting the event with a small budget and targeting "friends of friends" of the City of Roanoke.



## Collateral

The quantities of materials (posters, postcards, yard signs) printed ended up being well aligned with requests. Printed material was an important way that people heard about the campaign, with posters, postcards, and yard signs listed as among the main methods. One common critique was that the yard signs were difficult to read when driving and were not direct enough. Future campaigns should consider a shorter, more direct campaign message.

## Surveys

The post-campaign survey had a far lower response rate than the pre-campaign survey, which is common for post-program surveys. The project team speculated that the public likely thought they had already taken the post-campaign survey since it had a similar promotional social media image as the pre-campaign survey. Future campaigns should consider using a distinct image to differentiate and include a disclaimer in the pre-survey that respondents will be contacted again to take a post-campaign survey. Future campaigns should also consider having a larger or more enticing incentive for the post-campaign survey than the pre-campaign survey to encourage participation.

## Future Plans

The City of Roanoke applied for and received another grant from the Virginia Department of Motor Vehicles to develop a traffic speed awareness campaign in 2021. The campaign will strive to improve awareness of traffic speeds and the dangers of speeding to boost confidence of drivers who want to obey the speed limit but feel pressured to drive faster. It will work in cooperation with City of Roanoke police who enforce speed limits and will complement streetscape projects and other engineering efforts to design streets that promote safe speeds.

*"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."*

## Appendix A: Earned Media Summary

Media	Date	Placement	Link
WDBJ-TV	16-Jul	5:00pm News	<a href="https://www.wdbj7.com/2020/07/16/city-of-roanoke-starts-new-campaign-to-promote-pedestrian-safety/">https://www.wdbj7.com/2020/07/16/city-of-roanoke-starts-new-campaign-to-promote-pedestrian-safety/</a>
	5-Aug	5:00pm News	<a href="https://www.wdbj7.com/2020/08/05/roanoke-hosts-color-your-corner-art-contest/">https://www.wdbj7.com/2020/08/05/roanoke-hosts-color-your-corner-art-contest/</a>
WFXR-TV	17-Jul	3 segments in local news	<a href="https://www.wfxrtv.com/news/local-news/organizers-launch-every-corner-is-a-crosswalk-campaign-in-roanoke/">https://www.wfxrtv.com/news/local-news/organizers-launch-every-corner-is-a-crosswalk-campaign-in-roanoke/</a>
	14-Jul	Evening News	<a href="https://www.wfxrtv.com/news/local-news/roanoke-launches-every-corner-is-a-crosswalk-pedestrian-safety-campaign/">https://www.wfxrtv.com/news/local-news/roanoke-launches-every-corner-is-a-crosswalk-pedestrian-safety-campaign/</a>
	4-Aug	Web Story	<a href="https://www.wfxrtv.com/news/local-news/color-your-corner-contest-to-promote-pedestrian-safety-in-roanoke/">https://www.wfxrtv.com/news/local-news/color-your-corner-contest-to-promote-pedestrian-safety-in-roanoke/</a>
WSET-TV	10-Sep	News	<a href="https://www.google.com/amp/s/wset.com/amp/news/local/roanoke-city-leaders-receive-funding-to-increase-safety-amid-rising-pedestrian-deaths">https://www.google.com/amp/s/wset.com/amp/news/local/roanoke-city-leaders-receive-funding-to-increase-safety-amid-rising-pedestrian-deaths</a>
WSLS-TV	17-Jul	News	<a href="https://www.wsls.com/news/local/2020/07/18/every-corner-is-a-crosswalk-roanoke-campaign-promotes-rules-of-the-road/">https://www.wsls.com/news/local/2020/07/18/every-corner-is-a-crosswalk-roanoke-campaign-promotes-rules-of-the-road/</a>
	19-Jun	News	<a href="https://www.wsls.com/news/local/2020/06/20/roanoke-city-leaders-create-survey-to-improve-pedestrian-safety/?utm_source=facebook&amp;utm_medium=social&amp;utm_campaign=snd&amp;utm_content=wsls10&amp;fbclid=IwAR19-7-6dWutqTjMdnDgtB2JrbEmMJrRLUg5dULct03f7_MNq1H1ttWPvo">https://www.wsls.com/news/local/2020/06/20/roanoke-city-leaders-create-survey-to-improve-pedestrian-safety/?utm_source=facebook&amp;utm_medium=social&amp;utm_campaign=snd&amp;utm_content=wsls10&amp;fbclid=IwAR19-7-6dWutqTjMdnDgtB2JrbEmMJrRLUg5dULct03f7_MNq1H1ttWPvo</a>
WFIR-AM	17-Jul	Morning News	<a href="https://wfirnews.com/news/every-corner-is-a-crosswalk-campaigns-kickoff-on-facebook-live-today">https://wfirnews.com/news/every-corner-is-a-crosswalk-campaigns-kickoff-on-facebook-live-today</a>
Patch.com	14-Jul	Web Story	<a href="https://patch.com/virginia/roanoke/roanoke-launches-every-corner-crosswalk-pedestrian-safety-campaign">https://patch.com/virginia/roanoke/roanoke-launches-every-corner-crosswalk-pedestrian-safety-campaign</a>
Roanokestar.com	13-Jul	Web Story	<a href="https://theroanokestar.com/2020/07/13/roanoke-launches-every-corner-is-a-crosswalk-pedestrian-safety-campaign/">https://theroanokestar.com/2020/07/13/roanoke-launches-every-corner-is-a-crosswalk-pedestrian-safety-campaign/</a>
Roanoke.com	27-Jul	Web Story	<a href="https://roanoke.com/news/local/photos-roanoke-launches-pedestrian-safety-initiative-after-234-crashes-18-deaths-since-2014/collection_86e92db1-0ecd-5d77-93d0-8fd892962b3a.html">https://roanoke.com/news/local/photos-roanoke-launches-pedestrian-safety-initiative-after-234-crashes-18-deaths-since-2014/collection_86e92db1-0ecd-5d77-93d0-8fd892962b3a.html</a>
	12-Sep	Web Story Print	<a href="https://roanoke.com/opinion/letters/letter-support-roanoke-city-pedestrian-safety-campaign/article_bbbb27fb-658e-5839-a464-5644313ff4d8.html?utm_medium=social&amp;utm_source=email&amp;utm_campaign=user-share">https://roanoke.com/opinion/letters/letter-support-roanoke-city-pedestrian-safety-campaign/article_bbbb27fb-658e-5839-a464-5644313ff4d8.html?utm_medium=social&amp;utm_source=email&amp;utm_campaign=user-share</a>
Roanoketribune.com	16-Jul	Web Story	<a href="https://theroanoketribune.org/?p=11654">https://theroanoketribune.org/?p=11654</a>
Roanoke Valley Family Magazine	31-Aug	Online Magazine	<a href="https://issuu.com/growingupinthevalley/docs/rvfm_sept_2020_issue">https://issuu.com/growingupinthevalley/docs/rvfm_sept_2020_issue</a>

Organization Name	Pre-Campaign Survey Email Sent? (Yes/No)	Post-Campaign Survey Email Sent (Yes/No)	Partner Comms Toolkit Email Sent? (Yes/No)
<b>Public Institutions</b>			
City of Roanoke Government		Yes	
City of Roanoke Neighborhood Services	Yes	Yes	
City of Roanoke Melrose -Orangre Target Area	Yes	Yes	Yes
Ride Solutions	Yes	Yes	Yes
City of Roanoke Planning Department	Yes	Yes	Yes
City of Roanoke Police Department	Yes	Yes	Yes
City of Roanoke Fire EMS Department		Yes	Yes
City of Roanoke Parks and Recreation	Yes	Yes	Yes
City of Roanoke Office of Communications	Yes	Yes	
City of Roanoke Transportation	Yes	Yes	Yes
City of Roanoke Stormwater Division	Yes	Yes	
Roanoke Valley Television RVTV	Yes	Yes	Yes
Roanoke City Council	Yes		
<b>Social Service Organizations</b>			
Carilion Clinic	Yes	Yes	Yes
Total Action for Progress (TAP)	Yes	Yes	Yes
United Way of Roanoke Valley		Yes	Yes
Feeding SW Virginia		Yes	Yes
Goodwill Industries of the Valleys	Yes	Yes	Yes
Virginia Tech Carilion School of Medicine	Yes	Yes	Yes
<b>Community-Based Organizations</b>			
Boys & Girls Club	Yes		
Downtown Roanoke Inc. (DRI)	Yes	Yes	
<b>Faith-Based Organizations</b>			
Hill Church	Yes	Yes	
<b>Community Hubs</b>			
Roanoke Outside	Yes	Yes	Yes
Fleet Feet Sports		Yes	Yes
LIME Scooters	Yes	Yes	Yes
Williamson Road and Grandin Area		Yes	Yes
Downshift		Yes	Yes
walkabout Outfitters		Yes	Yes
RAISE, Roanoke Area Interfaith Stewards of the Earth			
Roanoke Valley Family Magazine			
<b>Neighborhood Associations</b>			
Gainsborough Southwest Organization	Yes	Yes	Yes
Noble Neighbors	Yes	Yes	Yes
Wasena Neighborhood Forum	Yes	Yes	Yes
Southeast Action Forum	Yes	Yes	Yes
Humble Hustle	Yes	Yes	Yes
Grandin Village Business Association			

