

# Change Lanes to Pass



## Traffic Safety Campaign

ABOUT THE CAMPAIGN

*The City of Roanoke has seen an increase in crashes involving bicyclists since 2008.*

To combat this increasingly pressing issue, the City of Roanoke applied for and received a grant from the Virginia Department of Motor Vehicles for a traffic safety campaign focused on bicycle safety. The campaign ran for six weeks from June 12, 2023, to July 21, 2023.

THE CAMPAIGN SOUGHT TO:

-  Increase awareness of the change lanes to pass law and the requirement to give 3 feet minimum when passing
-  Reduce car and bicycle collisions

CAMPAIGN FOCUS

The media campaign was implemented citywide, with an aim to reach drivers and bicyclists about the following:



Drivers

Compliance with the change lanes to pass law in the context of roads with and without bike lanes



Bicyclists

Lane positioning laws and bicyclists' rights

CAMPAIGN OUTPUTS

Media

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

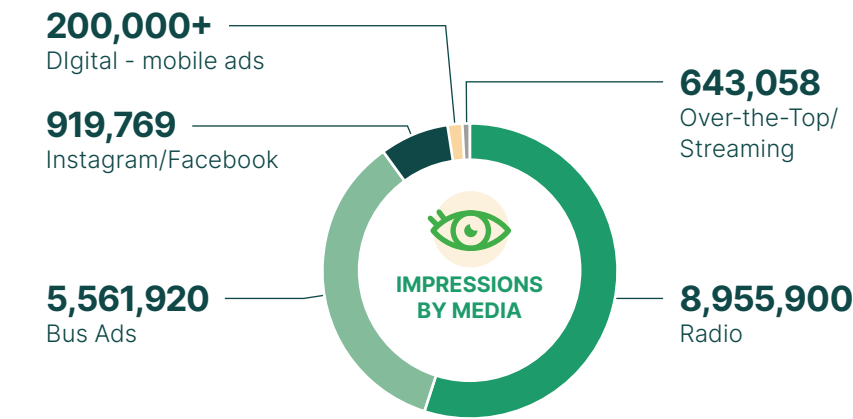


Figure 1: Impressions by Media Outlet

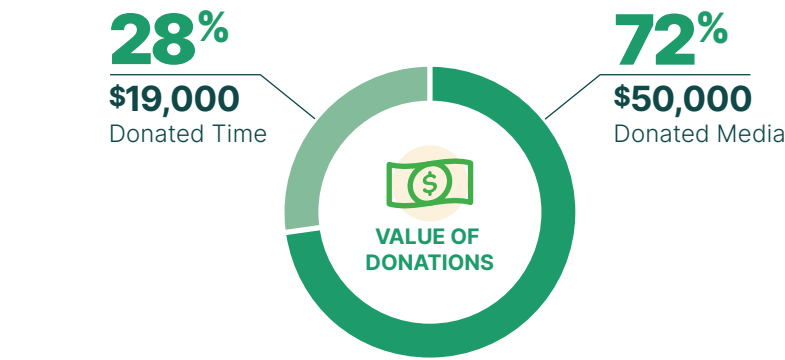
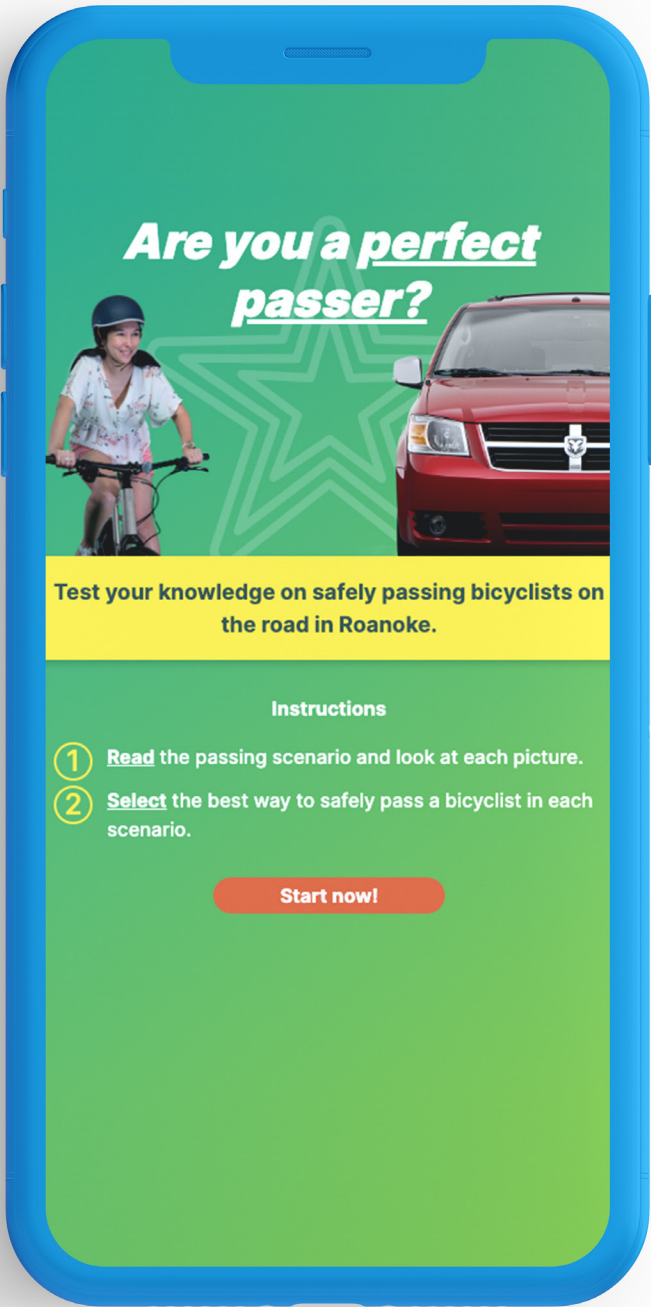


Figure 2: Value of Donated Media and Time



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### Community Engagement

Community engagement was a key focus for this campaign. It included a neighborhood ambassador and partner program, materials distribution, events, a digital game, and more.



424

DIGITAL GAMES  
completed



350+

YARD SIGNS  
distributed



40

POSTERS  
distributed



230

WINDOW CLINGS  
AND STICKERS  
distributed



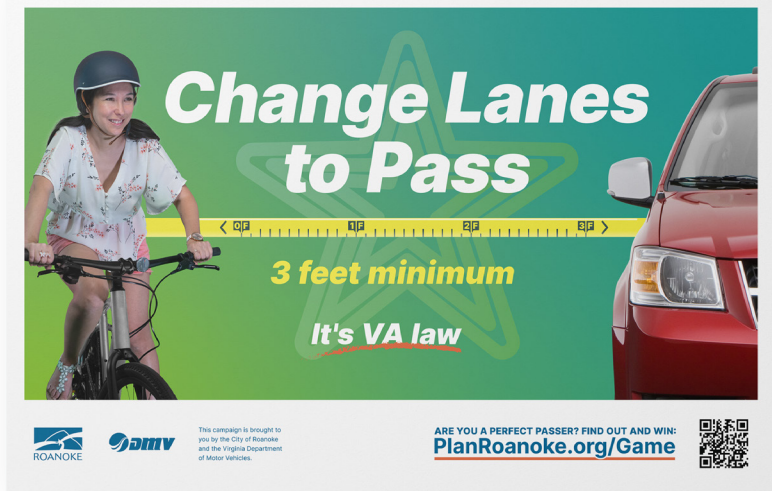
146

COMMUNITY  
MEMBERS  
signed up  
as ambassadors



2,086

DIRECT EMAIL  
RECIPIENTS  
of campaign  
updates



"Being able to safely and comfortably ride a bike throughout the city is important for everyone to have access to everything the city has to offer. The 30 seconds we might be delayed as drivers can make the difference of a life."

– Campaign Participant

"I ride my bike in Roanoke to get groceries, run errands, and for fun. Close passes by drivers disrupt an otherwise great way to get around the Star City. I'm always appreciative of the drivers who change lanes to pass and help me feel safe, especially on the parkway."

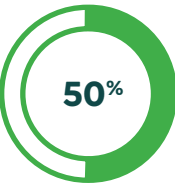
– Campaign Participant

"Sometimes when cars pass me on my bike they not only give the safe and legal space but they also wave a friendly hello once they are past. This makes my commute or exercise so good!"

– Campaign Participant



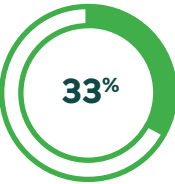
### CAMPAIGN OUTCOMES



Half (50%) of survey respondents did not know that drivers were required to change lanes when passing a bicyclist until they learned about it from the campaign.



Over 80% of survey respondents reported being more likely to give bicyclists 3 feet of space and change lanes when passing a bicyclist because of the campaign.



33% of respondents did not know that Virginia law requires drivers to give 3 feet minimum when passing a bicyclist until they learned about it from the campaign.



Paid media tactics are estimated to have reached over 87% of the population of the City of Roanoke.