

City of Roanoke

Change Lanes to Pass

**Traffic Safety
Campaign**

SEPTEMBER 2023



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EXECUTIVE SUMMARY

After three consecutive years of successful safety campaigns on pedestrian safety topics, the City of Roanoke's Transportation Division again sought and received funding from the Virginia Department of Motor Vehicles to continue media and outreach efforts in 2023. The 2023 campaign shifted focus slightly to address broader traffic safety issues related to bicycling. Campaign activities built on past successes with strategies including paid, donated, and earned media as well as personalized community outreach and engagement activities.

The campaign ran for six weeks from June 12, 2023, to July 21, 2023. The campaign sought to:

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

To evaluate the campaign's effectiveness and learn about public response to the campaign, the City tracked outcomes associated with the campaign goals and objectives. Key outcomes include:

- Reach 65% of the population of the City of Roanoke.
 - Paid media advertising alone achieved the goal of reaching 65% of the population of the City of Roanoke. The single tactic of radio reached 87% of the population of approximately 100,000 people.
- Increase awareness of the change lanes to pass law.
 - Half (50%) of survey respondents did not know that drivers were required to change lanes when passing bicyclists, and 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.
- Increase driver compliance with the change lanes to pass law.
 - 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.
 - Of survey respondents who bike in Roanoke, nearly half reported that more Roanoke drivers give 3 feet of space (49% of respondents) or change lanes when passing (43% of respondents) because of the campaign.



CAMPAIGN OVERVIEW

Background

In 2021, Virginia updated a law that states that drivers passing bicyclists traveling in the same direction must allow a minimum of 3 feet of space between their vehicle and the bicyclist. The updated law clarified that if the travel lane is not wide enough to give 3 feet, the driver must change lanes. Additionally, Virginia law says that drivers shall cross a double yellow line in order to give a bicyclist at least 3 feet of space when passing. The City of Roanoke has seen an increase in crashes involving bicyclists since 2008. Educating drivers in Roanoke about the relatively new requirement to change lanes to pass was a timely and strategic effort toward reducing the number of bicyclist-involved collisions.

In 2020, the City launched its first pedestrian safety campaign, building upon the City's progress on planning, engineering, and enforcement by raising public awareness of a key pedestrian safety issue: crosswalk compliance. In 2021, the City launched a second iteration of the pedestrian safety campaign focused on speeding, and in 2022 a third iteration focused on speeding in school zones. The 2023 campaign builds upon the success of the first three campaigns by addressing traffic safety for drivers and bicyclists.

Funding, Project Management, and Consultant Team

The City of Roanoke received grant funding from the Virginia Department of Motor Vehicles (DMV) to deliver the Change Lanes to Pass campaign. A representative from the City was the project manager. The City contracted with a consulting firm, Alta Planning + Design, who teamed with Access, a local Roanoke-based media and communications firm, to assist in the development, implementation, and evaluation of the campaign.



Campaign Goals and Objectives

The DMV grant established the following campaign goals:

- Support statewide efforts to reduce bicycle fatalities in Virginia
- Reduce the number of bicyclists involved in crashes in Roanoke by increasing the appropriate use of bicycle infrastructure by drivers and bicyclists by 5%

To reach these goals, the campaign approach included a mix of paid, donated, and earned media intended to raise awareness of the campaign citywide and promote a culture shift among drivers and bicyclists.

Campaign Focus

The media campaign was implemented citywide, with an aim to reach bicyclists and drivers 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

Theory of Change and Logic Model

This campaign's theory of change¹ was that a six-week campaign would increase driver compliance with the change lanes to pass law and reduce the number of bicyclist-involved crashes by increasing driver awareness of traffic laws, increasing bicyclist awareness of their right to take the lane and leave the bike lane, and changing community-wide attitudes and norms around passing bicyclists.

Alta built the following logic model² to summarize the rationale for the campaign by presenting the assumptions, assets, and actions included in the campaign approach. The logic model served as the framework for evaluation of the campaign.

1 A "theory of change" explains how we think our campaign tactics lead to our desired outcomes and results. It explains the mechanism by which we believe change comes about, and reveals our assumptions about how we accomplish behavior change.

2 A "logic model" maps out, in a diagram form, the theory of change. It shows what resources are available, how they will be used, and what the assumed or intended result will be (outputs and outcomes). Logic models are commonly used in the public health field.

Table 1: Logic Model

INPUTS/ RESOURCES	ACTIVITIES	OUTPUTS	OUTCOMES			RESULTS
			SHORT- TERM (DURING CAMPAIGN)	MID-TERM (BY END OF CAMPAIGN)	LONG- TERM (UP TO 3 YEARS FROM CAMPAIGN)	
Media buy budget	Paid media advertising	# of ads placed, impressions, reach	Increase in driver awareness of the change lanes to pass law	Increased driver compliance with the change lanes to pass law	Reduction in number of bicyclist-involved crashes and injuries	Save lives
Consultants and City of Roanoke staff	Earned media	# of articles and interviews, donated media placement				Increase in bicyclists’ awareness of their right to take the lane and leave the bike lane
	Website	# of website views, view time, clicks	Current drivers and bicyclists are aware of the campaign and feel that the message is for them	Improved bicycle safety		
	Community engagement and outreach	# of events, activities, participants, collateral		# of posts, impressions, reach	Reduced cost to society from crashes	
Partnerships	Public relations	# of community partnerships, partner communications				



Messaging and Design Process

The City opted to go for a photo-based campaign to show Roanoke residents familiar faces that they could relate to. Through a collaborative process, the City approved the following campaign messages:

- **Headline:** Change Lanes to Pass
- **Design element subheadline:** 3 feet minimum
- **Subheadline:** It's VA law

The Community Engagement and Outreach section describes campaign materials in detail.

Figure 1: Change Lanes to Pass Yard Signs



CAMPAIGN ACTIVITIES AND OUTPUTS

Paid Media Advertising

Access, a local media agency, managed paid and earned media for the duration of the campaign. Access worked to reach the following campaign goals:

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

Access analyzed the media usage of the focus audiences to determine appropriate channels, which resulted in the outlets described in the following sections. Paid media advertising alone achieved the goal of reaching 65% of the population of the City of Roanoke. The single tactic of radio reached 87% of the population of approximately 100,000 people. A summary of key metrics and a description of each outlet is provided in **Table 2**.

Figure 2: *Change Lanes to Pass Social Media Graphics and Bus Ad*



Table 2: Paid Media Metrics by Outlet

OUTLET	OVERVIEW	BUDGET	# OF ADS OR SPOTS AIRED	IMPRESSIONS	REACH
Radio	Spots scheduled on 8 stations to reach people while driving	\$48,236	1,049 paid spots 773 donated spots	8,955,900	87% of the population
Bus Ads	Rear exterior bus ads for the local transit agency, Valley Metro, to reach people driving and biking	\$5,625	10 paid rear exterior posters 10 donated exterior posters	5,561,920	
Over-the-Top/Streaming	Video ads placed through smart TVs, streaming devices, and game consoles	\$2,550		60,052	13,448
Digital - mobile ads	Geo-fenced areas where biking is more prevalent to reach consumers with display and video ads	\$3,000		200,000+	
Instagram/Facebook	Ads and boosted posts to promote community engagement, including the campaign quiz, surveys, and 2021 art contest	\$4,000	17	919,769	119,310



DONATED AND EARNED MEDIA

The campaign earned media coverage from a variety of local television, radio, and online news channels. Additionally, some media vendors donated media coverage at no cost.

Earned Media

Earned media was a productive part of the campaign, helping to raise the campaign profile on a variety of news outlets. Media relationships focused on specific individual reporters to cover the primary outlets viewed by Roanoke City audiences. The campaign was also able to engage press alongside local business owners who held events and voiced their support of campaign goals. Additionally, campaign representatives contributed campaign messaging to relevant local coverage regarding bicycle safety. This included the resolution in a civil court case of a bicyclist killed by a distracted driver who was not adhering to the change lanes to pass or three-feet minimum laws—a tragic, but powerful demonstration of the need for the campaign and the strength of Roanoke’s biking community.

This outreach resulted in **48** unique and syndicated earned articles and broadcast clips, with a total online viewership of **16.64 million unique visitors per month**. The total value of earned media was **\$154K**. Appendix A includes a detailed earned media report.

Donated Media and Time

In addition to the donated radio spots and bus ads mentioned on page 9, the Grandin Theatre donated pre-movie on-screen static ads, and the Berglund Center donated marquee ads. In total, the campaign received \$68,881 in donated media value. The total donated value for each of these is outlined in **Table 3**.

Roanoke City staff hours contributed \$14,611 to the donated value of the campaign, as outlined in **Table 3**.

Figure 3: Change Lanes to Pass Bus Ad



Table 3: *Value of Donated Media and Time*

DONATED MEDIA	VALUE
Radio	\$38,995
Bus	\$5,625
Grandin Theatre	\$1,250
Berglund Center Marquee	\$4,000
Subtotal	\$49,870
DONATED TIME	VALUE
RVTV production of a 15- and 30-second video ads and 10- and 30-second radio ads	\$4,400
Roanoke City staff hours January - September 2023	\$14,611
Subtotal	\$19,011
TOTAL	\$68,881

Website

All campaign information was housed on PlanRoanoke.org/TrafficSafety, which is run by the City. The webpage included announcements, a link to the digital game, campaign materials, campaign details, information for drivers and pedestrians, and more.

Metrics

From June 12 to July 1¹, the campaign webpage received 2,893 views with an average view time of 1 minute and 14 seconds.

¹ Web analytics after July 1 were lost due to an update in Google Analytics.

COMMUNITY ENGAGEMENT AND OUTREACH

Community engagement was a key focus for this campaign. This included materials distribution, Roanoke City Public Schools partnership and collaboration, a campaign quiz, and more.

Print Materials

Print materials developed for the campaign included posters, yard signs, window clings, and stickers, as described in **Table 4**. Community members could sign up for an ambassador and partner program by requesting campaign materials through an online form, and campaign staff distributed them upon request and during community events.

Yard signs were delivered to every quadrant of the city, with the goal of having a more equal distribution citywide than in years past. The City achieved this goal, as shown in **Figure 4**.

Figure 4: Distribution of Yard Signs

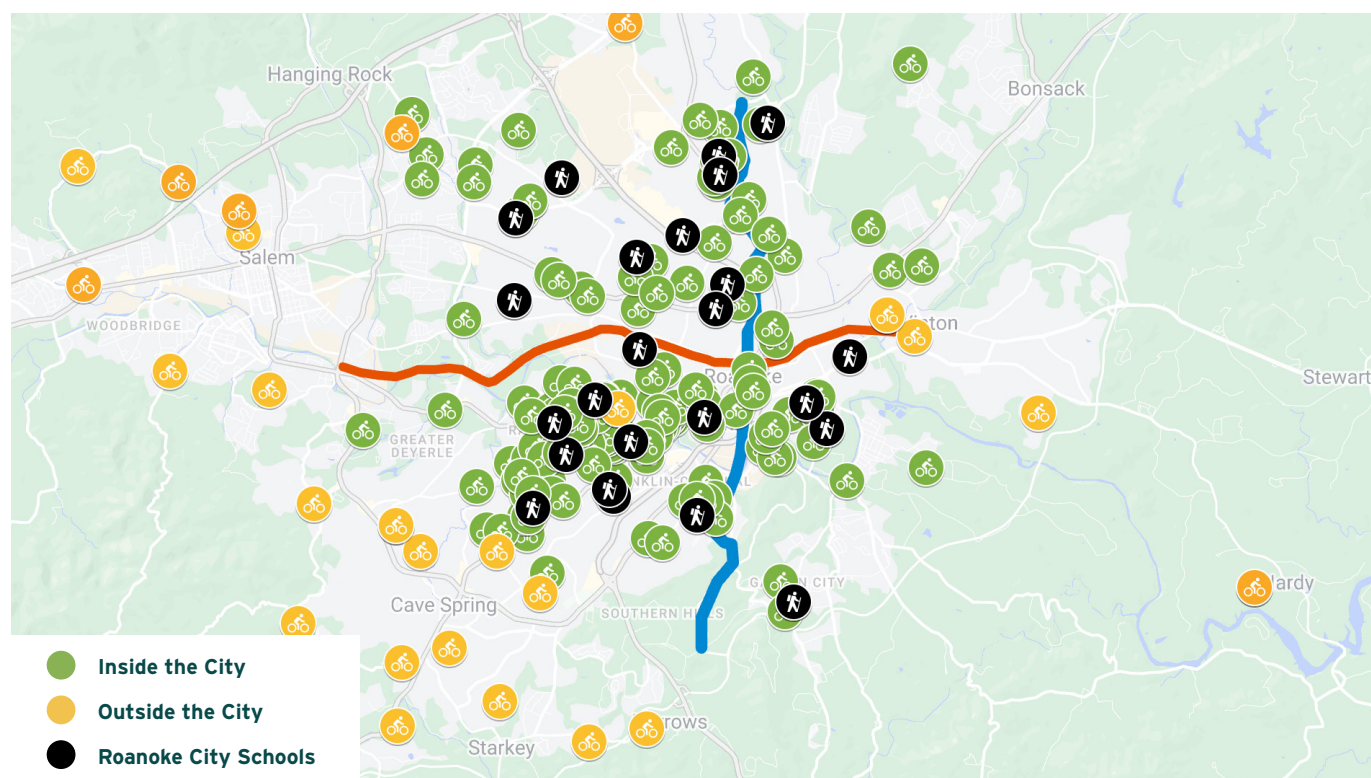


Table 4: *Print Material Details*

COLLATERAL PIECE	DIMENSIONS	QUANTITY PRINTED	QUANTITY DISTRIBUTED
Poster	11"x17"	100	40
Yard Sign	18"x24"	600	350+
Window Cling	4"x4"	150	150
Sticker	4"x4"	150	80

Campaign Digital Game

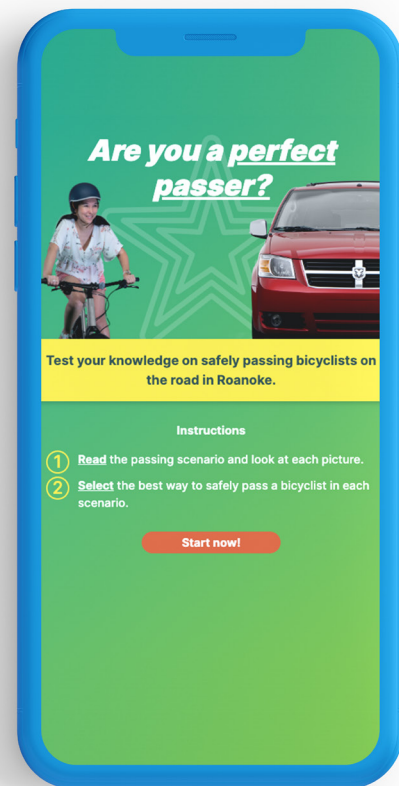
The project team developed a digital game to educate the public on traffic safety, sharing the road with bicyclists, and laws for drivers regarding changing lanes and giving at least 3 feet of space when safely passing bicyclists. Residents who played the game were:

- Awarded a digital graphic upon completion and invited to share it on social media
- Sent an email with more information on how to get involved with the campaign
- Entered into a raffle for one of ten \$10 Downtown Roanoke, Inc. gift cards, provided by Downtown Roanoke, Inc.

Metrics

The game page was viewed over 2,200 times, and 424 people filled out the contact form for the raffle. The digital game will continue to be available on the City's website.

Figure 5: *Change Lanes to Pass Digital Game Landing Page*



Neighborhood Ambassador and Partner Program

To strengthen resident and business commitment to traffic safety, the project team developed a neighborhood ambassador and partner program to encourage people to spread the word about the campaign, and order and distribute campaign materials.

Residents were invited to become neighborhood ambassadors by filling out an online form where they could:

- Receive campaign yard signs, window clings, and stickers
- Get pre-written content to share on social media
- Share a story about why the campaign matters

In all, **146 residents** signed up to be ambassadors and **44 of the 146 ambassadors shared their experiences and stories**. Key takeaways from the shared stories include:

- Many respondents report experiencing aggression or hostility from drivers when bicycling, particularly in the form of high speed and close passes.
- Several respondents expressed the desire to educate drivers on the laws in order to improve safety for their community.
- Several respondents explicitly mentioned improving safety for their children to be able to ride bicycles as a key motivation.

Previous campaign partners, including representatives from local businesses, were invited to participate in the partner program by filling out an online form where they could:

- Receive a traffic safety kit with yard signs, window clings, and posters
- Get pre-written content to share on their organization's website, social media, or e-newsletters
- Partner with City staff on a campaign-related bike ride, or event for their employees or community

Over 100 partners were emailed information about the campaign, and **9 partners** signed up to participate in the campaign.

The project team also sent email updates throughout the campaign to those who signed up for the neighborhood ambassador or partner program, past campaign participants, people who played the game, and others who expressed interest at community events. At the start of the campaign, the direct email list included 1,649 people who had engaged in a past campaign, and 437 people were added in 2023. Campaign updates included:

- General campaign information
- Ways to get involved
- Upcoming events
- Digital game promotion
- Event recaps

Events and Bike Rides

To spread the word about the campaign, distribute campaign materials and educate the public on the change lanes to pass law, project staff attended several events throughout the city. A summary of attended events and estimated reach are included in **Table 5**.

Table 5: *Change Lanes to Pass Campaign Event Attendance*

EVENT NAME	DATE	TYPE OF OUTREACH	# OF PEOPLE REACHED
Ride 20K for the Greenway	Saturday, June 10	Tabling	125
L'Eroica Roanoke	Tuesday, June 13	Social ride	60
Roanoke Riders	Wednesday, June 14	Social ride	50
Coffee Club Walk/Run with RunAbout	Friday, June 16	Social walk/run	10
Roanoke Friday Coffee Club Ride	Friday, June 16	Social ride	9
Juneteenth Celebration	Saturday, June 17	Tabling	20
National road cycling championships	Saturday, June 17	Tabling	100
Fleet Feet Pub Run & Walk	Tuesday, June 20	Social walk/run	10
Roanoke Riders at Big Lick Brewing	Wednesday, July 5	Social ride	45
Olde Salem Brewery Thursday Road Ride	Thursday, July 6	Social ride	10



EVALUATION

Public Survey Results

Methodology

To evaluate the campaign's effectiveness and learn about respondents' experience with the campaign, the project team conducted one post-then-pre retrospective online survey after the campaign that asked about changes to participants' knowledge, attitudes, and behavior due to the campaign.

The survey was distributed electronically and promoted through City of Roanoke communications and Facebook ads. To encourage survey participation, respondents were entered in a prize drawing to win one of five bike helmet and light prize packs, provided by Cardinal Bicycle. The survey received responses from 462 individuals.

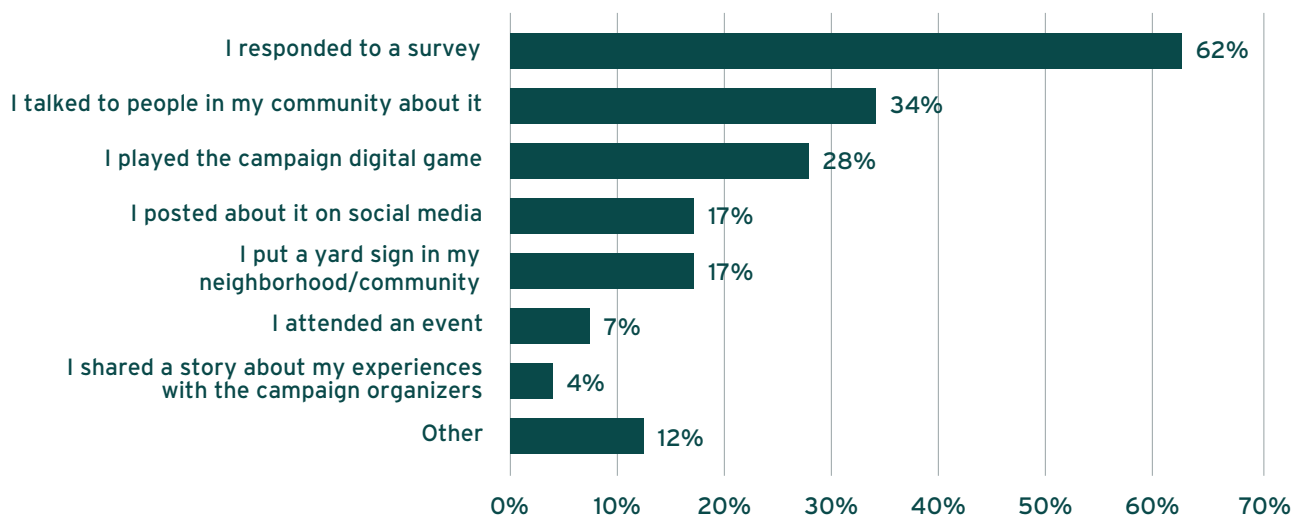
Demographics

The majority of survey respondents lived in the southwest quadrant of the city, followed by the southeast quadrant. Both surveys also had a majority of female respondents (it is common in surveys for women to be over-represented) and primarily reached respondents ages 26 to 64.

Participation

The top ways survey respondents heard about the campaign were yard signs (62%), social media (55%), and campaign emails (27%). This is likely due to how the survey was promoted through social media and direct emails to people who had engaged in campaign activities. Survey respondents participated in the campaign in a variety of ways, outlined in **Figure 6**.

Figure 6: Responses to the question "How did you participate in the Roanoke Pedestrian Safety Campaign? (Select all that apply)."



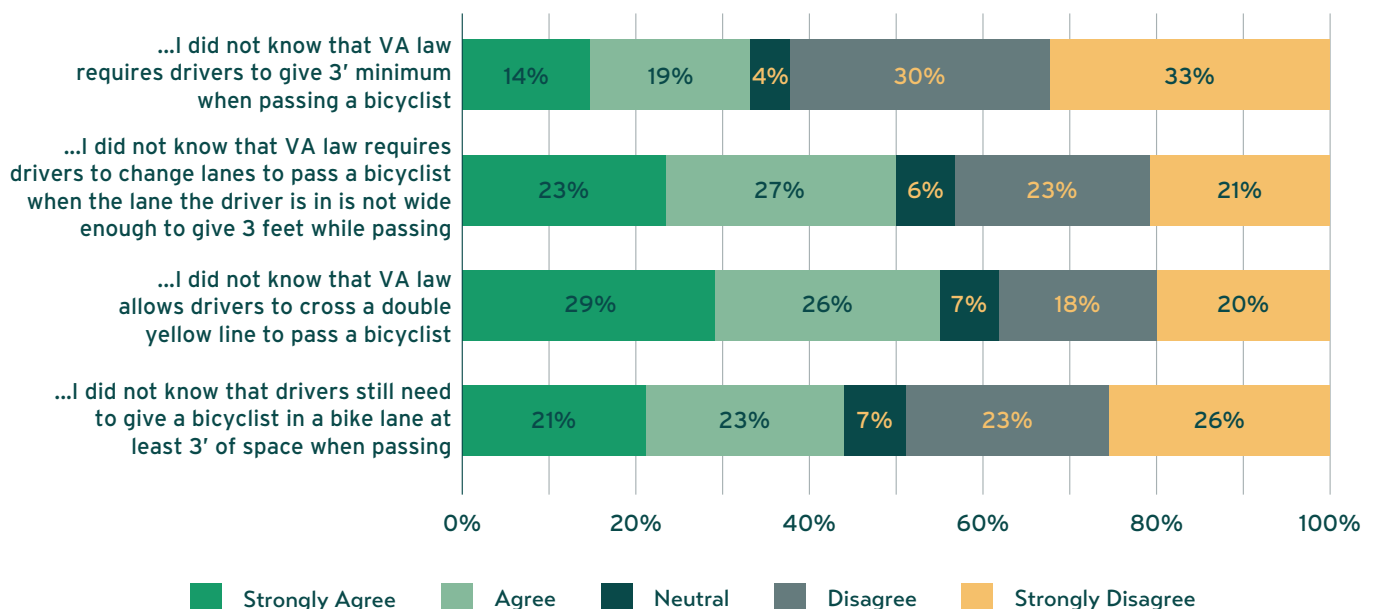
Note: Other responses included respondents saying that they participated by following the law and putting stickers on their vehicle.

Education and Perception

Survey respondents were asked to state their knowledge of Virginia laws **prior to the campaign**. One-third (33%) of respondents stated they agree or strongly agree that they did not know that Virginia law requires drivers to give 3 feet minimum when passing a bicyclist. Many respondents also agree or strongly agree they did not know that Virginia law requires drivers to change lanes to pass (50%), cross a double yellow to pass a bicyclist (57%), and give a cyclist 3 feet even in a bike lane (44%) prior to the campaign.



Figure 7: Responses to the question “Please rate your level of agreement with the following statements: Prior to the campaign...”





Respondents were also asked to share their perception of the value of the laws as a result of the campaign by rating their level of agreement with the statements shown in **Figure 8**.

A majority of respondents (83%) strongly agree or agree that there is value in Roanoke drivers giving bicyclists at least 3 feet of space and changing lanes when passing a bicyclist.

Respondents were asked to report on the likelihood of changing their behavior as a

result of the campaign by rating their level of agreement with the statements shown in **Figure 9**.

Survey results indicate that people are more likely to practice the desired behavior as a result of the campaign. A majority of respondents (87% and 84%, respectively) strongly agree or agree that they are more likely to give bicyclists 3 feet of space and change lanes when passing a bicyclist because of the campaign.

Figure 8: Responses to the question “Please rate your level of agreement with the following statements: Because of the campaign...”

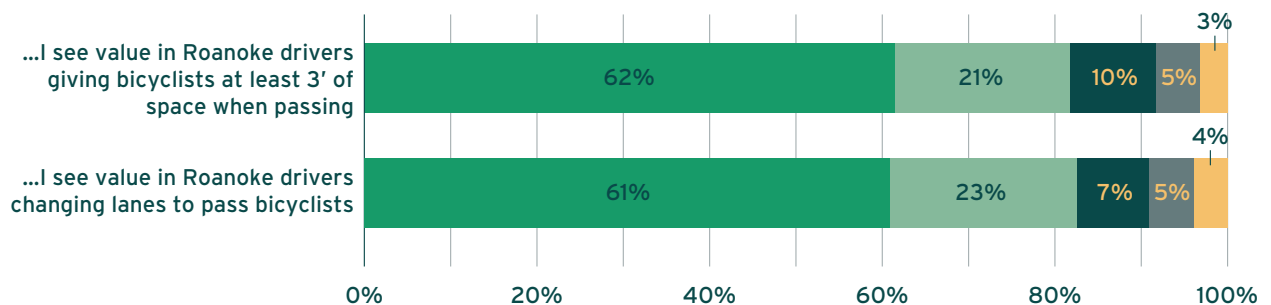
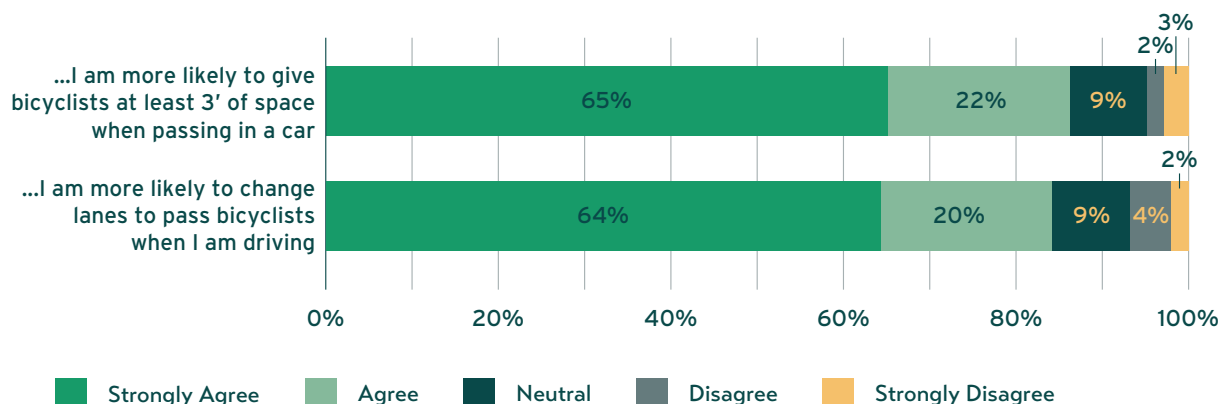


Figure 9: Responses to the question “Please rate your level of agreement with the following statements: Because of the campaign...”





Field Observations

On Friday, May 19, 2023, The City conducted field observations and intercept surveys prior to the safety campaign activities in order to establish a pre-campaign baseline of behaviors. The team intended to conduct field observations at the same locations after the safety campaign was implemented, but due to the low response rate at four of the locations, the City focused on one location (Denniston Ave SW & Memorial Ave SW) for the post-observation. To account for this change in approach, the project team updated the post-then-pre retrospective survey to include a bicyclist-specific question. Key pre vs. post takeaways from the Denniston Ave SW & Memorial Ave SW location include:

- At Memorial, 90% of pre-survey respondents said drivers sometimes give at least 3 feet of space, compared to 60% of post-survey respondents, though 10% of the post-survey respondents said drivers always give at least 3 feet of space (compared to 0% in the pre-survey).
- 42% of respondents in the pre-survey said drivers sometimes change lanes to pass, compared to 55% in the post-survey.

A possible explanation for the decrease in respondents saying that drivers sometimes give at least 3 feet of space could be that bicyclists are thinking about this issue differently, or possibly paying more attention to due to the educational component of this campaign.

Short-term and Mid-term Outcomes

The campaign goals and many outcomes identified in the logic model (see page 5) were achieved during the campaign through the paid media, earned media, and public relations work.

- ✓ Reach 65% of the population of the City of Roanoke.
 - Paid media advertising alone achieved the goal of reaching 65% of the population of the City of Roanoke. The single tactic of radio reached 87% of the population of approximately 100,000 people.
- ✓ Increase awareness of the change lanes to pass law.
 - Half (50%) of survey respondents did not know that drivers were required to change lanes when passing bicyclists, and 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.
- ✓ Increase driver compliance with the change lanes to pass law.
 - 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.
 - Of survey respondents who bike in Roanoke, nearly half reported that more Roanoke drivers give 3 feet of space (49% of respondents) or change lanes when passing (43% of respondents) because of the campaign.
- ✓ Increase drivers' perception that it is a cultural norm to give bicyclists 3 feet when passing.
 - While it's difficult to measure changes in cultural norms, an increase was indicated by the 146 community members who signed up as ambassadors and chose to promote the campaign to their friends, colleagues, and neighbors.
- ✓ Increase bicyclists' awareness of their right to take the lane and leave the bike lane.
 - The digital game served to educate drivers and bicyclists alike on possible bicyclist lane positions, while campaign events and communications included information to support bicyclists' awareness of their rights.

Long-term outcomes and results (see logic model on page 5) will be measured following the completion of this campaign. Police crash data availability does not align with the DMV grant cycle and was not available during the time of this evaluation. Because of this, reporting on the reduction of bicyclist-involved crashes will be led by the City once data is available. It is important to note that many variables contribute to crash prevalence making it difficult to isolate the effects of the campaign. Ongoing shifts in the community norms can be measured through future public surveys.




FUTURE PLANS

The City of Roanoke applied for and received another grant from the Virginia DMV to develop a youth-focused traffic safety campaign in 2024. The campaign will build upon the work of the previous four campaigns.



APPENDIX

Syndicated Articles

Article	Media Outlet	Published	URL
 Leaders Speak Out About Violence + Vinton Demolition Nearly Done	Patch	8/1/23 12:00 AM	https://patch.com/virginia/roanoke/leaders-speak-out-violence-vinton-demolition-nearly-done
Roanoke seeks feedback about Traffic Safety Campaign	WDBJ-TV (Roanoke, VA)	7/31/23 7:01 PM	https://www.wdbj7.com/2023/07/31/roanoke-seeks-feedback-about-traffic-safety-campaign/
West Virginia Front Page News	The Daily Reformer	7/15/23 7:55 PM	https://thedailyreformer.com/westvirginia/local-news/coming-to-an-end-city-of-roanokes-campaign-to-help-cyclists-drivers-on-the-road/
Coming to an end: City of Roanoke's campaign to help cyclists, drivers on the road	Bulletin Reporter	7/15/23 3:43 PM	https://bulletinreporter.com/coming-to-an-end-city-of-roanokes-campaign-to-help-cyclists-drivers-on-the-road/
Coming to an end: City of Roanoke's campaign to help cyclists, drivers on the road	WFXR-TV (Roanoke, VA)	7/15/23 10:58 AM	https://www.wfxrtv.com/news/local-news/roanoke-valley-news/coming-to-an-end-city-of-roanokes-campaign-to-help-cyclists-drivers-on-the-road/
A local campaign makes strides for cyclist safety	WFIR-AM (Roanoke, VA)	6/20/23 12:00 AM	https://wfirmnews.com/news/a-local-campaign-makes-strides-for-cyclist-safety
Roanoke's traffic safety campaign urges drivers to change lanes to pass bicyclists	WFXR-TV (Roanoke, VA)	6/12/23 6:50 PM	https://www.wfxrtv.com/news/local-news/roanoke-valley-news/roanokes-traffic-safety-campaign-urges-drivers-to-change-lanes-to-pass-bicyclists/
Roanoke addresses bicycle safety; 'Every life matters' - Roanoke addresses bicycle safety on the road to Vision Zero	Roanoke Times	6/12/23 7:16 AM	https://visit-access.muckrack.com/link/ydLucV/roanoke-addresses-bicycle-safety-every-life-matters-roanoke-addresses-bicycle-safety-on-the-road-to-vision-zero
Roanoke addresses bicycle safety on the road to Vision Zero	Roanoke Times	6/12/23 5:03 AM	https://roanoke.com/news/local/every-life-matters---roanoke-addresses-bicycle-safety-on-the-road-to-vision-zero/article_e6b20ff4-0798-11ee-ac77-3b2a530f2f9e.html
Roanoke's traffic safety campaign urges drivers to change lanes when passing cyclists	WHSV-TV (Harrisonburg, VA)	6/11/23 9:22 PM	https://www.whsv.com/2023/06/11/roanokes-traffic-safety-campaign-urges-drivers-change-lanes-when-passing-cyclists/
Roanoke's traffic safety campaign urges drivers to change lanes when passing cyclists	WVVA-TV (Bluefield, WV)	6/11/23 6:57 PM	https://www.wvva.com/2023/06/11/roanokes-traffic-safety-campaign-urges-drivers-change-lanes-when-passing-cyclists/
Roanoke's traffic safety campaign urges drivers to change lanes when passing cyclists	WDBJ-TV (Roanoke, VA)	6/11/23 3:41 PM	https://www.wdbj7.com/2023/06/11/roanokes-traffic-safety-campaign-urges-drivers-change-lanes-when-passing-cyclists/

Article	Media Outlet	Published	URL
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	The Franklin News-Post	6/7/23 2:14 PM	https://thefranklinnews.com/news/state-and-regional/crime-and-courts/judge-grants-1-5-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver/article_0d1b04fe-e9f2-5b60-a30d-f5336e2874be.html
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	SWVA Today	6/7/23 2:08 PM	https://swvatoday.com/news/state-and-regional/crime-and-courts/article_1180459a-5270-5934-9504-3ae2f8e975a9.html
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	Danville Register & Bee	6/7/23 2:08 PM	https://godanriver.com/news/state-and-regional/crime-and-courts/judge-grants-1-5-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver/article_b3145b78-3435-5985-b67d-24b50fe87f3f.html
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	Martinsville Bulletin	6/7/23 2:05 PM	https://martinsvillebulletin.com/news/state-and-regional/crime-and-courts/judge-grants-1-5-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver/article_f7dffe97-8d96-5643-ac7c-7a00e1607ba1.html
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	Bristol Herald Courier	6/7/23 2:03 PM	https://heraldcourier.com/news/state-and-regional/crime-and-courts/judge-grants-1-5-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver/article_ad09b7dc-168f-541b-b77d-8fbcf5592623.html
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	The News & Advance	6/7/23 2:03 PM	https://newsadvance.com/news/state-and-regional/crime-and-courts/judge-grants-1-5-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver/article_77b4da2d-b385-586e-ac26-32c3305fc1ac.html
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	Richmond Times-Dispatch	6/7/23 2:02 PM	https://richmond.com/news/state-and-regional/crime-and-courts/judge-grants-1-5-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver/article_51fba62e-2fae-55a5-be76-1f8e4cc78edc.html
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	Culpeper Star-Exponent	6/7/23 2:02 PM	https://starexponent.com/news/state-and-regional/crime-and-courts/judge-grants-1-5-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver/article_ce407786-8638-59e7-ac3c-d78d1f2e627a.html
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	The Daily Progress	6/7/23 2:02 PM	https://dailyprogress.com/news/state-and-regional/crime-and-courts/judge-grants-1-5-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver/article_4f79b867-102b-5f5d-98f2-3f29a88f862f.html

Article	Media Outlet	Published	URL
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	The News Virginian	6/7/23 2:01 PM	https://newsvirginian.com/news/state-and-regional/crime-and-courts/judge-grants-1-5-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver/article_40fdca9f-300d-5d36-8228-4bbdcdfd827f.html
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	Bristol Herald Courier	6/7/23 8:00 AM	https://visit-access.muckrack.com/link/ysKtwC/judge-grants-15-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	The Franklin News-Post (Rocky Mount, Virginia)	6/7/23 8:00 AM	https://visit-access.muckrack.com/link/yswHsU/judge-grants-15-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	Danville Register & Bee (Virginia)	6/7/23 8:00 AM	https://visit-access.muckrack.com/link/ysKt7W/judge-grants-15-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	The News & Advance (Lynchburg, Virginia)	6/7/23 8:00 AM	https://visit-access.muckrack.com/link/ysKti5/judge-grants-15-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	Martinsville Bulletin (Virginia)	6/7/23 8:00 AM	https://visit-access.muckrack.com/link/ysKtnn/judge-grants-15-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	Culpeper Star-Exponent (Virginia)	6/7/23 8:00 AM	https://visit-access.muckrack.com/link/ysKtiW/judge-grants-15-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	The News Virginian (Waynesboro)	6/7/23 8:00 AM	https://visit-access.muckrack.com/link/ysKt0W/judge-grants-15-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	The Daily Progress (Charlottesville, Virginia)	6/7/23 8:00 AM	https://visit-access.muckrack.com/link/ysKtqA/judge-grants-15-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver
Judge grants \$1.5M settlement; Legal settlement in bicyclist's death demonstrates safety awareness need, Roanoke attorney says	Roanoke Times	6/7/23 7:30 AM	https://visit-access.muckrack.com/link/y3S01W/judge-grants-15m-settlement-legal-settlement-in-bicyclists-death-demonstrates-safety-awareness-need-roanoke-attorney-says
Judge awards \$1.5 million in damages. A court settlement in the death of a cyclist shows the need for safety awareness, says the Roanoke attorney	LatestFinance.News	6/7/23 4:51 AM	https://latestfinance.news/judge-awards-1-5-million-in-damages-a-court-settlement-in-the-death-of-a-cyclist-shows-the-need-for-safety-awareness-says-the-roanoke-attorney-392172/

Article	Media Outlet	Published	URL
Judge grants \$1.5M settlement Legal settlement in bicyclist's death demonstrates safety awareness need, Roanoke attorney says	InsuranceNewsNet	6/7/23 4:34 AM	https://insurancenewsnet.com/oarticle/judge-grants-1-5m-settlementlegal-settlement-in-bicyclists-death-demonstrates-safety-awareness-need-roanoke-attorney-says
Judge grants \$1.5 million settlement to estate of Virginia cyclist killed by distracted driver	The Free Lance-Star	6/7/23 12:00 AM	https://fredericksburg.com/news/state-and-regional/crime-and-courts/judge-grants-1-5-million-settlement-to-estate-of-virginia-cyclist-killed-by-distracted-driver/article_6a32b142-fcfe-53dd-bc86-24421db0da66.html
Legal settlement in bicyclist's death demonstrates safety awareness need, Roanoke attorney says	Roanoke Times	6/7/23 12:00 AM	https://roanoke.com/news/local/crime-courts/legal-settlement-in-bicyclists-death-demonstrates-safety-awareness-need-roanoke-attorney-says/article_a65f8076-04af-11ee-a0f2-837e7c53d3a8.html
Roanoke's Traffic Safety Campaign Urges Drivers to Change Lanes to Pass Bicyclists	Roanoke Star-Sentinel	6/7/23 12:00 AM	https://theroanokestar.com/2023/06/07/roanoke-s-traffic-safety-campaign-urges-drivers-to-change-lanes-to-pass-bicyclists/

Television Clips

Title	Date Aired (Local)	Station
WFXR-TV (Roanoke, VA) - WFXR News First at Ten	7/14/23 10:01 PM	WFXR-TV (Roanoke, VA)
WFXR-TV (Roanoke, VA) - WFXR News First at Ten	7/14/23 10:01 PM	WFXR-TV (Roanoke, VA)
WFXR-TV (Roanoke, VA) - WFXR News at Noon	6/13/23 12:34 PM	WFXR-TV (Roanoke, VA)
WFXR-TV (Roanoke, VA) - News Good Day Virginia at 9	6/13/23 9:01 AM	WFXR-TV (Roanoke, VA)
WFXR-TV (Roanoke, VA) - WFXR News Good Day Virginia @ 8	6/13/23 8:00 AM	WFXR-TV (Roanoke, VA)
WFXR-TV (Roanoke, VA) - WFXR News Good Day Virginia @ 7	6/13/23 7:01 AM	WFXR-TV (Roanoke, VA)
WFXR-TV (Roanoke, VA) - WFXR News Good Day Virginia @ 6	6/13/23 6:05 AM	WFXR-TV (Roanoke, VA)
WFXR-TV (Roanoke, VA) - WFXR News Good Day Virginia @ 5	6/13/23 5:01 AM	WFXR-TV (Roanoke, VA)
WFXR-TV (Roanoke, VA) - WFXR News First at Ten	6/12/23 10:00 PM	WFXR-TV (Roanoke, VA)
WFXR-TV (Roanoke, VA) - WFXR News @ 6:00PM	6/12/23 6:00 PM	WFXR-TV (Roanoke, VA)
WFXR-TV (Roanoke, VA) - WFXR News First at Ten	6/11/23 10:27 PM	WFXR-TV (Roanoke, VA)
WVVA-TV (Bluefield, WV) - WVVA News at 6	6/11/23 6:00 PM	WVVA-TV (Bluefield, WV)

