

City of Roanoke

NO NEED TO SPEED® KEEP STUDENTS SAFE

Pedestrian Safety Campaign Summary

ABOUT THE CAMPAIGN

To help combat rising number of pedestrians injured in car crashes near schools in the City of Roanoke, the City applied for and received a grant from the Virginia Department of Motor Vehicles for a new pedestrian safety campaign, which ran from April 18 to May 27, 2022.

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

THE GOALS OF THE CAMPAIGN WERE AS FOLLOWS:



Increase awareness of traffic speed limits and the importance of crosswalk compliance near schools



Decrease the incidence of speeding in the City of Roanoke

SCHOOL PARTNERSHIPS

With 24 public schools in the City of Roanoke, school routes are everywhere. In 2019, the Roanoke City Council adopted an ordinance to decrease the speed limit on neighborhood streets in school zones to 15 mph. The City collaborated with Roanoke schools to directly reach parents and students information about the decreased speed limit.

CAMPAIGN FOCUS

Speeding is a major public health problem, because crashes are more deadly when cars are moving faster (see graphic at right). The campaign called on all people of Roanoke to obey the speed limit in school zones and beyond, and outreach efforts focused on reaching teenage and parent drivers.



When a person walking is hit by someone driving 20 mph, nine out of ten survive.



When a person walking is hit by someone driving 40 mph, only two out of ten survive.

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.



Yard Sign

Social media ads and posts



The slogan, “No Need to Speed,” is a trademark of Keep Kids Alive Drive 25. See KKAD25.org for more information.

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Community Engagement

Community engagement helped residents, parents, students, and drivers in Roanoke support the goals of the campaign.



"I would like to see the campaign even more popularized, as I see so many cars speeding in my Roanoke City neighborhood streets, and know my neighborhood is full of children and others who walk daily." - Campaign Participant

Media Strategy

A mix of paid and donated media, including radio, bus ads, broadcast and social media ads, reached a broad audience of Roanoke residents and people driving in Roanoke.

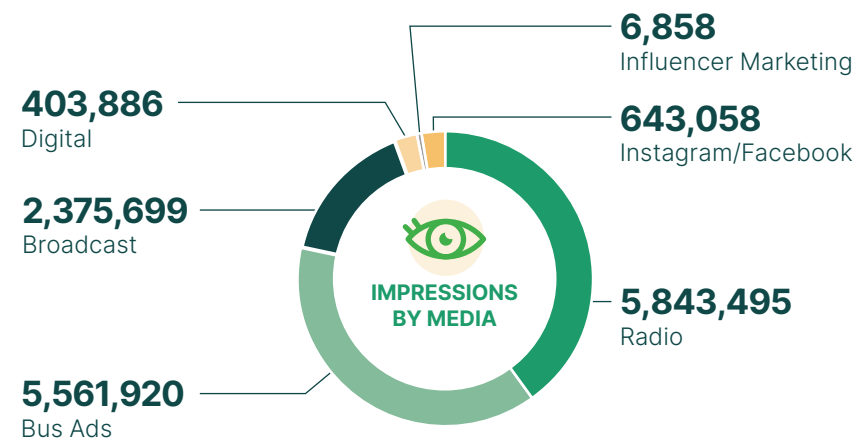


Figure 1: Impressions by media outlet (total impressions: 14,558,535)

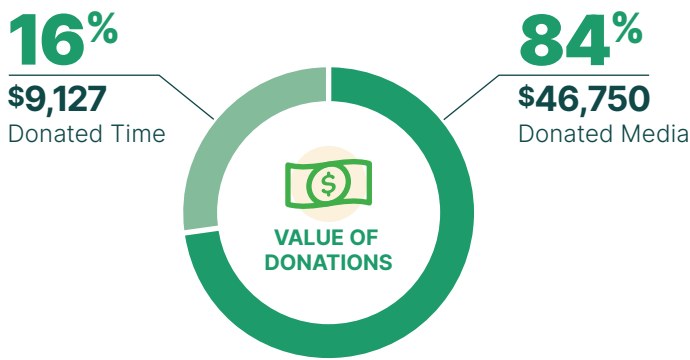


Figure 2: Value of donated media and time (total value: \$55,877)



Campaign flyer

"I hope this campaign continues...so many students walk, bike, or skateboard to school. It is important to protect them and allow them to arrive safely both to and from school." - Campaign Participant

CAMPAIGN OUTCOMES

The campaign achieved the goal of **increasing awareness of traffic speed limits and the importance of crosswalk compliance** near schools.

The public survey indicated a slight **increase in the belief that driving the speed limit is the community norm**, both in school zones and citywide. After the campaign, there was a small shift in self-reported behavior toward **speeding less often**.

