City of Roanoke

NO NEED TO SPEED® KEEP STUDENTS SAFE
Pedestrian Safety Campaign Summary

September 2022

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.

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.

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.

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

Yard Sign

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.

1,618 quizzes completed
311 stories shared by the community
519 yard signs distributed
8,181 flyers distributed

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.

403,886 digital
2,375,699 broadcast
5,561,920 bus ads
6,858 influencer marketing
5,843,495 radio
643,058 Instagram/Facebook

Test your school zone safety knowledge
A speed limit is the maximum speed you can legally drive at on a given road. The speed limit for elementary and middle school zones in the City of Roanoke is 15 mph on neighborhood roads or 25 mph on arterial (busier) roads. School zones will be marked by a speed limit sign with a flashing light or the hours posted that indicate when the reduced speed is in effect.

Slower speeds reduce injury
When a person walking is hit by a driver traveling 20 mph, nine out of ten survive.

It is illegal to pass a stopped school bus that has its stop sign extended.

In Virginia, every intersection is a crosswalk whether it’s painted or not.

What is a speed limit?
When a person walking is hit by a driver traveling 40 mph, only two out of ten survive.

Did you know?

Campaign flyer

“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

“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.

“Pre-campaign survey respondents were asked to rate their belief in the norm of driving at the speed limit. Post-campaign survey respondents were asked if they reported driving the speed limit less often.” – Campaign Participant

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