



Keep Each Other Safe

**Traffic Safety
Campaign**



City of Roanoke

SEPTEMBER 2024



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EXECUTIVE SUMMARY

For the fifth year in a row, the City of Roanoke Transportation Division sought and received funding from the Virginia Department of Motor Vehicles for an annual traffic safety campaign. The 2024 campaign continued past campaign efforts to reduce the number of pedestrians involved in crashes by increasing driver adherence to crosswalk laws and speed limits. Campaign activities built on past successes with strategies including paid, donated, and earned media as well as community engagement activities. The campaign ran for six weeks from June 10, 2024 to July 21, 2024.

To evaluate the campaign's effectiveness and learn about public response to the campaign, the City conducted a post-campaign survey and assessed data associated with campaign goals.

Key takeaways from the survey include:



The campaign **increased awareness** of Virginia's law stating that every corner is a crosswalk



There is increasing awareness and concern about **speeding** in Roanoke



Ongoing campaign efforts can continue to **raise awareness** of key messages



The campaign **increased** the number of drivers in Roanoke who are likely to:

- **stop for pedestrians** in crosswalks
- **adhere** to the speed limit



The survey results indicate a strong sense of social responsibility related to:

- **crosswalk compliance** in Roanoke
- **adhering to the speed limit** in Roanoke

CAMPAIGN OVERVIEW



Background

The City of Roanoke uses a data-driven approach for selecting the focus for each annual traffic safety campaign to make best use of limited campaign funds to address strategic issues. Each year the City analyzes crash data and trends for pedestrian- and bicyclist-involved crashes and identifies the most common behavioral,

geographic, and demographic attributes associated with the crashes. A campaign focus is selected based on the findings and considering what can be effectively addressed through a paid media campaign. Annual campaign topics are listed in Table 1 below:

Table 1: Annual Traffic Safety Campaign Topics

YEAR	TOPIC	MESSAGING FOCUS
2020	Crosswalk compliance	<i>In Virginia, every corner is a crosswalk, whether it's painted or not</i>
2021	Speeding	<i>No need to speed</i>
2022	Speeding in school zones	<i>No need to speed; Keep students safe</i>
2023	Driver and bicyclist traffic safety	<i>Change lanes to pass</i>



The 2024 campaign was initially planned to revisit safety issues around crosswalk laws and speed limit compliance with a focus on youth pedestrian safety. The campaign's community engagement effort was centered around a pilot Safe Routes to School event at Crystal Spring Elementary School. This plan was altered after the tragic death of a 9-year old boy who was struck by a driver roughly one month before the pilot event. The boy was a student at Crystal Springs Elementary, and the principal and campaign staff determined it was in the best interest of the community not to proceed with the event in the 2024 school year to allow time for grief, mourning and healing.

The City and campaign staff were able to pivot to a broader focus for the 2024 campaign, adjust the community engagement effort to be centered around resource development for public schools, and deliver the campaign roughly one-month after initially planned.

Funding, Project Management, and Consultant Team

The City of Roanoke received grant funding from the Virginia Department of Motor Vehicles to deliver the Keep Each Other Safe 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 related to pedestrian safety and speeding:



Pedestrian Safety

- **Statewide Goal:** Reduce pedestrian fatalities by 5 percent from 172 to 165
- **Agency Goal:** Reduce the number of pedestrians involved in crashes by increasing driver adherence to crosswalk laws through delivery of timely traffic safety education



Speed

- **Statewide Goal:** Reduce speed-related fatalities by 2 percent from 285 to 280
- **Agency Goal:** Reduce the number of pedestrians involved in crashes by increasing driver adherence to speed limits through delivery of timely traffic safety education

The DMV grant also established a goal related to the paid media efforts:

- Successfully solicit at least **\$50,000** in donated and earned media

The project team established the following campaign goal related to community engagement:

- **Increase youth practitioner capacity** to organize walk and bike to school events



Figure 1: Keep Each Other Safe Original Artwork

Campaign Focus

The media campaign was implemented citywide, with an aim to reach the following audiences:

- **Drivers:** People who drive motor vehicles in the City of Roanoke, with emphasis on people between the ages of 18 and 65
- **Youth Practitioners:** People who deliver youth-focused education and programming to elementary school aged children and have interest in contributing to or leading Safe Routes to School initiatives in the City of Roanoke

Messaging and Design Process

The City selected an illustration-based campaign design that built off the artwork used in the 2021 No Need to Speed Campaign. Through a collaborative process, the City approved the following campaign messages:

- **Headline:** Keep Each Other Safe
- **Subheadline Version 1:** Stop at crosswalks & corners
- **Subheadline Version 2:** Slow down

Campaign materials are described in detail in the Community Outreach and Engagement section.

CAMPAIGN ACTIVITIES AND OUTPUTS

Paid Media Advertising

Access, a local media agency, managed paid media and earned media for the campaign. Access analyzed the media usage of the focus audiences to determine appropriate channels, which resulted in the outlets described in the following sections. A summary of key metrics and a description of each outlet are provided in Table 2.



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	\$47,975	2,322	4,352,700	87% of the population
Bus Ads	Rear exterior bus ads for the local transit agency, Valley Metro, to reach people driving	\$4,375	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	\$4,000		60,000+	13,448
Digital - mobile ads	Geo-fenced school zones and City parks where recreation and crosswalk safety is of great importance to reach consumers with display and video ads	\$3,000		200,000+	
Instagram/ Facebook	Ads and boosted posts to promote community engagement, including the blog series and traffic safety Reels	\$4,000	15	760,418	256,052

Donated and Earned Media

Table 3: Summary of Earned Media Coverage

	EARNED ARTICLES	BROADCAST CLIPS	TOTAL
Count	6	27	33
Viewership Estimate	438,600	268,227	706,827
Publicity Value	\$13,296	\$11,438	\$24,734

Earned Media

Earned media was a productive part of the campaign, helping to raise the campaign profile on a variety of news outlets. Six earned media articles and 28 broadcast clips were published during the campaign. Table 3 includes a summary of earned media coverage.

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 statics ads and the Berglund Center donated marquee ads. In total, the campaign was given \$48,050 in donated media value. The total donated value for each is outlined in Table 4.

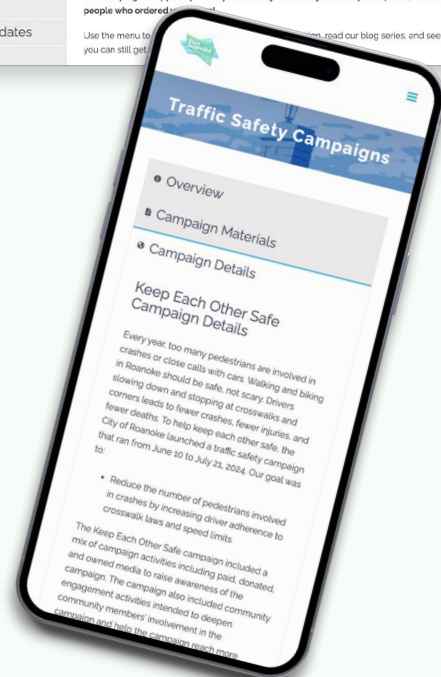
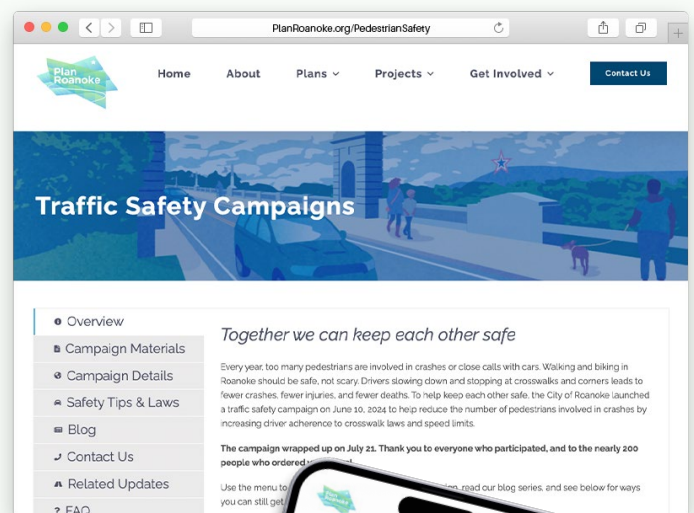
Roanoke City staff hours contributed approximately \$8,800 to the donated value of the campaign, as outlined in Table 4.

Table 4: Value of Donated Media and Time

DONATED MEDIA	VALUE
Radio	\$42,460
Bus	\$3,375
Grandin Theatre	\$1,250
Berglund Center Marquee	\$1,000
Subtotal	\$48,085
DONATED TIME	VALUE
RVTV production of a 15- and 30-second video ads and 10- and 30-second radio ads	\$4,240
Estimated Roanoke City staff hours January - September 2024	\$8,800
Subtotal	\$13,040
TOTAL	\$61,125

Website

All campaign information was housed on PlanRoanoke.org/TrafficSafety, which is run by the City. The webpage included announcements, information about how to get involved, a traffic safety blog series, campaign materials, campaign details, information for drivers and pedestrians, and more. From June 10 to July 21, the campaign webpage received 13,073 views, averaging 2.4 views per user.



Community Engagement and Outreach

Community engagement for this campaign included materials distribution, ongoing communications, a blog series, and a Walk & Roll to School Toolkit.

Print Materials

Print materials developed for the campaign included posters and yard signs, as described in Table 5. Community members could pick up materials at City Public Works or the Roanoke Valley-Alleghany Regional Commission (RVARC), or request campaign materials be delivered through an online form. City staff would personally deliver them upon request.

Yard signs were delivered to every quadrant of the City, as seen in Figure 2.



Figure 2: Distribution of Yard Signs

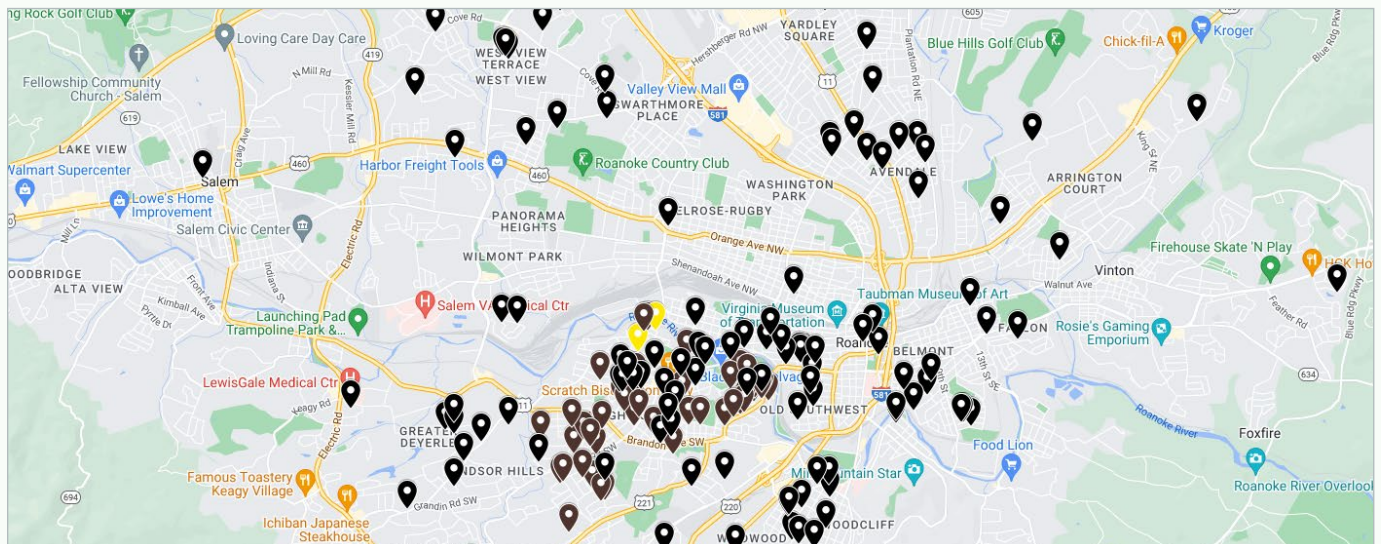


Table 5: Flyer and Yard Sign Details

COLLATERAL PIECE	DIMENSIONS	QUANTITY PRINTED	QUANTITY DISTRIBUTED
Poster	11"x17"	150	~50
Yard Sign	18"x24"	400	320

Blog Series

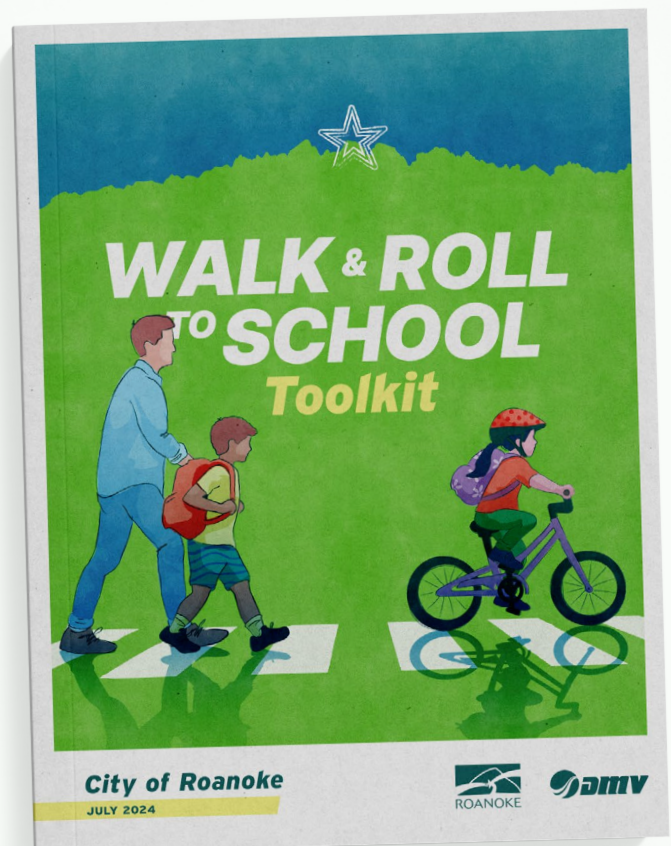
In order to provide the community with timely traffic safety information, the City developed a 5-part blog series which was hosted on the website. The blog series featured the following topics:

- **Understanding Crosswalk Laws in Roanoke:** A detailed guide on local crosswalk laws, including less-known facts about unmarked crosswalks and intersections.
- **Understanding Speeding Laws in Roanoke:** A guide on local speeding laws, including information on the consequences of speeding.
- **How to be a Safety-Conscious Driver:** Tips and strategies for drivers to improve their road awareness, including the importance of avoiding distractions and the benefits of defensive driving techniques.
- **How to Report Traffic Safety Issues:** A guide on how residents can report unsafe driving, damaged road signs, or poor street lighting to the city, highlighting how community involvement aids the City in maintaining safety.
- **Teaching Kids about Traffic Safety:** Promote the Walk & Roll to School Toolkit to parents and educators in the community as a resource for adults and children to learn more about traffic safety.

The blog series was promoted through social media ads, including an Instagram Reel and e-newsletters.

Walk & Roll to School Toolkit

To further promote traffic safety in the community beyond the campaign, the City developed a Walk & Roll to School Toolkit in partnership with RVARC, Roanoke Public Schools, and PedalSafe. The Toolkit is intended for families, school administrators, and teachers who want to support students in walking or rolling (biking, skating, traveling by wheelchair) to school regularly or want to plan a schoolwide Walk & Roll event. The Toolkit is an evergreen resource, available for download or print on the City website.





E-newsletters

Five e-newsletters were sent to over 2,000 recipients, including partners and past campaign participants, throughout the campaign. Since 2020, each annual campaign has contributed to growing the email list. Although this year's

campaign did not include an interactive call-to-action like in past years, over 100 new contacts subscribed by the end of the grant period. Table 6 includes a summary and metrics for each e-newsletter.

Table 6: Campaign E-newsletter Details and Metrics

TOPICS	DATE SENT	# OF RECIPIENTS	OPEN RATE*	CLICK RATE*
Campaign Launch/ Order Yard Signs	June 10, 2024	2,088	52.4%	7.5%
Blogs 1 & 2 (Crosswalk & Speeding Laws)	June 17, 2024	2,093	52.6%	3.4%
Blog 3 (Safety-conscious Driver)	July 10, 2024	2,125	66.3%	1.9%
Blog 4 (How to Report Traffic Safety Issues)	July 17, 2024	2,117	46.9%	2.8%
Final Updates & Survey	July 24, 2024	2,109	51.8%	9.7%

*According to Mailchimp, the average open rate across all industries is 35.63% while the average click rate is 2.62%.

EVALUATION



Public Survey Results

Methodology

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

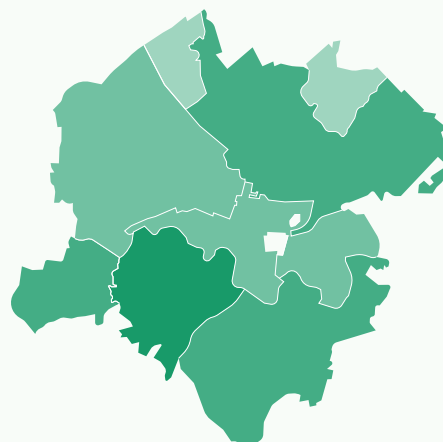
The survey was distributed electronically and promoted through City of Roanoke communications and social media ads. To encourage survey participation, respondents were entered in a prize drawing to win one of ten "spend anywhere" downtown \$20 gift cards, provided by Downtown Roanoke Inc. A total of 545 individuals responded to the survey¹.

¹ The post-campaign survey received responses from 827 people in total, but 282 respondents said they had not seen the campaign before, which disqualified them from completing the survey.

This section includes key takeaways from of analysis of online survey results.

Demographics

The majority of survey respondents lived in the southwest quadrant of the city, followed by the southeast and northeast quadrants. The survey had a majority of female respondents and mostly reached respondents over age 26, with a fairly equal distribution among the 26-44, 45-64, and 65+ age ranges.



Top zip codes for survey participation

#of responses:	
Lightest Green	10 - 12
Light Green	13 - 27
Medium Green	28 - 33
Dark Green	34 - 69
Darkest Green	70 - 139



Education & Perception

Crosswalk Laws

The campaign increased awareness of Virginia's law stating that every corner is a crosswalk

Respondents were asked about their knowledge of the Virginia law that requires drivers to stop for pedestrians in crosswalks, whether they are painted or not. **Nearly one-fifth (18%) stated that they learned about this law from the campaign.**

Ongoing campaign efforts can continue to raise awareness of key messages

A similar question was asked in 2020 at the end of a crosswalk-focused campaign and results showed a 22% increase in respondent knowledge of the VA law from before to after the campaign. This indicates that ongoing campaign and educational efforts may continue to increase awareness of crosswalk laws in Roanoke.

Participation

The top ways survey respondents heard about the campaign were yard signs (71%), social media (38%), and campaign emails (29%). While nearly three-quarters of respondents heard about the campaign by seeing a yard sign, only one-fifth of respondents (19%) ordered a yard sign. This indicates that people were seeing them around the community even if they did not order one to display.



The campaign increased the number of drivers in Roanoke who are likely to stop for pedestrians in crosswalks

Respondents were asked to report on the likeliness of changing their behavior as a result of the campaign by rating their level of agreement with the following statement:

- Because of this campaign I am more likely to stop for pedestrians in crosswalks.

A majority (86%) of respondents strongly agree or agree that they are more likely to stop for pedestrians in crosswalks because of the campaign.

The survey results indicate a strong sense of social responsibility related to crosswalk compliance in Roanoke

Respondents were also asked to share their perception of the value of the laws by rating their level of agreement with the following statements:

- Because of this campaign I see value in Roanoke drivers stopping for pedestrians in crosswalks, whether they are painted or not.
- People driving have a responsibility to watch out for pedestrians.

Nearly fourth-fifths (79%) strongly agree or agree that there is value in Roanoke drivers stopping for pedestrians in crosswalks, whether they are painted or not, as a result of this campaign.

Nearly all (98%) of respondents strongly agree or agree that people driving have a responsibility to watch out for pedestrians. The same question was asked in 2020 at the end of a crosswalk-focused campaign and 97% of respondents strongly agreed or agreed. This indicates a strong sense of social responsibility related to crosswalk compliance, which has not shifted much over time.



Speeding Laws

The survey results indicate increasing awareness and concern about speeding in Roanoke

Respondents were asked to rate speeding as a pedestrian safety problem in Roanoke in 2021 and in 2024. From after the traffic safety campaign in 2021 to 2024, sentiment that speeding as a pedestrian safety problem in Roanoke has increased. Those who see it as a big problem has increased from 43% to 57%. This indicates that respondents have become more aware and concerned about speeding in their communities since 2021.

The campaign increased the number of drivers in Roanoke who are likely to adhere to the speed limit

Respondents were asked to report on the likeliness of changing their behavior as a result of the campaign by rating their level of agreement with the following statement:

- Because of this campaign I am more likely to drive the posted speed limit.

Over three-fourths of respondents (76%) strongly agree or agree that they are more likely to drive the posted speed limit because of the campaign.

The survey results indicate a strong sense social responsibility related to adhering to the speed limit in Roanoke

Respondents were also asked to share their perception of the value of the laws by rating their level of agreement with the following statements:

- Because of this campaign I see value in Roanoke drivers obeying the posted speed limit.
- I think people should not drive faster than the posted speed limit.

Nearly three-fourths (71%) of respondents strongly agree or agree that there is value in Roanoke drivers obeying the posted speed limit, as a result of this campaign.

Over fourth-fifths (85%) of respondents strongly agree or agree that people should not drive faster than the posted speed limit. The same question was asked in 2021 at the end of a speeding-focused campaign and only 75% of respondents strongly agreed or agreed. This indicates a strong sense of social responsibility related to adhering to the speed limit in Roanoke, which has increased since 2021.

OUTCOMES

The campaign goals identified in the DMV grant and the objectives identified in the campaign approach were achieved during the campaign through paid media, earned media, and community engagement efforts.

Paid Media



- ✓ Successfully solicit at least **\$50,000** in donated and earned media
 - ➔ The paid media investment was complemented with **\$85,859** in total donated and earned value across tactics

Crosswalk & Speeding Law Compliance



86%

- ✓ Reduce the number of pedestrians involved in crashes by **increasing driver adherence to crosswalk laws** through delivery of timely traffic safety education
 - ➔ **86%** of survey respondents reported being **more likely to stop for pedestrians in crosswalks** because of this campaign



76%

- ✓ Reduce the number of pedestrians involved in crashes by **increasing driver adherence to speed limits** through delivery of timely traffic safety education
 - ➔ **76%** of survey respondents reported being **more likely to drive the posted speed limit** because of this campaign.

Community Engagement

- ✓ **Increase youth practitioner capacity** to organize walk and bike to school events
 - ➔ A Walk and Roll Toolkit was developed and is now accessible to youth practitioners citywide. The City plans to point practitioners to the guide ahead of major milestones (e.g., back to school) and events (e.g., Walk and Roll to School Day) as a way to increase practitioner capacity by reducing the need for practitioners to reinvent the wheel on common aspects of the events.

FUTURE PLANS

The City of Roanoke applied for and received another grant from the Virginia DMV to develop a ***distracted driving campaign in 2025***.

The campaign will build upon the work of the previous five campaigns.



