

Keep Each Other Safe

Traffic Safety Campaign

ABOUT THE CAMPAIGN

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.**

The campaign ran for six weeks from June 10, 2024 to July 21, 2024.

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

CAMPAIGN OUTPUTS

Media

Through a mix of paid and donated media, including radio, bus ads, social media ads, and more, the campaign gained over 19 million impressions through deep and varied strategies.

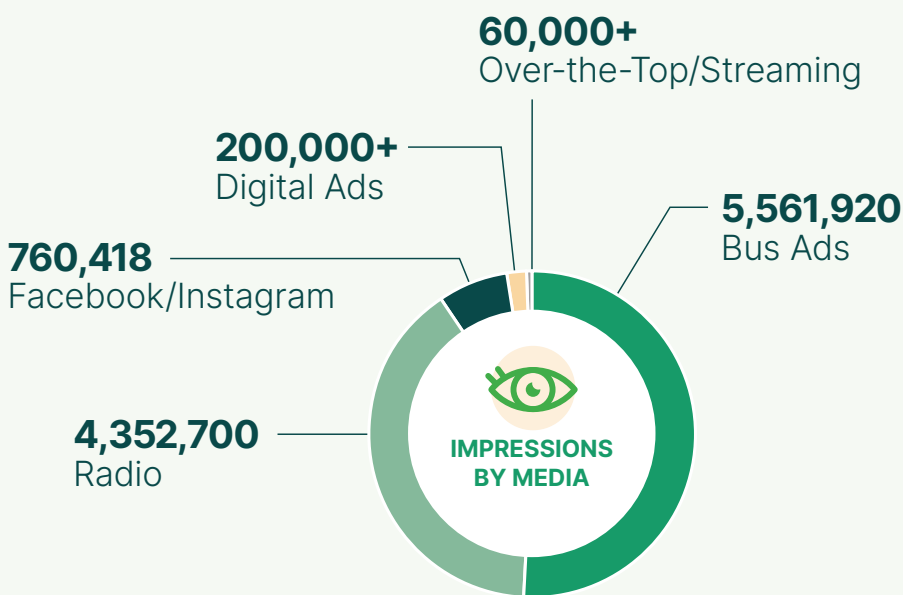


Figure 1: Impressions by Media Outlet

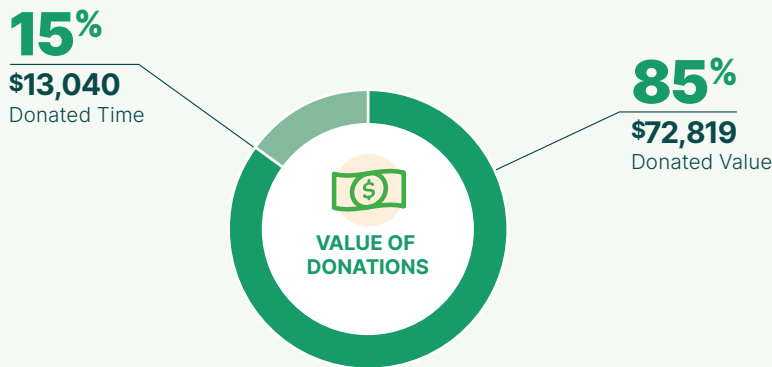


Figure 2: Value of Donated Media and Time

Figure 3: Campaign bus ad

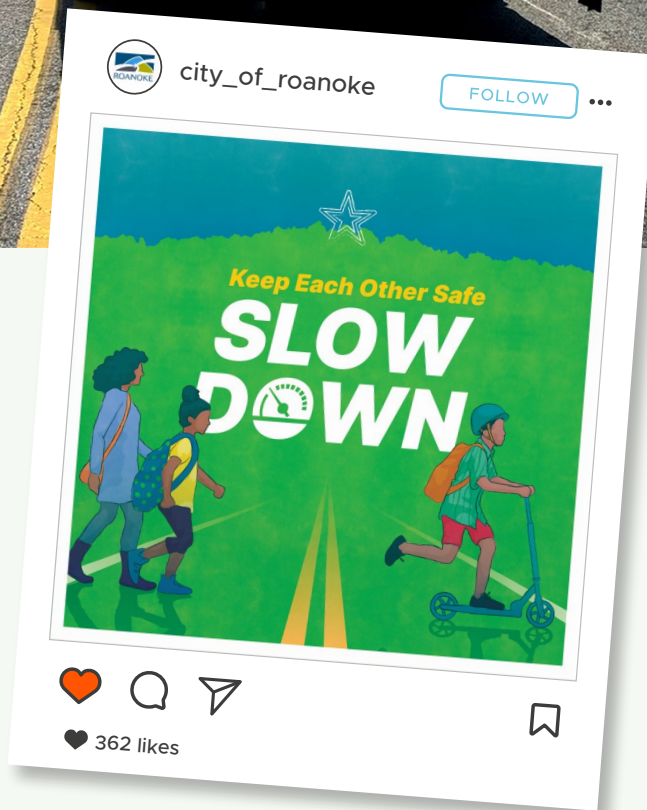


Figure 4: Campaign Instagram post

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COMMUNITY ENGAGEMENT

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



320
YARD SIGNS
distributed



50
POSTERS
distributed



5
BLOGS
posted

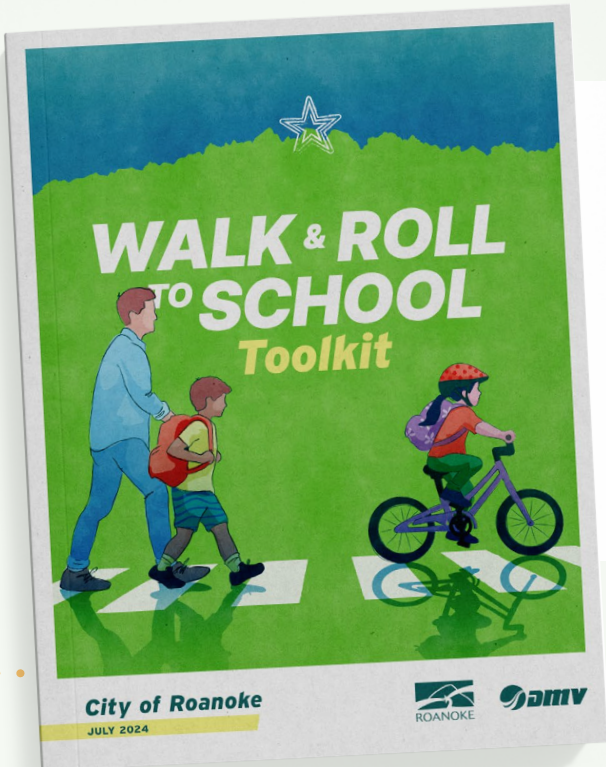


2,100
DIRECT EMAIL
RECIPIENTS
of campaign
updates

Blog Topics

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
- Understanding Speeding Laws in Roanoke
- How to be a Safety-Conscious Driver
- How to Report Traffic Safety Issues
- Teaching Kids about Traffic Safety



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 [campaign website](#).

Figure 5: Campaign toolkit

POST-CAMPAIGN SURVEY KEY TAKEAWAYS

- 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



Figure 6: Campaign poster