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City of Roanoke Launches Initiative to Curb Speeding

ROANOKE, Va. (June 22, 2021) – Despite fewer people on the roads in 2020, Pedestrian deaths in the City of Roanoke increased by more than 200% last year due to speeding, a deadly statistic that City officials hope to decrease through the launch of the new [No Need to Speed](#) pedestrian safety initiative.

The campaign is the second phase of the City’s Pedestrian Safety Campaign, a multi-year effort to make Roanoke a safer place to walk. It will bring together neighborhood groups and community leaders to engage the public on the effects of speeding and the shared responsibility of those who live and work in Roanoke to make safe driving a priority.

“It’s really simple: Slower driving saves lives. Speeding through our City isn’t worth the cost and that is the message we’re trying to get across,” says Andrea Garland, Traffic Engineer with the Transportation Division.

According to a community-wide survey, people are most likely to be inspired to change their driving behavior with a better understanding of the risks that speeding has to themselves and others in their community.

The City has identified 10 primary local corridors where speed is a significant concern including Williamson Road which is the location of three pedestrian crashes in the last year, two of those resulting in fatalities. As the campaign works to educate and change driver behavior in the coming months, the Transportation Division will be assessing streets and implementing solutions such as lane reconfigurations to make travel safer for all roadway users.

“This is a community-wide effort, and we need active participation to spur real change,” adds Garland. “Many of the City’s solutions will be visible over the next few months, but we still need drivers to take responsibility for the role they play in reducing crashes and reducing fatalities. If we all do our part to slow down, it will make a huge difference.”

The *No Need to Speed* initiative, funded by a grant from the Department of Motor Vehicles, will encourage the public to take a pledge to drive safely and prioritize simple, yet effective, safe driving habits to reduce pedestrian fatalities. These habits include slowing down for pedestrians, paying close attention to speed limits in school zones and neighborhoods where there are children present, and speaking up and educating others about the dangers of speeding.

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A campaign website has been created at www.planroanoke.org/ped where the public can learn more about the campaign goals, efforts to improve pedestrian safety, and where they can sign the pledge and share it with others.

The campaign will run through August 15 and will feature road signage community events, educational neighborhood walks, contests, and other community engagement tactics as well as advertising. Officials hope that the campaign elevates the profile of the risks of speeding and encourages positive action and long-term change.

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