

CITY OF ROANOKE PEDESTRIAN SAFETY MEDIA CAMPAIGNS

VIRGINIA HIGHWAY SAFETY SUMMIT 2021

Wednesday, July 14 2021

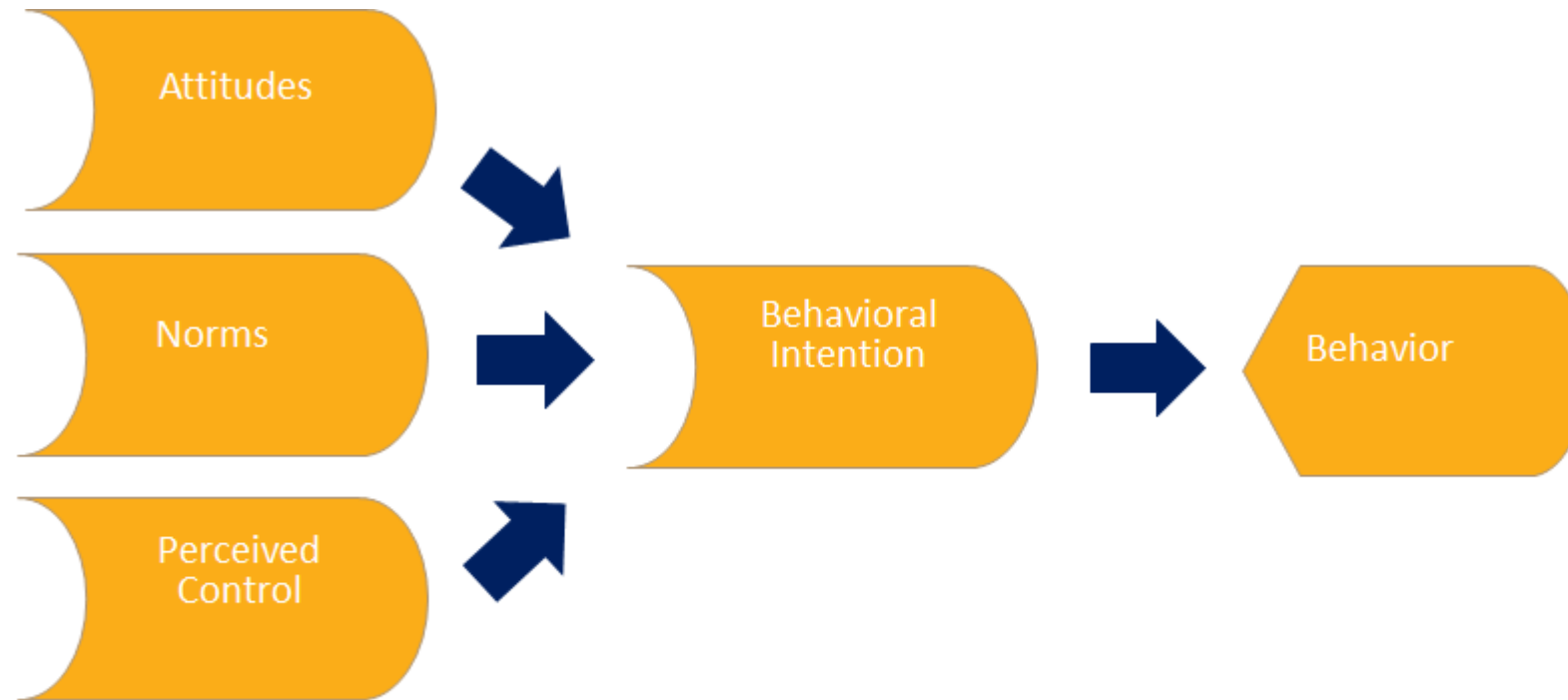


WHY?

To increase safety of pedestrians in the City of Roanoke by increasing awareness of pedestrians and pedestrian facilities and improving behavior of drivers and pedestrians alike.



THE THEORY OF PLANNED BEHAVIOR



(Elliott, M.A. and Armitage, C.J. and Baughan, C.J.; (2004) Applications of the theory of planned behaviour to drivers' speeding behaviour. In: Behavioural Research in Road Safety 2004: Fourteenth Seminar. DfT Publications, London, pp. 157-169. ISBN 1 904763 50 2)

BEST PRACTICES

Evaluation

- *Self-report measures*
- *Observed behavior*
- *Crash Stats**

Campaign Target

- *Specific demographic target audience*
- *One behavioral target theme*
- *Clear message with a measurable call to action*

Develop the Campaign

- *Coordination*
- *Duration*
- *Co-locate delivery methods*
- *Multiple media channels*
- *Personalize messages*
- *Evergreen*

EVERY CORNER IS A CROSSWALK - 2020

Goals

- Reduce the number of crashes between vehicles and people walking
- Increase compliance with Virginia State Law VA Code 46.2-924

Targets

- Behavior: lack of crosswalk compliance from both drivers and pedestrians
- Geography: Downtown Roanoke and Northwest quadrant of the City
- Audience: Adult men ages 22 to 64

Message

“ In Virginia, Every Corner is a Crosswalk, whether it is painted or not “

- Pedestrians: Cross at the corner
- Drivers: Stop at the corner

Campaign

- Eight weeks July 13 – September 4, 2020
- Overall \$100,000 in paid media with an extra donated and earned media of nearly \$70,000
- Over 50 local partners engaged in the campaign
- Community engagement: Yard Signs, Surveys, Community Videos, Art Contest and Victim Videos
- Evergreen materials



CAMPAIGN VIDEOS



CAMPAIGN VIDEOS



COMMUNICATIONS, MEDIA & OUTREACH



LOCAL NEWS

Organizers launch 'Every Corner is a Crosswalk' campaign in Roanoke



AARON FARRAR
ROANOKE

by: Aaron Farrar
Posted: Jul 17, 2020 / 08:50 AM EDT / Updated: Jul 17, 2020 / 11:59 AM EDT

ROANOKE, Va. (WFXR) – The City of Roanoke is doing its part to keep people safe while they cross the street.

Organizers launched the “Every Corner is a Crosswalk” campaign on Friday, July 17 as an effort to promote safety tips for both pedestrians and drivers while at crosswalks throughout the city. It runs from Friday through Sept. 4.



ART CONTEST - COLOR YOUR CORNER



ART CONTEST - COLOR YOUR CORNER



NO NEED TO SPEED[®] - 2021

Goals

- Increase awareness of speeding as a pedestrian safety Issue
- Reduce speeding and speed-related crashes

Targets

- Behavior: driving above the speed limit along City Streets
- Geography: 10 priority corridors
- Audience: Men 25 and under

Message

“NO NEED TO SPEED[®]”

- Together we can make our streets a safer place
- It is up to you to keep our streets safe.

Campaign

- Eight weeks June 21– August 15, 2020
- Community Walk – Kick Off (50 Participants)
- Community engagement: Pledge, Ambassador Program, Community Videos Art Contest
- Local partners, Influencers, social media
- Media investment of ~ \$100K plus match



CAMPAIGN VIDEOS



NO NEED to SPEED

It's up to you to keep our streets safe.

  www.dmvNow.com

PLEDGE FOR SAFER STREETS AT
PlanRoanoke.org/PedestrianSafety



NO NEED to SPEED
Together we can make our streets a safer place.

Take the Pledge

ROANOKE  www.dmvNow.com

CAMPAIGN TEAM AND PARTNERS

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HIGHWAY SAFETY GRANT - DMV

Who is eligible

- *Local governments, law enforcement agencies, state agencies, academic institutions, and private non-profits*

Grant Details

- *Applications due February 28*
- *Funding available from October 1 through September 31*
- *Highway Safety Program - Pedestrian Safety*

Grant Type

- *Media and education*
- *25% Match (earn media, 1:1 match, donations, staff time)*

Information

<https://www.dmv.virginia.gov/safety/#grants/index.asp>

Thank You!

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<https://planroanoke.org/pedestriansafety/>

