

The City of Roanoke Launches “Every Corner is a Crosswalk” Pedestrian Safety Campaign

The goal is to reduce vehicle crashes involving pedestrians;

Virtual kickoff event planned for Friday, July 17

More people venturing out as the economy reopens means more summertime pedestrians on the city’s sidewalks and streets. But that also increases the chances of pedestrians being struck by vehicles. It’s more important than ever to pay attention to pedestrian safety, and so the City of Roanoke this week is launching a new pedestrian safety campaign: “Every Corner is a Crosswalk.” The goal is for people who drive to follow the law and stop for pedestrians at painted and un-painted crosswalks and for pedestrians to be predictable by crossing at the corner or a designated crosswalk throughout Roanoke.