

# WE'VE BEEN WORKING ON THE RAILROAD



## SunRail Pedestrian Safety Outreach Initiatives



# PRESENTATION OVERVIEW

- I. SunRail Safety Outreach Team Introduction
- II. Safety Presentations and Outreach Events 2014 - 2015
- III. Types of Community Engagement
  - Civic and Youth Organization Outreach
  - Senior Outreach
  - Public and Private School outreach
  - ADA Outreach and Community Education
  - Digital and Social Media Safety Messaging
- IV. Trespass Hazard Mitigation Strategies
  - Identification and removal facilitation of hazardous materials near corridor
  - Coordinating graffiti and homeless camps removal
  - Law Enforcement coordination for grade crossing enforcement



# 2014-2015 Safety Outreach Activities



## 2014-2015 MEASURABLE RESULTS

- Educated over 3000 public and private school students
- Conducted over 100 safety presentations to various groups
- Conducted on-board presentations for over 2000 area residents through the Youth Safety Field Trip Program
- Distributed railroad safety curriculum to over 40 community education centers and government buildings
- Reached over 500 businesses in the downtown Orlando areas through coordinated safety outreach programs
- Distributed important safety information via coordinated Community Information Events along the corridor
- Grew RideSunRail Social Media Safety Program to over 7,000 followers



# Community Outreach



# Civic and Youth Organization Outreach

## Strategies and Techniques Used

- Developed comprehensive outreach materials including a Jeopardy-style game, DVDs, brochures and other safety handouts
- Employed the use of a safety mascot, created by FDOT, to teach kids in elementary school
- Developed a railroad safety curriculum for use in on-board presentations and community events
- Formed community partnerships with youth and civic organizations such as the Boys and Girls Clubs of Central Florida, Boy Scouts, Girl Scouts
- Developed innovative programs such as the Kids' Safety Read-In and the Safety Field Trip Program aboard the train





# Senior Outreach

- Outreach to the area's senior population is multifaceted and includes working with service providers, active retirement communities, and senior centers.
- Community centers, senior advocate and civic organizations, and other such resources will be presented with SunRail safety education materials.
- Presentations (on-board): Inviting senior groups on board the train to experience first-hand all of the SunRail safety features, amenities and efficiencies.



# Public and Private School Outreach

## Purpose

To educate students in grades K-12 who go to school within two (2) miles of the SunRail corridor how to stay safe around SunRail stations, platforms and tracks

## Strategies and Techniques Used

- Developed comprehensive outreach materials including a Jeopardy-style game, DVDs, brochures and other safety handouts
- Employed the use of a safety mascot, created by FDOT, to teach kids in elementary school
- Developed a railroad safety curriculum for use in elementary and high school to help teachers drive home the SunRail safety message in the classroom
- Formed community partnerships with youth and civic organizations such as the Boys and Girls Clubs of Central Florida, Boy Scouts, Girl Scouts
- Developed innovative programs such as the Kids' Safety Read-In and the Safety Field Trip Program aboard the train



# TRAIN!

Be Smart. Be Safe.

## DO'S & DON'TS AROUND THE TRAIN TRACKS



Do Not Walk or Place Objects on the Tracks



Avoid Distractions Near the Tracks



Always Yield to Trains



Always Look for a Second Train



Cross Tracks Only at Designated Areas



Observe Railroad Signs and Signals



Keep Back 30 Feet from Tracks (3 Car Lengths)



Never Attempt to Board a Train in Motion



Watch Your Step Getting On and Off Trains

*Train tracks are not a photo studio, walking path or playground.*



*Watch your tail & keep off the rail!*

SunRail.com

**Brought to you by SunRail**

A Better Way to Go | Spring 2014





# ADA Community Education and Outreach

## Purpose

To educate are residents with special needs on how to stay safe around SunRail stations, platforms and tracks

## Strategies and Techniques Used

- Give railroad safety talks and presentations to local groups to bring the SunRail safety message to this part of the community
- Formed community partnerships with local special needs advocacy groups along the corridor
- Developed innovative programs such as the Safety Field Trip Program aboard the train



# Law Enforcement Coordination

- Each law enforcement agency has been issued Trespass Notice Authority letters by the Florida Department of Transportation
- SunRail Safety Team will work with law enforcement to get the word out through events with local police departments, the Florida Highway Patrol (FHP) and others



# Business Outreach

## Purpose

To educate employers and their employees within two (2) miles of the SunRail corridor about how to stay safe around tracks, stations and platforms

## Strategies and Techniques Used

- Developed three-month “SunRail Days” initiatives visiting the lobbies of major employment centers in downtown Orlando
- Developed “Lunch and Learn” series and visited businesses to spread the word about SunRail
- Placed rail safety brochures, posters and flyers in employee break rooms
- Wrote safety articles for employee newsletters



# Digital and Social Media Outreach

## Purpose

To incorporate digital and social media tools to educate stakeholders about SunRail safety

## Strategies and Techniques Used

- Developed New “RideSunRail” Social Media Content in 2014-2015
- Developed SunRail 101 video series and distributed via social media and funding partner websites
- Worked with municipalities to ensure that SunRail safety information appeared on their respective websites
- Developed weekly safety updates for social media



SunRail

November 5, 2014 · 🌐

When you need to cross #SunRail train tracks, go to a designated crossing, look both ways, and cross the tracks quickly, WITHOUT stopping.



Like · Comment · Share · 👍 16 💬 1 ↻ 1



# SunRail 101 Educational Video Series



## SUNRAIL 101

### Part 3: Platform Tour



SunRail

June 22, 2014 · 🌐

#### SunRail 101: Platform Tour

You already know to "stand behind the yellow line" while waiting for the train, but what else is waiting for you at a SunRail station? This video walks you along the platform, pointing out all the amenities.

👍 Rodriguez Lopez Rigo, Alan Rodriguez, Mac McVay and 9 others like this.



**Robert Friedman** Train stations as you can see in the video have active security as well as the trains themselves. Train security makes rail travel very safe even in Israel with a booming national network. You should question a back pack or bag just sitting around any where, you are your best security.

June 22, 2014 at 11:51am



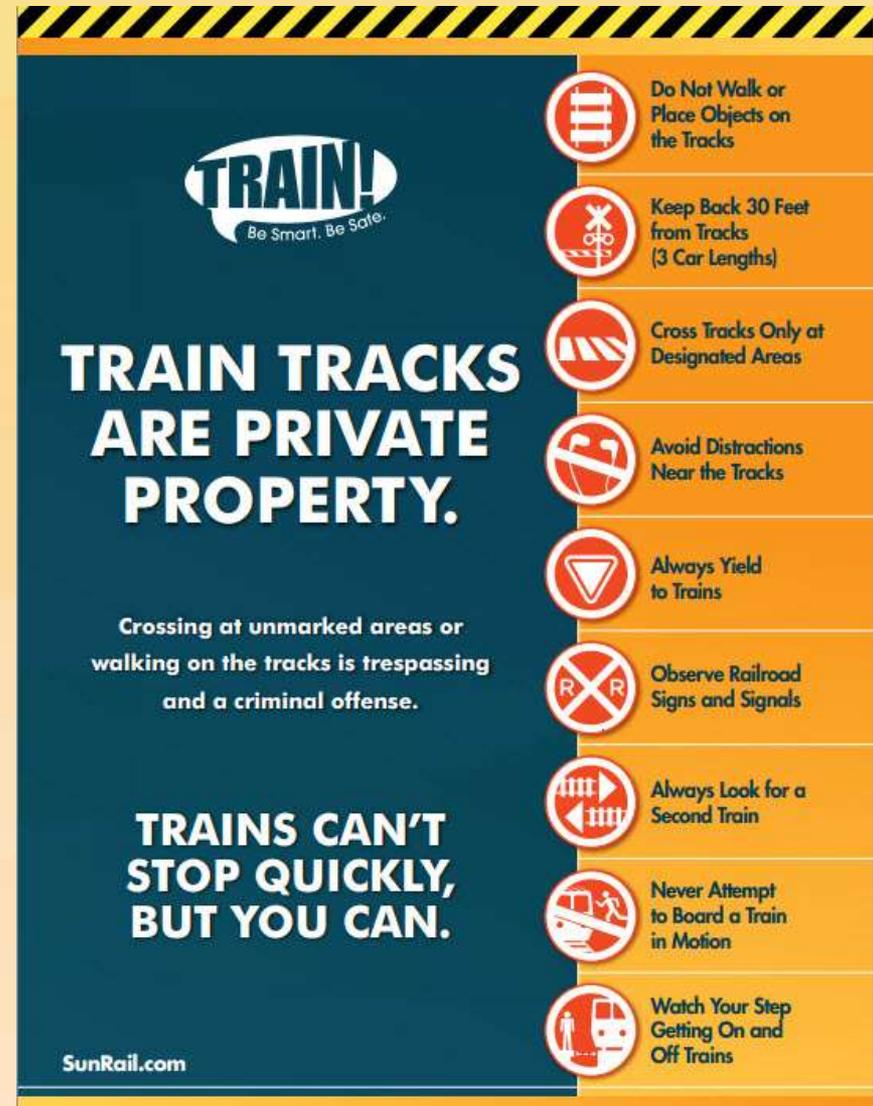
# Community Partnerships

## Purpose

To leverage limited project resources and increase community awareness about SunRail safety

## Strategies and Techniques Used

- Formed partnerships with organizations to help spread the word about SunRail safety including, but not limited to:
  - Operation Lifesaver
  - Boys and Girls Club of Central Florida
  - Downtown Development Board
  - City of Orlando Mayor's Office
  - City of Sanford
  - Volusia County
  - City of Orlando HOLA Office
  - reThink Your Commute
  - Homeowners' Associations (HOAs)



# Trespass Mitigation Strategies



# Trespass Mitigation Strategies

- Door-to-door outreach prior to and during construction
- Lunch and Learn presentation with Phase 2 businesses
- Multilingual outreach materials in English and Spanish
- Outreach to schools and youth organizations
- Participation in community events in Kissimmee, Poinciana and throughout the Phase 2 corridor
- Videos
- Social media
- Distribution of encampment removal notices
- Outreach to Hispanic organizations
- Focus on key issues like **trespassing enforcement**



**TRAIN!**  
Be Smart. Be Safe.

**SunRail Safety Outreach** | Homeowner's Associations

**You Can Help Keep Residents Safe**  
By communicating through HOA online apps, social media channels, newsletters and invoices, we can expand our reach to show Central Florida residents how to stay safe around railroads.

**We ask for your support in sharing this vital public safety message with the community.**

In coordination with your communications team, SunRail will provide all of the safety content for these safety public service announcements. We just ask that you share this information with your residents.

**Get on board to help residents be smart and be safe around railroads.**

**CONTACT INFORMATION:**  
Cliff Davy - 407.487.4035  
Cliff@SunRail.com

*Nearly 10,000 people have been killed or injured trespassing on railroads in the last 10 years.\**

\*Federal Railroad Administration July 2013

**Examples of safety messaging may include:**

-  Do Not Walk or Place Objects on the Tracks
-  Avoid Distractions Near the Tracks
-  Watch your tail & keep off the rail!

**SunRail.com**

# Questions



**KEEPING THE  
COMMUNITY SAFE**



For Additional Information Concerning this  
Presentation.

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