RAIL SAFETY MONTH RECAP
VPRA’s First Public Awareness Campaign

September is Rail Safety Month
Rail Safety Month Overview

• A month-long public awareness effort focused on educating and empowering Virginians to make safe decisions around trains and tracks and raise awareness of the need for rail safety education.

• Each week, VPRA focused on an aspect of Rail Safety:
  • Week 1: Grade Crossing
  • Week 2: Passenger Safety
  • Week 3: Rail Safety Education (K-12, children, young adults, and new drivers)
  • Week 4: Pedestrian and Driver Safety

• Programmatic Activities included:
  • Proclamation from Governor Youngkin declaring September Rail Safety Month
  • Rail Safety Education Webpage and Toolkits
  • Passenger Safety Outreach Events at Ettrick Amtrak Station, VRE Woodbridge Stations, Children’s Museum of Richmond, and Richmond Train Day
  • Rail Safety Op-Ed
  • Social Media
Opinion: Safety around railways is important year-round

By DJ Stadler
Guest Columnist • Oct 10, 2022 at 6:05 pm

Do you know what to do if you’re stuck on the railroad tracks?

GET OUT! GET AWAY!
FIND THE BLUE AND WHITE ENS SIGN!

If your vehicle gets stuck or stalls at a crossing, get everyone out and get away immediately, even if you do not see a train. Call the number on the Blue and White Emergency Notification System (ENS) sign and share the crossing location with the dispatcher. No sign? Dial 911.

STOP TRACK TRAGEDIES
Engagement

Outreach Events
VPRA Staff interacted with over 225 individuals and families at outreach events in Central and Northern Virginia.

Social Media
Average post reach/impression*
*how many individuals or accounts saw the post

Email/Website
Individuals opened and read our Rail Safety Month email, which included safety education tips and resources
*37% industry average

225+
~500
42%