

RAIL SAFETY MONTH RECAP



VPRA's First Public Awareness Campaign



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

I keep my
CLIENTS
off the tracks

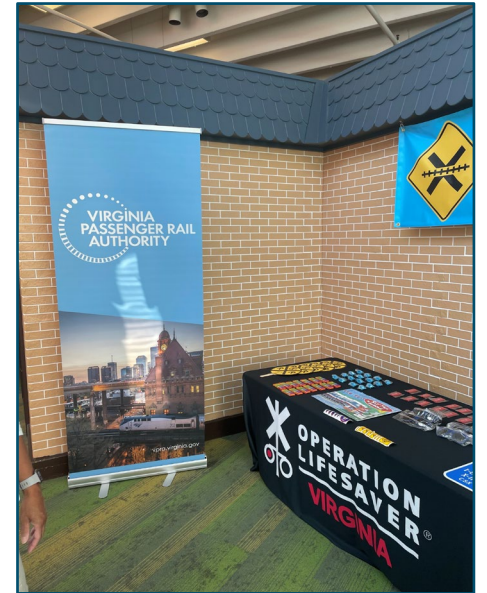
OPERATION LIFESAVER
Rail Safety Education



COLUMN

Opinion: Safety around railways is important year-round

By DJ Stadtler
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!**

**REPORT EMERGENCY
OR PROBLEM
TO 1-800-555-5555
CROSSING 836 597 H**

If your vehicle gets stuck or stalls at a crossing, get everyone out and far 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 ID number with the dispatcher. No sign? Dial 911.


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

Partners

