



# BOARD OF DIRECTOR MEETING JULY 17, 2019

# CROSSING ENHANCEMENTS

## 1. Stencil: “Watch for Train”



## 2. Fencing Channelization

*A barrier to go around – to break one’s stride*



# SMART SAFETY OUTREACH OVERVIEW



# SMART SAFETY OUTREACH OVERVIEW



- Flashing Red Lights
- Pedestrian Crossing
- Crossbuck Sign
- Stopped Car
- Quiet Zone

# RAILROAD SAFETY IS OUR TOP PRIORITY



**SMART SAFETY FACT SHEET**

Think safety first. Be alert and aware around all railroad crossings and near the tracks. Rail safety is for everyone: pedestrians, drivers and bicyclists. We all have a role to play in encouraging safe behavior near all trains and tracks. Please remember these key safety tips that apply to all of us.

- Always expect a train.
- Stay alert around trains and tracks:  
Stop, look both ways and listen for a train.
- Only cross the tracks at a designated railroad crossing.
- Wait for the bells and lights to stop, and wait for the gate to rise before crossing.

**MOTORISTS**

- Never stop your car on the railroad tracks.
- Approach all crossings carefully, and be prepared to stop 15 feet behind the crossing gates when the crossing signals are activated.
- Never cross the tracks until you are sure you can drive across the tracks safely.
- Never try to beat a train through a railroad crossing.
- If you are trapped by traffic on the tracks and the warning gates are activated by an oncoming train, drive through the safety gates. They are designed to be driven through in an emergency.

**PEDESTRIANS**

- Stay alert: Don't be distracted by cell phones or headphones.
- Walking on railroad tracks is not safe—and it is illegal.

**BICYCLISTS**

- Bicycle wheels can get caught between the rail and roadway: Cross at a 90-degree angle. If that is not possible, walk, don't ride, across the tracks.
- Riding your bicycle adjacent to the railroad tracks is unsafe and illegal.

**EMERGENCY NOTIFICATION**  
In the event of a railroad emergency or if the railroad crossing gates are not working properly, please contact SMART's Rail Operation Center at **1-888-412-3330**

**OPERATION LIFESAVER**  
SMART provides rail safety presentations, in partnership with Operation Lifesaver, for students in kindergarten through grade 12. For more information call **(707) 794-3077**

**STAY INFORMED**  
For more safety tips visit SMART's rail safety website at **www.BeTrackSMART.org**.

**MANTENGASE INFORMADO**  
Para obtener más consejos de seguridad, visite el sitio web de seguridad de SMART, **www.BeTrackSMART.org**.

 **SMART** || SONOMA-MARIN AREA RAIL TRANSIT

P: (707) 794-3330 F: (707) 794-3037 [www.SonomaMarinTrain.org](http://www.SonomaMarinTrain.org)

- Rail safety awareness is at the heart of all of SMART's outreach programs.
- Every member of SMART's outreach team has been trained by **Operation Lifesaver**, a national railroad safety organization.
- SMART provides safety presentations to students and community groups, tailored to specific audiences.
- SMART participates in **more than 100 presentations and events a year**.
- SMART has also presented to more than **38,000 students** in both Sonoma and Marin counties.
- SMART's dedicated rail safety website, **BeTrackSMART.org** provides rail safety tips, information and resources.



# SAFETY EDUCATION PROGRAMS

## ➤ School Safety Outreach Program

- SMART on-campus rail safety education program expands to include partnerships with local law enforcement agencies

## ➤ Safe Routes to School

- Focuses on bicycle safety, in partnership with California Operation Lifesaver, with programs in both counties



# SAFETY EDUCATION PROGRAMS

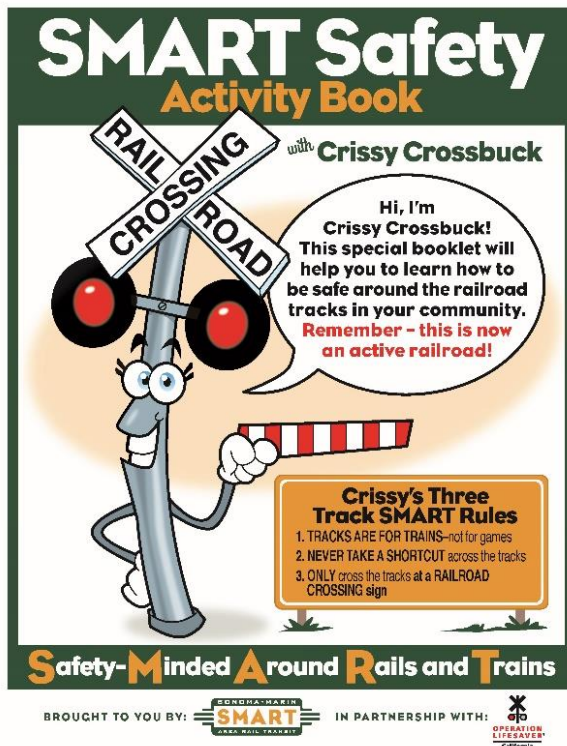


- SMART holds **safety “pop-up” events** at all stations throughout the year tailored to youth and millennials.
- **On-platform safety education** provided for field trips and group events for schools, seniors, and passengers with disabilities, and large groups.
- SMART engages children as **youth safety monitors**, encouraging them to share SMART’s safety messages with family and friends.



# SAFETY EDUCATION PROGRAMS

- SMART offers age-appropriate rail safety information for children of all ages in both English and Spanish. Safety materials are also provided in downloadable versions for teachers and community groups.





# DIGITAL SAFETY PROGRAMS

- Safety is a major and consistent component of all our **digital outreach programs**, using social media platforms including Facebook, Twitter, Instagram, YouTube, and regular e-newsletters
- **BeTrackSMART.org** dedicated safety website provides a variety of resources: fact sheets, videos, safety quizzes, and a portal to sign up for our safety presentations



Start your morning commute right and think safety first! Watch your step when boarding and remember to let passengers off the train before you begin to board. [#SMARTsafety](#)



# DIGITAL SAFETY PROGRAMS

- When incidents occur, our digital messaging pivots to address the immediate need, providing real-time education and information.
- Using digital geofencing tools, we are able to target key geographic areas

Sonoma-Marín Area Rail Transit  
Published by Jeanne Mariani-Belding 191 · July 12 at 8:00 PM · 🌐

Your safety is our top priority at SMART. If you are struggling, please know there is help available by calling the North Bay Suicide Prevention Hotline at (855) 587-6373. The toll-free hotline is confidential and available 24/7.



ACTIVE RAILROAD  
NO TRESPASSING  
There is help  
Hay ayuda  
1-800-273-8255

4,039 People Reached 587 Engagements [Boost Post](#)

SONOMA-MARIN  
**SMART**  
AREA RAIL TRANSIT

[HOME](#) [RIDERS' GUIDE](#) [RAILROAD SAFETY](#)

July 13, 2019

**For your safety, always be alert and aware near all tracks and trains**



Your safety is our top priority. Please remember to pay attention to all safety warning signs and signals. Never walk on the tracks. Walking on the tracks is dangerous, and illegal. Stay alert and aware near tracks and trains, and please don't be distracted by cell phones or headphones.

If you are struggling, please know there is help available by calling the North Bay Suicide Prevention Hotline at (855) 587-6373. The toll-free hotline is confidential and available 24/7.

[To learn more about railroad safety, visit our Be Track SMART rail safety website.](#)

**Your Safety Is Our Top Priority.**

Be alert and aware near all railroad tracks and trains.

[LEARN MORE](#)



**Follow Us On Social Media**

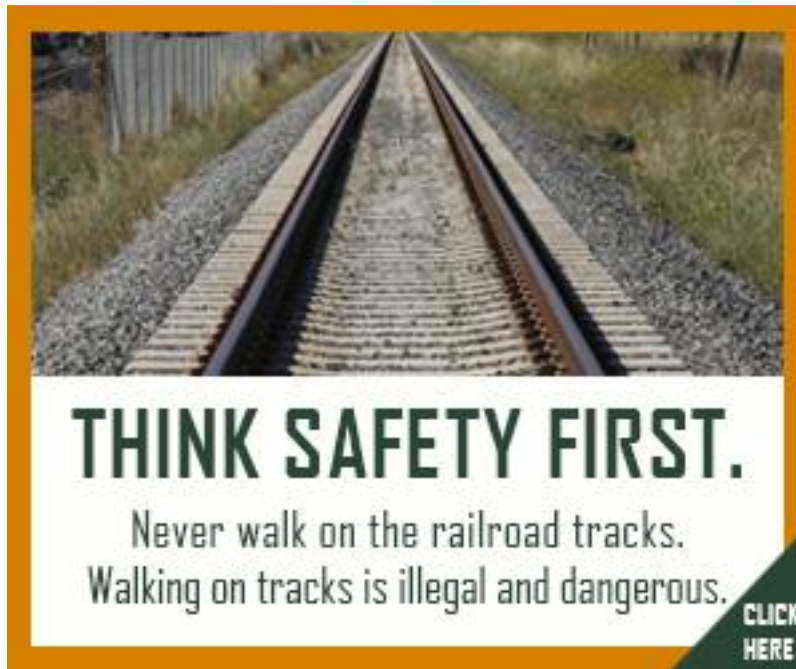
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# RAIL SAFETY AWARENESS

- SMART runs rail safety ads in both Spanish and English throughout the year
- Safety ads broaden our reach and include print, radio, digital, and outdoor advertising



## THINK SAFETY FIRST

### Stay alert. Stay safe.

- Never walk on the tracks—it's dangerous and illegal.
- Wait for the gate. Pay attention to signs and signals at railroad crossings.
- Heads up. Don't be distracted by cell phones, texting and headphones. Stay alert at all railroad crossings.
- Don't risk it. Drivers should never rush through railroad crossings to avoid waiting. Never stop your car on the tracks—drive through crossings only when you can make it safely through to the other side.

LEARN MORE ABOUT RAILROAD SAFETY AT  
[BeTrackSMART.org](http://BeTrackSMART.org)

# EXPANDING OUR SAFETY OUTREACH

- Canvassing to maximize engagement and to reinforce safety messages during critical periods: Boots on the ground
- Safety mailers to connect with people at their homes and businesses in key areas
- More video safety projects across all platforms
- Expanding safety partnerships to include law enforcement officials and others in our presentations and events
- Partnerships with suicide prevention and mental health organizations





# STAY CONNECTED FOR SAFETY ALERTS AND UPDATES



- Follow SMART on social media for information and updates on our activities and community outreach in Sonoma and Marin counties.
- Stay connected with the latest service information. Subscribe to Nixle for service alerts sent directly to your mobile phone.
- Subscribe to our e-newsletter to receive updates from SMART sent to your email.
- Visit [SonomaMarinTrain.org](http://SonomaMarinTrain.org) for the latest information on SMART



# JOIN US IN BUILDING RAIL-SAFE COMMUNITIES



Learn more about safety and request a free  
SMART rail safety presentation for your school  
or community group by visiting  
**[www.BeTrackSMART.org](http://www.BeTrackSMART.org)**



# ENFORCEMENT

# ENFORCEMENT

- Code Compliance works varying shifts to address trespassing and encampments
- Working collaboratively with outside agencies for assistance but comes down to resources
- Enforcement of traffic laws; cars on tracks, cyclist wrong way, pedestrian offenses
- Exploring grant opportunities with partner agencies
  - » Special enforcement
  - » Saturation patrols
- Actively working with outside resources for enforcement contracts



# ENFORCEMENT PARTNERSHIPS

- Partnered with before opening Marin and Sonoma Health and Human Services
- These signs are posted along the right of way next to no trespassing signs



# ENFORCEMENT

- Petaluma Police grant for outreach and enforcement education (Video can be found at [www.BeTrackSMART.org](http://www.BeTrackSMART.org))





# ENFORCEMENT

- Continued enforcement is needed (Video can be found at [www.BeTrackSMART.org](http://www.BeTrackSMART.org))

