CROSSING ENHANCEMENTS

1. **Stencil:** “Watch for Train”

2. **Fencing Channelization**
   
   *A barrier to go around – to break one’s stride*
SMART SAFETY OUTREACH OVERVIEW
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OVERVIEW
RAILROAD SAFETY IS OUR TOP PRIORITY

➢ 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.
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.
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.
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.
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.
- Subscribe to our e-newsletter to receive updates from SMART sent to your email.
- Stay connected with the latest service information. Subscribe to Nixle for service alerts sent directly to your mobile phone.
- Visit 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
ENFORCEMENT
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- 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)*
ENFORCEMENT

- Continued enforcement is needed (Video can be found at www.BeTrackSMART.org)