

# **AVOID THE IMPACT**

## **SUNRAIL SAFETY WEEK 2023 MEDIA KIT**

SEPTEMBER 18 - 22, 2023



# IT'S TIME TO PROMOTE RAIL SAFETY, CENTRAL FLORIDA!

Every collision at a grade crossing and on the tracks is preventable. During Rail Safety Week, SunRail is reminding the community to put safety front and center.

Within this media kit, you will find a host of digital assets being shared with the community as well as important tips to keep you safe while reporting.

We invite you to take part and help promote rail safety in Central Florida!



## Join us for: **MEDIA AVAILABILITY DAY**

- Monday, September 18
- 10am - 12pm
- Outside the Winter Park Farmers' Market  
150 New York Avenue  
Winter Park, FL 32789

## DOWNLOAD THE RAILWAY SAFETY AND REPORTING PRESENTATION



To learn more please contact:

**FDOT Public Information Office**

386.943.5593 or [FDOT-D5COMM@dot.state.fl.us](mailto:FDOT-D5COMM@dot.state.fl.us)



# DOWNLOADABLE MEDIA RESOURCES

## SUNRAIL IMPACT VIDEOS

SunRail highlights the many ways an unsafe decision near the railroad tracks can have an emotional, physical, psychological, and financial impact on more than just the individual involved, but on first responders, witnesses, commuters, and more.



[Click Here to Watch](#)

Videos will be released each day starting Mon, Sept 18.

## RAIL SAFETY WEB BANNERS

Display safety banners on your organization's website to raise awareness and promote rail safety in Central Florida. [Click Here to Download](#)



## SHARE ON SOCIAL MEDIA

Share this graphic and repost SunRail safety messages through Facebook, Twitter, and Instagram:



[Click Here to Download](#)

SUGGESTED TEXT: "Avoid the Impact" this Rail Safety Week. Every crossing choice can be the difference between life and tragedy. Stop before the white stop bar and ensure tracks are clear before crossing. Safety is more than just caution—it's a pledge to protect lives. Help us spread the word to keep our communities safer around tracks. Dive deeper at SunRail.com. #AvoidTheImpact #SunRailSafety

## Safety Images to Share



[Click Here to Download](#)

[!\[\]\(84f47badaad7772cd95667a7c387a639\_img.jpg\)](#) [!\[\]\(ab1cd3423001ff994d2c02189fd012b0\_img.jpg\)](#) [!\[\]\(866b710dee4cab3cb18eb5fb3c5660b5\_img.jpg\)](#) [\*\*@RideSunRail\*\*](#)

To learn more please contact:

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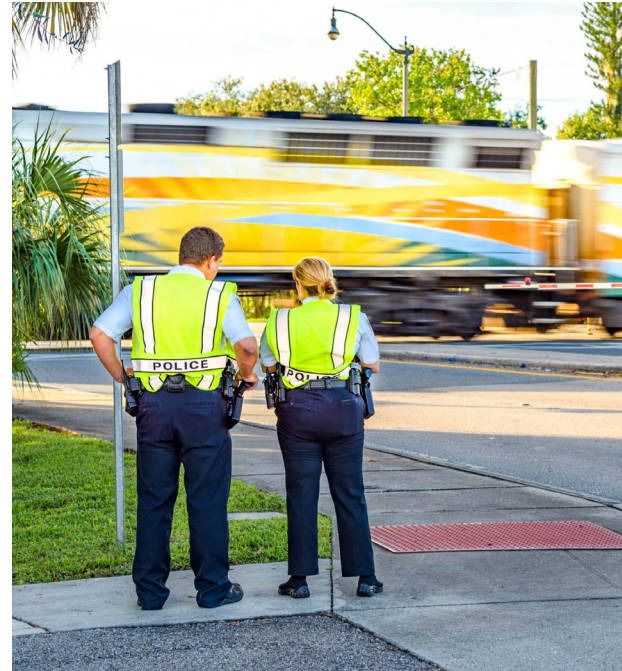
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# PUBLIC OUTREACH OVERVIEW

- Media Availability  
Monday, September 18, 2023, 10am  
150 N New York Ave  
Winter Park, FL 32789
- Law Enforcement education and enforcement days at grade crossings within all  
16 local jurisdictions
- Safety presentations during group rides and onsite as requested by schools/daycares
- SunRail Safety Watch outreach to businesses and residences near the rail corridor
- Bus Driver safety education presentations
- First Responder incident response training
- Educational handouts at SunRail stations
- Commercial driver outreach
- Social media videos and messaging
- Digital advertising in local markets



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# MEDIA TIPS

*BE SMART. BE SAFE.*

**Park ENG trucks at least 75 feet from the railroad right of way  
OR  
the height of the mast plus 4 additional feet**



## **Keep Back 25 Feet from Tracks (2 Car Lengths)**

Trains are wider than the tracks and stand up around the tracks are extremely dangerous. Always be aware of your surroundings and keep back at least 25 feet from tracks. Maintain a clear view of your footing and avoid walking through slippery and unstable or uneven areas.



## **Avoid Distractions Near the Tracks**

Trains can't swerve and can take more than one mile to stop. Avoid texting, earbuds, and phones when near the tracks. In an emergency, get as far away as possible and dial 911 – taking note of any rail crossing markers.



## **Obey Railroad Signs and Signals**

Trains can come on any track, at any time and from any direction. Speed perception is diminished on train tracks and trains travel faster and are closer than they seem. Report from a safe distance and always obey railroad signs and signals.



## **Do Not Walk or Place Objects on the Tracks**

Walking or placing objects on the tracks is trespassing and puts you in imminent danger. Train speed can transfer to objects on the track creating high speed and deadly projectiles.

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**THANK YOU**

for your support of SunRail Safety

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