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Press Release

June 21, 2012

NYC Transit

IMMEDIATE

"Stay Back from the Platform Edge" Warns MTA New York City Transit in New Poster Series

There is No Good Reason to be on the Tracks

"Stand away from the platform edge." That's an easy message to remember but just in case it slips anyone's mind, the MTA has come up with a new visual information campaign aimed at reminding subway customers how dangerous it is to stand too close to the tracks. The posters (car cards) have begun appearing in subway cars this week, rotating through three different themes.

It's a 4½ foot drop from the platform to the tracks and taking that trip can result in severe injury or even death. Last year alone, 146 people were struck by subway trains and 47 of them were killed after either falling to the tracks or descending to the roadbed by choice. Directed by MTA New York City Transit President Thomas F. Prendergast to raise public awareness of this issue, the Department of Corporate Communications has created a campaign consisting of three separate car cards, drawing customers' attention to the dangers. Standing too close to the platform edge can end in disaster if a person loses their footing, faints or simply feels lightheaded and loses balance.

"Venturing onto the subway tracks is the most dangerous thing a customer can do, so this is an issue that we take extremely seriously. We have created and are posting visible reminders of the hazards of either standing too close to the platform edge, or descending to the tracks to retrieve a dropped item," said Cheryl Kennedy, Vice President of System Safety for NYC Transit. "It's an important message and we hope that everyone gets it."

The message will be widely disseminated across a wide range of materials and announcement platforms, including;

- Subway car cards
- Backs of MetroCards
- Subway station posters
- Brochures in English/Spanish/Chinese/Korean and Russian
- *On the Go!* Travel Station digital signage – live on all machines
- Digital subway car signage
- Station announcements
- Train car announcements
- Facebook and Twitter Social Media messaging

Also as a reminder to customers of how dangerous it is to stand too near the platform edge, buttons with that message will be worn by subway employees. There will also be a podcast and a YouTube video. The overriding theme is "*Be Safe. Be Smart.*" Depending on the poster's focus, it will also say "*Stand Back*" or "*Get Help.*" The first poster, which began appearing this week; "*Don't Become a Statistic,*" focuses on the numbers, letting riders know just how often these incidents occur and reminding them that standing at the platform edge is dangerous.

A second poster urges customers to seek help if they see someone at risk, urging them to alert a police officer, MTA employee or use a Customer Assistance Intercom (CAI) if they see a fellow customer who needs help. The third entry in the series tells customers to seek assistance if they drop something on the track and not to even think about going to retrieve it.

Notifying a police officer, the station agent or other MTA employee is the safe way to retrieve an item. However, if riders heed the other car card which says not to stand close to the platform edge, it is a lot less likely that a cell phone will end up on the tracks in the first place.

The car cards will be printed in a colorful, eye-catching design and the message is delivered in five languages, English, Spanish, Chinese, Korean and Russian.

