



MTA Press Releases

Press Release

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[MTA Headquarters](#)

IMMEDIATE

MTA Enters Partnership to Pursue Rail Crossing Safety

Joint Effort with Operation Lifesaver, Inc., Will Aim to Reduce Railroad Crossing Injuries and Fatalities; Partners Launch Multimedia Safety Campaign and Website

The Metropolitan Transportation Authority (MTA) and Operation Lifesaver, Inc., today formed a partnership to promote safety at Metro-North and LIRR railroad crossings and announced that their first initiative was an advertising campaign at the movies, on television, in newspapers, online and on outdoor signs to begin appearing tomorrow. The MTA also launched a new safety-focused section of its website, web.mta.info/safety, and social media hashtag #MTASafety.

The two organizations officially forged their partnership when a Memorandum of Understanding outlining resource sharing arrangements was signed by MTA Chairman and CEO Thomas F. Prendergast and Operation Lifesaver President and CEO Joyce Rose. The ad campaign being launched today allows the two organizations to benefit from Operation Lifesaver's expertise in public safety messages and education and the MTA's advertising style already familiar to New Yorkers through the "Courtesy Counts" ad campaign.

Operation Lifesaver is a national organization devoted to reducing injuries and collisions at railroad crossings along with pedestrian rail trespass incidents. Over the past 40+ years, the organization has developed education programs and public awareness campaigns that have helped reduce collisions in the U.S. from 12,000 per year to approximately 2,000 per year. It has 80 volunteers in New York State who provide free safety presentations to any group.

"The best way to prevent needless tragedies at railroad crossings is to observe the so-called Three E's of crossing safety: education, engineering and enforcement," Prendergast said. "The MTA Police and local jurisdictions throughout our region have done tremendous work stepping up enforcement, and our railroads are in continuous discussions with DOTs and our partner communities to improve engineering. Today, we enter a new phase of our successful partnership built around education. By joining forces in this way, the MTA will have direct access to Operation Lifesaver's best-in-class educational programs and materials."

"We are committed to reducing collisions, deaths and injuries at grade crossings and near railroad tracks, and look forward to working closely with MTA in these efforts," Rose said. "Our new partnership with MTA is a great opportunity for both organizations to build on past safety efforts and create initiatives that will reverse the recent increase in rail crossing collisions and deaths. Together, we can help empower the people of New York to keep themselves safe." The advertising campaign being launched today includes five outdoor sign advertisements and three videos that share consistent visual elements to promote the safety message. The ads use tag lines such as "Isn't Your Life Worth the Wait?," "Don't Shortcut Your Life," and "Wait for the Gate."

Images of the newspaper/online/outdoor ads are available at this link:

<https://www.flickr.com/photos/mtaphotos/sets/72157654658510305>

The three movie/television advertisements are available at these links:

- "Do Not Trespass" - <https://youtu.be/NZqjSBM1x8I>
- "Gate" - <https://youtu.be/JRt4vztFyIQ>
- "Runner" - <https://youtu.be/vBnU3RbbtrA>

Audio from today's press announcement is available at this link:

<https://soundcloud.com/mta-press-office/6-17-15-operation-lifesaver-pres...>

FACTS ABOUT RAILROAD CROSSING SAFETY

- The force of a train hitting your car is similar to the force of your car crushing a soda can.
- A Metro-North or LIRR train traveling at 55 m.p.h. can take 600 feet or more to stop.
- Trains can run on any track, at any time, from either direction, and can be surprisingly quiet.
- 65% of rail fatalities are due to trespassing on tracks.
- A train has a mass about 4,000 times that of a car, and a motorist is almost 20 times more likely to die in a crash involving a train than in a collision involving another motor vehicle.
- Multitasking behind the wheel can be dangerous and even deadly – especially near train tracks.

