



DENTON COUNTY TRANSPORTATION AUTHORITY

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## **Commuter Rail Safety Initiatives**

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# DCTA Overview

- DCTA Created 2002
- Member Cities Denton, Highland Village, Lewisville
- Began Transit Services 2005
  - Fixed-Route Bus Service
  - Campus Shuttles (UNT, NCTC)
  - ADA/Paratransit
  - County-wide Commuter Vanpools
  - A-train Commuter Rail

# History of A-train Corridor

- 1980s:
  - Active Missouri Kansas Texas corridor
- Late 1980s:
  - Northern section of corridor- Abandoned by UP
  - Southern section of corridor- Low Activity
- 1990s:
  - Northern section of corridor- Inactive, Converted to a trail
  - Southern section of corridor- Low Activity
- 2011:
  - Corridor converted to A-train, shares corridor with improved bicycle/pedestrian trail.
- June 2012:
  - A-train Service Began

# Overall Challenge

- Inactivity + Low Activity =  
A Community Unaccustomed to Frequent Rail Activity

# Proactive Approach *(Before June 2012)*

- Engineering Efforts
  - Installed active warning devices at all 43 rail crossings including four-quadrant gates and gates with medians
  - Synchronized traffic signals near crossings
  - Corridor risk assessment for trespassing or motorist incursion
  - Fencing and signage along the corridor to discourage trespassing
- Enforcement
  - Fire-Life Safety Committee
  - Cooperation with the local jurisdictions on enforcement of traffic safety laws and incident investigation
- Education
  - Rail Ready Program Based on Operation Lifesaver
  - Engineering, Enforcement, Education

# Rail Ready Elements

- Presentations
  - Schools
  - Businesses
  - Civic Organizations
- Special Events
  - Community Events
  - DCTA Rail Ready Safety Days
- Partnerships
  - Fire-Life Safety Committee
  - Local School Districts

# New Challenge *(After June 2012)*

- Nine Incidents in Twelve Months
  - 3 Trespassing Incidents (2 injured individuals, 2 fatalities)
  - 6 Motorist Incidents (All involved injuries)

## Reactive Approach

- Develop Impactful Message
- Create Partnerships
- Bang for the Buck
- Share Campaign with Rail Properties

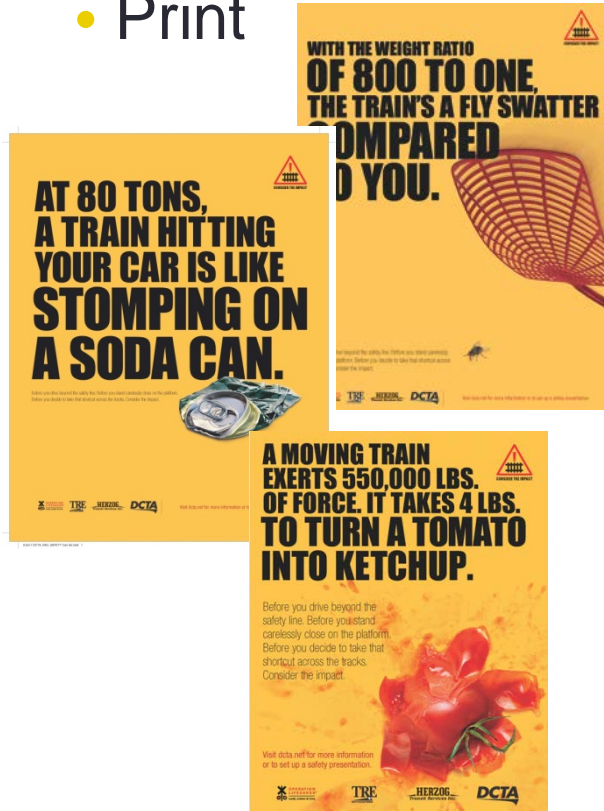
# “Consider the Impact”

- Campaign Objective
  - To increase awareness of inherent dangers around rail corridors and the importance of being alert and abiding by all posted laws and signage at train crossings, stations and along the A-train’s 21-mile corridor.



# Campaign Elements

- Print



- Station Platform Decals

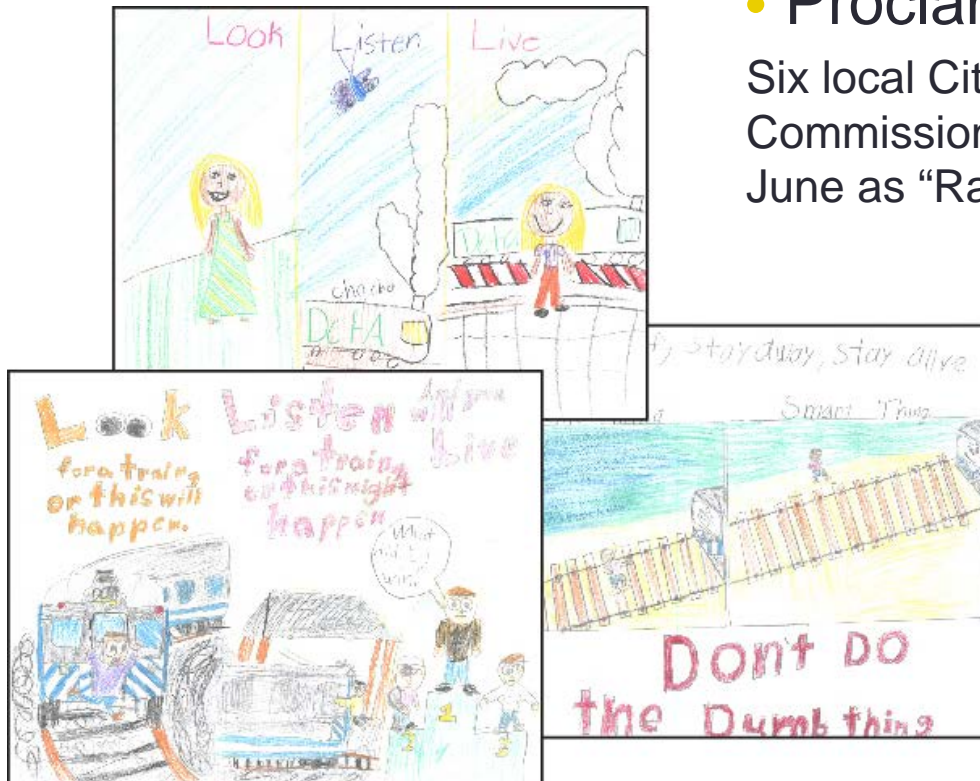


- Billboard



# Campaign Elements

- Poster Contest



- Proclamations

Six local City Councils and the County Commissioner's Court joined DCTA in proclaiming June as "Rail Safety Awareness" month.

- Radio PSA

(click links below to hear)

[Consider the Impact \(Fly\)](#)

[Consider the Impact \(Can\)](#)

# Campaign Elements

- Social Media

**Denton County Transportation Authority (DCTA)**  
July 26 via HootSuite

Congratulations to Nick C., 10-year-old from WS Ryan Elementary, who is one of the winners of our Rail Safety Poster contest. Thanks, Nick, for reminding all of us not to do "the dumb thing." Consider the impact. <http://ow.ly/i/Nbkv>

Stay off, stay away, stay smart.  
Dumb Thing Smart Thing

Don't do the Dumb thing

**Denton County Transportation Authority (DCTA)**  
April 2 via HootSuite

At 80 tons, a train hitting your car is like stomping on a soda can. Before you get too close, #ConsiderTheImpact.

Like · Comment · Share 1 2

Ralph Hartsock likes this.

**Frank Timmons** Ouch!!  
April 2 at 4:37pm · Like

**Ralph Hartsock** Lends new meaning to "hit by a ton of bricks."  
April 3 at 11:29am · Like

Write a comment...

**Denton County Transportation Authority (DCTA)**  
July 4 via HootSuite

Did you know that 202 highway-grade crossing crashes during the year of 2011 resulted in 16 persons killed and another 81 injured in the state of Texas? Consider The Impact. @Operation Lifesaver

Like · Comment · Share 4 1

4 people like this.

**Ralph Hartsock** Thanks for alerting us. With the lack of public transport for many years, Texans have taken this for granted.  
July 4 at 5:20pm · Like

Write a comment...

- Digital



# Results/Bang for the Buck

- Total Campaign Cost

- \$35,634 for concept development, printing and media
- \$17,500 in sponsorships covered nearly 50%
- DCTA's total investment \$17,864

- Impact Figures

- Reached more than 2.89 Million through print and digital media
- 536,000 eyes on impressions through billboard over just two months
- 400+ of social media posts, shares, re-tweets and interactions over three months
- 10+ articles published by local media
- 94,800 passenger counts viewed station platform decals over three months
- 96 students submitted posters for the poster contest
- Two other transit properties are planning to use this campaign in the near future

# Moving Forward w/Ongoing Efforts

- Engineering
  - Industry Safety Standards
- Enforcement
  - Fire-Life Safety Committee
  - Safety Blitzes with Local Law Enforcement
- Education
  - Operation Lifesaver Partnership
  - Rail Ready Presentations
  - Community Events
  - Rail Safety Awareness Month Campaign (June)

# Contact Information

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