

# DON'T RISK IT! Rail Safety Campaign

Powered By the Broward MPO

June 2023



# DON'T RISK IT

## Campaign Target & Deliverables

The Broward MPO recognizes the importance of promoting rail safety along the Florida East Coast Railway (FEC) corridor. The Don't Risk It safety campaign warns drivers and pedestrians to slow down and wait at railroad grade crossings.

### Target Demographic

- People outrunning a high-speed train
- People unaware/distracted

### Deliverables

- Radio & Web Banners
- Social Media
- Outreach event
- Earned Media (PR)
- Tv Commercial
- Out-Of-Home Signage



**THE TRAIN IS FASTER THAN  
YOU THINK. DON'T RISK IT.**

LEARN MORE

**THE TRAIN  
IS FASTER  
THAN YOU  
THINK. DON'T  
RISK IT.**

LEARN MORE

**THE TRAIN IS FASTER THAN  
YOU THINK. DON'T RISK IT.**

LEARN MORE

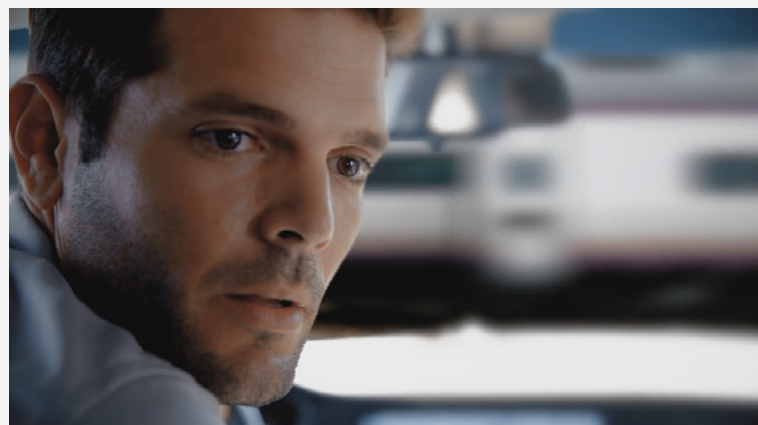
## **RADIO & WEB BANNERS**

15-30 Radio Spots as well as  
paid advertising on websites.









# TV COMMERCIAL

<https://www.youtube.com/watch?v=5e6KqQaklm0>



# HOW PEOPLE DRIVE

## SYSTEM 1

Intuition & instinct



Unconscious  
Fast  
Associative  
Automatic pilot



## SYSTEM 2

Rational thinking



Takes effort  
Slow  
Logical  
Lazy  
Indecisive







# OOH SIGNAGE

On-location warning signage to remind the public about rail safety.







# OOH SIGNAGE

On-location warning signage to remind the public about rail safety.





# INVOLVING THE CITIES:

The Broward Metropolitan Planning Organization (MPO) recognizes the importance of promoting rail safety along the Florida East Coast Railway (FEC) corridor, which has numerous grade crossings throughout the densely populated and diverse communities in eastern Broward County.

In addition to radio, digital, and social media advertising/marketing, traditional “out-of-home” advertising in high-risk crossing areas can be an effective way to remind the public about railway safety.

**Each municipality will be provided with a total of six (6) printed pieces.**

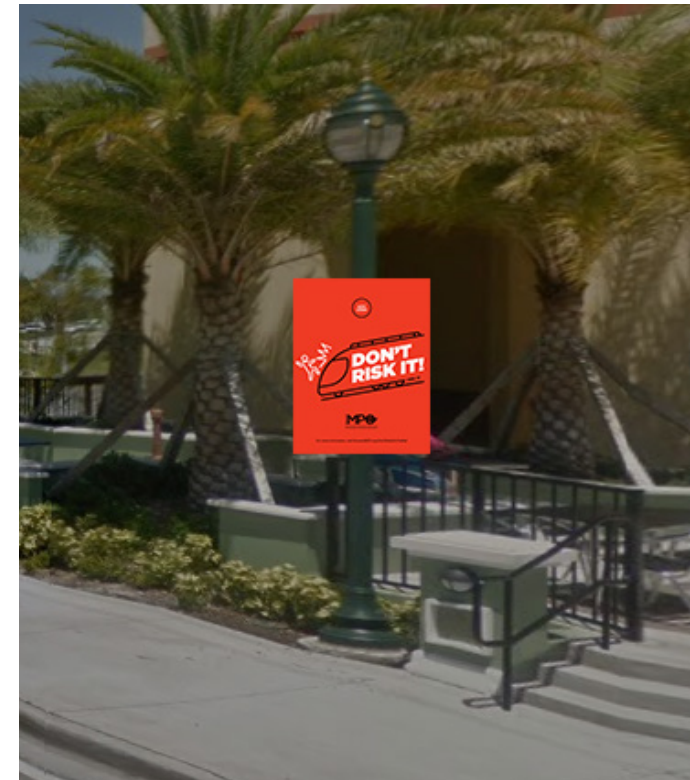
**Four (4) 24” x 36” inches vertical posters.**

**Two (2) 2’ x 8’ feet “Bollard Style” vertical banners.**

See examples on the right side of this page.

The intent is to cover both bounds of the road. East to West, West to East

If any city sees an additional opportunity for other custom-sized banner/poster, design can be provided by the MPO (following the campaign guidelines), but would be considered an A-La-Carte asset and additional request, therefore paid by the city.



**Be creative!** Look for potential corners, light posts, road signs, and others you see fit, **but please make sure the city is allowed to place signage in the selected surfaces.**



# CATALOG:

## Posters:

24"x36"

A1



A2



## Banners:

2"x12"

C1



C2





# MAY 19 - JUNE 1, 2023 CLIPS

Clips Total Impressions = 6,704,633 & Sample Clips

Date	Media Outlet	Title/Hyperlink	# of Impressions
5/19/2023	observernewspaperonline.com	<a href="#">Broward Metropolitan Planning Organization To Unveil Rail Safety campaign</a>	5,969
5/22/2023	nbcmiami.com	<a href="#">'Don't Risk It': Broward Leaders Hope Safety Initiative Will Reduce Train Accidents</a>	1,086,225
5/22/2023	realradio921.iheart.com	<a href="#">Broward MPO Launches Rail Safety Campaign</a>	45,100
5/22/2023	big1059.iheart.com	<a href="#">Broward MPO Launches Rail Safety Campaign</a>	184,600
5/22/2023	sun-sentinel.com	<a href="#">'Don't risk it': Worried about train-related deaths, cities help set up new rail safety campaign</a>	4,012,932
5/22/2023	cbsnews.com/miami	<a href="#">Broward cities, county planning agency launch campaign to reduce train related deaths</a>	94,800
5/22/2023	wflanews.iheart.com	<a href="#">Broward MPO Launches Rail Safety Campaign</a>	66,500
5/22/2023	WIOD (ABC News Radio)	<a href="#">WIOD</a>	29,300
5/22/2023	WFLF-AM (Fox News Radio)	<a href="#">WFLF-AM</a>	10,973
5/22/2023	WFLA-AM (Fox News Radio)	<a href="#">Our American Stories</a>	66,698
5/22/2023	WFLA-AM (Fox News Radio)	<a href="#">The Jesse Kelly Show</a>	95,890
5/22/2023	WTVJ (NBC)	<a href="#">NBC 6 News at 5:30PM</a>	16,475
5/22/2023	WTVJ (NBC)	<a href="#">NBC 6 News at 5:30PM</a>	16,475
5/22/2023	WFOR (CBS)	<a href="#">CBS News Miami at 5:30PM</a>	26,011
5/22/2023	WIOD (ABC News Radio)	<a href="#">WIOD</a>	66,285
5/22/2023	WTVJ (NBC)	<a href="#">NBC 6 News Today at 6am</a>	14,570
5/22/2023	WIOD (ABC News Radio)	<a href="#">WIOD</a>	55,530
5/22/2023	WFLF-AM (Fox News Radio)	<a href="#">WFLF-AM</a>	34,153
5/22/2023	WFLA-AM (Fox News Radio)	<a href="#">Coast to Coast AM With George Noory</a>	65,121
5/22/2023	WIOD (ABC News Radio)	<a href="#">WIOD</a>	43,499
5/22/2023	sports.yahoo.com	<a href="#">'Don't risk it': Worried about train-related deaths, cities help set up new rail safety campaign</a>	N/A
5/22/2023	cbsnews.com/miami	<a href="#">What's being done to prevent deadly train collisions?</a>	94,800
5/22/2023	cbsnews.com/miami	<a href="#">Woman dies after being struck by Brightline, FEC trains in Deerfield Beach</a>	94,800
5/23/2023	WTVJ (NBC)	<a href="#">NBC 6 News Today at 4:30am</a>	3,993
5/23/2023	Sun-sentinel (print)	Front Page Header & Story Don't Risk It	107,000
5/23/2023	newpelican.com	<a href="#">Trying to beat the train? "Don't Risk It!"</a>	29,876
5/23/2023	wlrn.org	<a href="#">Broward County launches safety campaign for drivers at railroad crossings</a>	315,059
5/25/2023	New Pelican (print)	Cover story - Don't Risk It	8,000
6/1/2023	sfbwmag.com	<a href="#">Broward Metropolitan Planning Organization Launches Rail Safety Campaign</a>	13,999
		<b>TOTAL:</b>	<b>6,704,633</b>



SPORTS PAGE 1

### CULTURE IS REAL

Hyde, Miami's hard work, toughness have them up 3-0



Two-time winner of the Pulitzer Prize Gold Medal for Public Service

# SOUTH FLORIDA SunSentinel

SUNSENTINEL.COM TUESDAY, MAY 23, 2023 \$4.50

## Debt talks look to break stalemate

Wells sends letter to Congress warning of June 1 deadline  
By Lisa Mascaro, Stephen Gross and Zaki Miller  
Associated Press

The Democratic president and the Republican speaker, just 10 days before a looming deadline to raise the debt limit, are seen as June 1 the U.S. could start running short of cash to cover its debts, a daunting situation. Treasury Secretary Janet Yellen said in a letter to Congress on Monday "it is highly likely" that Treasury would be unable to pay all the nation's bills.

## 7 semifinalists chosen for schools superintendent

By Scott Travis  
South Florida Sun Sentinel

Seven semifinalists are now in the running to become Broward's next schools superintendent, with the two most popular candidates so far coming from the outside.

up to five semifinalists individually during a board meeting Monday, with a goal of choosing one candidate by the end of the week.

## Judge to decide if jurors need to walk through site

Deputy's vantage point at Parkland shooting in question  
By Rafael Olmeda  
South Florida Sun Sentinel

A Broward judge will decide this week whether another jury will walk through the crime scene at Marjory Stoneman Douglas High School, where 17 people were murdered on Valentine's Day 2018.

## Jet-tracker keeps tabs on DeSantis

LCF student gained notoriety by tracking Elon Musk on Twitter  
By Steven Lemonski  
Orlando Sentinel

The University of Central Florida student who famously tracks Elon Musk's jet travel on Twitter has a new account following the government-controlled plane used by Gov. Ron DeSantis.

## Vacant church to be redeveloped into two-building apartment complex

By Amber Rowland  
South Florida Sun Sentinel

A vacant church is being slated for redevelopment into a mid-rise apartment complex in downtown Doral.

## Florida sales-tax holidays could begin this weekend

By Jess Turner  
Tallahassee

The two upcoming sales-tax holidays, strongly supported by the Florida Retail Federation, are nearly expanded from previous years' tax breaks.

## Millions plan road trip as gas prices decline

By Garfield Hyton  
Orlando Sentinel

Memorial Day weekend travelers should see favorable price for the pump as gas prices continue to decline.

## Brothers ID'd as suspects in killing

By Angie DiMichele  
South Florida Sun Sentinel

Two brothers, one of whom is now dead, have been identified as the suspects in a Pompano Beach murder earlier this month.

## Volunteers pack meals

Volunteers from the Hollywood and Coconut Creek Rotary clubs attempt to bag 15,000 meals for Rise Against Hunger on Sunday at the Rotary Club in Holly wood.

## Private Axiom crew reach space station

By Richard Titlow  
Orlando Sentinel

The population of the International Space Station grew from seven to 11 on Monday morning with the arrival of the private Axiom Space crew that launched from Kennedy Space Center.

## SunSentinel LOCAL & STATE

# New rail safety campaign launched

Worried about train-related deaths, cities help blast out message: 'Don't risk it'

By Lisa J. Harshbarger  
South Florida Sun Sentinel

The message will be blasted around you — on the radio and on billboards — in the hopes somebody hears them and takes heed: Don't risk it when it comes to taking on a train.

and more. "These are not the trains we had when we were kids," said Pompano Beach Mayor Ben Hadden. "These trains they moved at a snail's pace." The focus of this latest educational campaign are the Brightline and Brightline, whose tracks run along the Florida East Coast Railway line.



CBS News Miami, Free 24/7 News | CBS Miami App | Florida Lottery | Meet The Staff/Send Tip | Miami FC | Facing South Florida | CBS+ | Paramount+

NEWS WEATHER SPORTS VIDEO MORE 75° Live TV

LOCAL NEWS

# Broward cities, county planning agency launch campaign to reduce train related deaths

BY CBS MIAMI TEAM  
MAY 22, 2023 / 1:16 PM / CBS MIAMI

f t v



**JIM DEFEDE**  
CBS NEWS MIAMI

FOR MORE LIVE NEWS AND ANALYSIS, DOWNLOAD THE FREE CBS NEWS APP: CBSNEWS.COM/APP

**FORT LAUDERDALE** - Tragedy on the tracks is real in Florida.

It seems that just about every month we hear about a vehicle or pedestrian being struck by a train, sometimes with a deadly outcome.

The latest incident happened over the weekend when a woman died after being hit by both a Brightline and FEC train in Deerfield Beach. According to the Broward Sheriff's Office, the woman walked past the protective barrier at Hillsboro Boulevard and onto the tracks. She was first struck by the Brightline train. The impact sent her onto the adjacent tracks where she was hit by a passing FEC train.

A number of Broward cities joined the county's Metropolitan Planning Organization to kick off a new rail safety campaign.

It's a collaboration with the cities of Deerfield Beach, Pompano Beach, Fort Lauderdale, Hollywood, and Hallandale Beach.

The campaign aims to raise awareness about the dangers of reckless behavior around trains and railroad crossings. People are urged to take simple precautions, like obeying warning signals and staying alert, to stay safe.

According to Operation Lifesaver, Inc., a nationally recognized leader of rail safety education, current Federal Railroad Administration statistics report that 2,188 crossing collisions in 2022; there were 274 crossing fatalities and 777 crossing injuries.

Florida ranks #4 out of the top 25 states on that list with 117 collisions, 21 deaths and 51 injuries reported.

In: Train Accident, Train Crash, Florida

**CBS Miami Team**  
The CBS Miami team is a group of experienced journalists who bring you the content on CBSMiami.com.

Twitter Facebook Instagram

First published on May 22, 2023 / 1:16 PM

© 2023 CBS Broadcasting Inc. All Rights Reserved.

WFLA-TV News 10

# 'Don't risk it': Worried about train-related deaths, cities help set up new rail safety campaign

By Amanda Plasencia - Published May 22, 2023 - Updated on May 22, 2023 at 7:07 pm

The campaign is a collaboration with the cities of Deerfield Beach, Pompano Beach, Fort Lauderdale, Hollywood and Hallandale Beach.

The effort is in collaboration with the cities of Deerfield Beach, Pompano Beach, Fort Lauderdale, Hollywood and Hallandale Beach.

Don't risk it is the message behind a new educational campaign focused on train and rail safety in Broward County, NBC's Amanda Plasencia reports.

Spread by the Broward Metropolitan Planning Organization, the safety campaign is an attempt to reduce train accidents in South Florida.

"Don't try to beat the train. Make sure you're taking your time. Be a little bit more patient because it's not worth the risk," said Gregory Stuart, the Executive Director of the Broward Metropolitan Planning Organization.

The effort is in collaboration with the cities of Deerfield Beach, Pompano Beach, Fort Lauderdale, Hollywood and Hallandale Beach. Mayors across Broward County and the SFWTA/In Rail Executive Director, David Dech, were all in attendance for the unveiling of the campaign on Monday.

Since Brightline has come on the East rail system and now in the future Coastal Link, will be coming on with Broward County, it's most important that we educate the public on safety measures when crossing railroads," said Broward County Mayor Lamar Fisher.

The Broward MPO compiled these stats from the Federal Railroad Administration's (FRA) database.

CSX Transportation		Florida Rail Corridor (West Tracks)	
Injured	0	Injured	0
Killed	0	Killed	0
Uninjured	1	Uninjured	2
South Florida Regional Transit Authority		Florida East Coast (East Tracks)	
Injured	1	Injured	1
Killed	1	Killed	1
Uninjured	1	Uninjured	6
Brightline Train		Florida East Coast (East Tracks)	
Injured	3	Injured	11
Killed	5	Killed	12
Uninjured	3	Uninjured	18
Florida East Coast Railway Company		Grand Total	
Injured	1	Injured	11
Killed	1	Killed	19
Uninjured	2	Uninjured	9
			64

Printed on: 5/22/2023 1:16 PM

The print and video ad campaign is going up to remind people to be patient, obey warning signals and stay alert at all railroad crossings.

"It's education which that's what this is about, but it's also generally being used to the environment of rail. The Northeast has had rail transportation for generations. We are late to the game as far as local commuter rail like we're trying to develop now," said Pompano Beach Mayor Rex Hardin. "We're trying to educate our residents to make sure they understand that this is critically important, and they've got to be careful."

Transportation leaders also addressed how mental illness can present some challenges to rail safety.

"For the folks that have gotten on the railroad trespassing wise, getting hit when they walk across, some of those are suicides, so there are other efforts in place to try and address the suicide issue," Stuart said. "But for those people who are going through the rail crossings and the gate went down and they leave their tail in the crossing, they're still going to get hit so we need to make sure we have people understanding where they need to be."

A video of the safety campaign can be found here.

This article tagged with: TRANSPORTATION • BROWARD COUNTY • SAFETY

Lin J. Hurlash | Reporter

NEWS WEATHER VIDEO ENTERTAINMENT MULTIMEDIA ACCOUNTS NEWSLETTERS TV LISTINGS

# 'Don't Risk It': Broward Leaders Hope Safety Initiative Will Reduce Train Accidents

The effort is in collaboration with the cities of Deerfield Beach, Pompano Beach, Fort Lauderdale, Hollywood and Hallandale Beach.

By Amanda Plasencia - Published May 22, 2023 - Updated on May 22, 2023 at 7:07 pm

Don't risk it is the message behind a new educational campaign focused on train and rail safety in Broward County, NBC's Amanda Plasencia reports.

Spread by the Broward Metropolitan Planning Organization, the safety campaign is an attempt to reduce train accidents in South Florida.

"Don't try to beat the train. Make sure you're taking your time. Be a little bit more patient because it's not worth the risk," said Gregory Stuart, the Executive Director of the Broward Metropolitan Planning Organization.

The effort is in collaboration with the cities of Deerfield Beach, Pompano Beach, Fort Lauderdale, Hollywood and Hallandale Beach. Mayors across Broward County and the SFWTA/In Rail Executive Director, David Dech, were all in attendance for the unveiling of the campaign on Monday.

Since Brightline has come on the East rail system and now in the future Coastal Link, will be coming on with Broward County, it's most important that we educate the public on safety measures when crossing railroads," said Broward County Mayor Lamar Fisher.

The Broward MPO compiled these stats from the Federal Railroad Administration's (FRA) database.

CSX Transportation		Florida Rail Corridor (West Tracks)	
Injured	0	Injured	0
Killed	0	Killed	0
Uninjured	1	Uninjured	2
South Florida Regional Transit Authority		Florida East Coast (East Tracks)	
Injured	1	Injured	1
Killed	1	Killed	1
Uninjured	1	Uninjured	6
Brightline Train		Florida East Coast (East Tracks)	
Injured	3	Injured	11
Killed	5	Killed	12
Uninjured	3	Uninjured	18
Florida East Coast Railway Company		Grand Total	
Injured	1	Injured	11
Killed	1	Killed	19
Uninjured	2	Uninjured	9
			64

Printed on: 5/22/2023 1:16 PM

The print and video ad campaign is going up to remind people to be patient, obey warning signals and stay alert at all railroad crossings.

"It's education which that's what this is about, but it's also generally being used to the environment of rail. The Northeast has had rail transportation for generations. We are late to the game as far as local commuter rail like we're trying to develop now," said Pompano Beach Mayor Rex Hardin. "We're trying to educate our residents to make sure they understand that this is critically important, and they've got to be careful."

Transportation leaders also addressed how mental illness can present some challenges to rail safety.

"For the folks that have gotten on the railroad trespassing wise, getting hit when they walk across, some of those are suicides, so there are other efforts in place to try and address the suicide issue," Stuart said. "But for those people who are going through the rail crossings and the gate went down and they leave their tail in the crossing, they're still going to get hit so we need to make sure we have people understanding where they need to be."

A video of the safety campaign can be found here.

This article tagged with: TRANSPORTATION • BROWARD COUNTY • SAFETY



BROWARD COUNTY

# Broward County launches safety campaign for drivers at railroad crossings

By Natu Tweh

Posted May 23, 2023 at 4:32 PM EDT



"Don't risk it!"

That's the message Broward County wants to send to motorists who think it's a good idea to pass right through railroad crossings and try to beat the train.

The South Florida Sun-Sentinel reports that the County's Metropolitan Planning Organization is launching the "Don't Risk It" campaign on Tuesday.

The organization decides how to spend federal money on important transportation projects. The campaign seeks to reduce the number of crashes at train crossings.

South Floridians can expect to hear the "Don't Risk It" message through radio public service announcements and see it on billboards and social media. The campaign will run through July 5.

## LIVE UPDATES

### Today

- 2:13 PM EDT  
Florida's 'Move Over Law' expands to include stopped vehicles
- 1:06 PM EDT  
Palm Beach County reports toxic algae bloom at Pahokee marina





May 25, 2023 • 30th year • Issue 21  
Read us online at [NewPelican.com](http://NewPelican.com)

# NEW PELICAN

Celebrating 30 Years

## DON'T RISK IT

**CITY, COUNTY OFFICIALS LAUNCH NEW TRAIN SAFETY CAMPAIGN - PAGE 4**

### WHAT'S INSIDE

LIGHTHOUSE POINT WANTS STAFF TO REVIEW YACHT CLUB DEMOLITION - 7

CITY HONORS FALLEN FIREFIGHTER, RE-DEDICATES STATION IN HIS NAME - 14

POLICE SAY ART VANDAL WAS NOT MOTIVATED BY HATRED - 15

EYE ON ARTS - 18

Follow us on facebook at [facebook.com/PelicanNews](https://facebook.com/PelicanNews)



### THE NATURAL SOLUTION

Dune expert wants Deerfield Beach to ditch its fence in favor of seat oats

Page 2

### QUICK FIND

VIEWPOINTS	9
CLASSIFIEDS	22
SUDOKU	22
CROSSWORD	23
DIRECTORY	26



Serving Fort Lauderdale | Pompano Beach | Deerfield Beach | Lighthouse Point | Lauderdale-By-The-Sea | Wilton Manors | Oakland Park | Hillsboro Beach

## Trying to beat the train? "Don't Risk It!"

### New safety campaign aims to reduce railway deaths; Pompano leads in Brightline collisions

By Martin Lenkowsky  
New Pelican Writer

Just 24 hours before the Broward Metropolitan Planning Organization (MPO) launched a new campaign promoting rail safety, an unidentified woman was struck and killed by two trains in Deerfield Beach.

According to the Broward Sheriff's Office (BSO), witnesses said the woman went around the protective barrier on Hillsboro Boulevard and began walking northbound on the train tracks as a freight train was passing southbound. She was struck by a Brightline train and the impact caused her to fall into the path of

the freight train on the adjacent track.

A collaboration with the cities of Deerfield Beach, Pompano Beach, Fort Lauderdale, Hollywood, and Hallandale Beach, the MPO's "Don't Risk It!" safety campaign aims to reduce the number of train accidents and fatalities in Broward.

Deerfield Beach Mayor Bill Ganz says safety at railway crossings is a major concern in his city. "We have 3.5 miles of railway, crossing major intersections," he said, adding that elementary, middle, and high school students need to use these crossings daily. "That's their pathway to get to and from school. We've had incidents where



kids will cross away from the intersection."

It all boils down to people being cautious and not taking foolish, unnecessary risks. "I once saw a woman making a u-turn right onto the tracks," Ganz recalled.

Deerfield Beach is completing a project to fence the westside of the tracks. The last segment of the fence will be installed this year, creating a landscaped barrier from Hillsboro Boulevard to Sample Road.

MPO's campaign will feature a range of roadway signage, educational materials, social media posts and flyers. A TV

SEE TRAIN ON 5

### TRAIN FROM 4

spot and ads will also convey the message to residents and visitors to remain alert around trains and railway crossings.

"People just need to pay attention to the rail signals that are out there," says Pompano Beach Mayor Rex Hardin. "We're just going to do all we can to increase awareness and also make it safer. In the City of Pompano Beach we already have some funding to put a fence around the rail corridor."

According to BSO, of the 64 Brightline collisions in Broward between 2018 when the commuter train began service and 2022, 24 were in Pompano Beach. After that, the highest number of incidents occurred in Hollywood (11), Deerfield Beach (7), Fort Lauderdale (6), Oakland

(1). A total of 32 people have died in Broward. During two railway safety campaigns, Operation Lifesaver and Operation Crossing Guard, BSO issued hundreds of citations to pedestrians and drivers for stopping on the tracks, walking or driving around closed gate arms and other moving and non-moving violations.

Hardin says the city is asking for more money from the federal government to help fence the tracks from Atlantic Boulevard north to Sample Road. "That's going to help with pedestrians jay-walking across the tracks, but as far as the rail crossings we have to do more to make sure people stay aware. Those things are serious."

As for the crossings, not all appear to be created equal, as some have arms on both sides of the road, whereas others have

"Well yeah, and I know that Brightline has been working with the Federal Railroad Administration to identify safety concerns at various crossings and upgrade crossings as they can," he responded.

"Everything comes down to funding. And funding and safety go hand-in-hand so that's why we're all pursuing funding to make our crossings and rail line overall safe."

The crossings with double arms on both sides of the road are called four-quadrant gates and are deemed safer. "It prevents drivers from doing something illegal like going around the gates," says Paul Calvaresi, MPO's intergovernmental manager. He added that they've put in for a federal grant to make the necessary upgrades.

But nothing is safer than

"Breathe a little bit. Take a few moments. Don't risk it. You'll get to school. You'll get your kids to school. You'll get to your doctor. You'll get to your appointment if you just take a moment's breather," Stuart said.

Both Stuart and Hardin reminded people that today's trains with their modern technology go much faster than the trains of yesteryear. "When we were growing up, literally you could get across the track. The trains would take hours before it would show up. There was a whole different world that existed here. We're not that place anymore," Stuart said.

Front page photo: A vehicle and Brightline train collided in November of 2021 in Pompano Beach. The two people in the vehicle survived. [Courtesy]



Trying to beat the train? "Don't Risk It!"



New safety campaign aims to reduce railway deaths; Pompano leads in freight collisions



City and county officials have launched a new safety campaign to try and reduce the number of freight-related deaths in Broward. (Courtesy)

By Martin Laskowski | New Pelican Writer

Just 24 hours before the Broward Metropolitan Planning Organization (MPO) launched a new campaign promoting rail safety, an unidentified woman was struck and killed by two trains in Deerfield Beach.

According to the Broward Sheriff's Office (BSO), witnesses said the woman went around the protective barrier on Hillbourn Boulevard and began walking northbound on the train tracks as a freight train was passing southbound.

A collaboration with the cities of Deerfield Beach, Pompano Beach, Fort Lauderdale, Hollywood, and Hallandale Beach, the MPO's "Don't Risk It!" safety campaign aims to reduce the number of train accidents and fatalities in Broward.

Deerfield Beach Mayor Bill Ganz says safety at railway crossings is a major concern in his city. "We have 3.5 miles of railway, crossing major intersections," he said, adding that elementary, middle, and high school students need to use these crossings daily.

It all boils down to people being cautious and not taking foolish, unnecessary risks. "I once saw a woman making a u-turn right onto the tracks," Ganz recalled. Deerfield Beach is completing a project to fence the outside of the tracks. The last segment of the fence will be installed this year, creating a landscaped barrier from Hillbourn Boulevard to Saugale Road.



The "Don't Risk It!" campaign ad. (Courtesy)



The incident depicted above occurred in Pompano Beach in November of 2021. The two people in the vehicle survived. (Courtesy)

MPO's campaign will feature a range of roadway signage, educational materials, social media posts and flyers. A TV spot and ads will also convey the message to residents and visitors to remain alert around trains and railway crossings.

"People just need to pay attention to the rail signals that are out there," says Pompano Beach Mayor Rex Hardin. "We're just going to do all we can to increase awareness and also make it safer. In the City of Pompano Beach we already have some funding to get a fence around the rail corridor."

According to BSO, of the 64 freight collisions in Broward between 2018 when the commuter train began service and 2022, 24 were in Pompano Beach. After that, the highest number of incidents occurred in Hollywood (13), Deerfield Beach (7), Fort Lauderdale (6), Oakland Park (6), Hallandale (3), Dania Beach (2), and Wilton Manors (1). A total of 37 people have died in Broward. During two railway safety campaigns, Operation Lifesaver and Operation Crossing Guard, BSO issued hundreds of citations to pedestrians and drivers for stepping on the tracks, walking or driving around closed gate arms and other moving and non-moving violations.

Hardin says the city is asking for more money from the federal government to help fence the tracks from Atlantic Boulevard north to Saugale Road. "That's going to help with pedestrians jay-walking across the tracks, but as far as the rail crossings we have to do more to make sure people stay aware. Those things are serious."

As for the crossings, not all appear to be created equal, as some have arms on both sides of the road, whereas others have a single arm. Hardin was asked whether that was a safety factor.

"Well yeah, and I know that Brightline has been working with the Federal Railroad Administration to identify safety concerns at various crossings and upgrade crossings as they can," he responded. "Everything comes down to funding. And funding and safety go hand-in-hand so that's why we're all pressing funding to make our crossings and rail line overall safe."

The crossings with double arms on both sides of the road are called four-quadrant gates and are deemed safer. "It prevents drivers from doing something illegal like going around the gates," says Paul Calhoun, MPO's intergovernmental manager. He added that they've got in for a federal grant to make the necessary upgrades.

But nothing is safer than pedestrians and drivers exercising patience and good judgment.

"Breathe a little bit. Take a few moments. Don't risk it. You'll get to school. You'll get your kids to school. You'll get to your doctor. You'll get to your appointment if you just take a moment's breather," said Greggy Stuart, MPO's CEO.

Both Stuart and Hardin reminded people that today's trains with their modern technology go much faster than the trains of yesteryear. "When we were growing up, literally you could get across the track. The trains would take longer before it would show up. There was a whole different world that existed here. We're not that place anymore," Stuart said.

Sign Up For Our Mailing List

Enter your name and email below to receive breaking news and special offers delivered straight to your inbox.

Form with fields for Name and Email.

Social Media



Sorry, something went wrong.

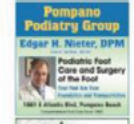
Please try clearing and re-opening your browser.

E-Edition



2023-05-22 E-Edition

\*\*\*\*\*



Observer Online!

SUBSCRIBE TO THE RSS FEED SUBSCRIBE TO RSS EMAILS



- Front Page News » E-Stories Business Beat Crime Watch Historical Essays Flicks Sports Clergy Corner The Therapy Room The Dog Spot Letters to the Editor Happenings Dining Hurricane Update Pioneer Days 2019 Back-To-School Classifieds

Featured

Broward Metropolitan Planning Organization To Unveil Rail Safety campaign

Posted on 19 May 2023 by J.Lusk

On May 22, Broward Metropolitan Planning Organization (MPO) will gather city partners, transportation officials and other stakeholders for a kick-off event to announce its new rail safety campaign.

Guest speakers will include Broward County Mayor Lamar Fisher, Pompano Beach Mayor Rex Hardin, Hollywood Mayor Josh Levy, Deerfield Beach Mayor Bill Ganz, and SFRTA/Tri-Rail Executive Director David Dech.

This effort is a collaboration with the cities of Deerfield Beach, Pompano Beach, Fort Lauderdale, Hollywood, and Hallandale Beach. The event will unveil video and visual display advertising to save lives.

According to Operation Lifesaver, Inc. (OLI), the nonprofit organization and nationally recognized leader of rail safety education, current Federal Railroad Administration (FRA) statistics report that 2,188 highway-rail grade crossing collisions occurred in 2022. There were 274 crossing fatalities and 777 crossing injuries in 2022 across the U.S. Florida ranks #4 out of the top 25 states on that list with 117 collisions, 21 deaths and 51 injuries reported.

The campaign aims to raise awareness about the dangers of reckless behavior around trains and railroad crossings and reduce the rising accident rates in the region. The Broward MPO will use this campaign as a reminder to residents and visitors to remain vigilant around trains and railroad crossings. By taking simple precautions, such as obeying warning signals, avoiding distractions, and staying alert, tragic accidents can be prevented and keep communities safe.

The event will take place on May 22 at 11:30 a.m. at South Bar & Kitchen, located at 165 NE 1st Avenue in Pompano Beach.

CONTINUE >



Wonder

Comments are closed.

BACK TO SCHOOL Publix ADVERTISE HERE

HURRICANE UPDATE ADVERTISE HERE

CATEGORIES ARCHIVES

Search for: Search Light in the box SHOP NOW







Florida News

[Listen Live](#) [National News](#) [Weird News](#) [Local Traffic](#) [Local Weather](#) [Get News Alerts](#)

Florida News

## Broward MPO Launches Rail Safety Campaign

By Erica Rodriguez

May 22, 2023



Drivers keep stopping their cars on the railroad tracks and getting hit by trains.

That's why the Broward Metropolitan Planning Organization is teaming up with cities from Deerfield Beach to Hallandale Beach, plus Brightline and Florida East Coast Railway to launch a new multi-platform rail safety campaign today reminding people of the dangers.

Executive Director Greg Stuart says they're going to be sending out mailers, posting signs at railroad crossings, hitting the airwaves and asking businesses to get involved by putting up signage about rail safety.

He stresses since trains are traveling faster now, after the gates go down, they will go back up faster.

Because the west tracks are also quiet zones, they are working on a new campaign with TriRail as well.

Just yesterday, a pedestrian was killed by a train at Hillsboro Boulevard and Dixie Highway.



92.1 REAL RADIO

Play Now

Local News

## Broward MPO Launches Rail Safety Campaign

By Erica Rodriguez

May 22, 2023



Drivers keep stopping their cars on the railroad tracks and getting hit by trains.

That's why the Broward Metropolitan Planning Organization is teaming up with cities from Deerfield Beach to Hallandale Beach, plus Brightline and Florida East Coast Railway to launch a new multi-platform rail safety campaign today reminding people of the dangers.

Executive Director Greg Stuart says they're going to be sending out mailers, posting signs at railroad crossings, hitting the airwaves and asking businesses to get involved by putting up signage about rail safety.

He stresses since trains are traveling faster now, after the gates go down, they will go back up faster.

Because the west tracks are also quiet zones, they are working on a new campaign with TriRail as well.

Just yesterday, a pedestrian was killed by a train at Hillsboro Boulevard and Dixie Highway.





- BROWARD COUNTY LEADERS MEETING TODAY
- PRESENTING NEW RAIL SAFETY CAMPAIGN
- 11:30 THIS MORNING

**PREVENTING TRAIN ACCIDENTS**

BOARD VOTED TO EXTEND THE DEADLINE FOR APPLICATIONS IN THE DISTRICT'S NATION 6-11 79°



BROWARD MPO



**8 CBS NEWS MIAMI**

88° 5:31 PM -- FL LOTTO 04-17-33-48-31-52 DRAW DATE SATURDAY, MAY 20



**NEW SAFETY INITIATIVE TO PREVENT TRAIN ACCIDENTS**

VED TO HAVE HAD AN AFFAIR WITH HIS EX-WIFE. MANUEL MARIN HAD BEEN FOUND DU 4:56 77°





# JUNE 5 - JUNE 9, 2023 CLIPS

Clips Total Impressions = 10,258,163 & Sample Clips

Date	Media Outlet	Title/Hyperlink	# of Impressions
6/5/2023	cbs12.com	<a href="#">\$16M awarded to South Florida in order to reduce train collisions, blocked crossings</a>	869,156
6/5/2023	cw34.com	<a href="#">\$16M awarded to South Florida in order to reduce train collisions, blocked crossings</a>	29,876
6/5/2023	railwayage.com	<a href="#">FRA Awards \$570MM for Grade Crossing Elimination Projects</a>	390,416
6/5/2023	cdrecycler.com	<a href="#">Rail crossing projects targeted by DOT</a>	38,845
6/5/2023	rttnews.com	<a href="#">\$570 Mln Funding For 63 Projects To Help Reduce Train-Vehicle Collisions In US</a>	150,379
6/5/2023	kcrq.com (from AP)	<a href="#">\$570M in grants headed to railroad crossing projects in 32 states</a>	869,156
6/5/2023	independent.co.uk (from AP)	<a href="#">LOCALIZE IT: \$570M in grants headed to railroad crossing projects in 32 states</a>	N/A
6/6/2023	sun-sentinel.com	<a href="#">U.S. sending millions of dollars to upgrade safety of Broward rail crossings</a>	4,012,932
6/6/2023	Sun-Sentinel (print)	U.S. sending millions of dollars to upgrade safety of Broward rail crossings	107,000
6/6/2023	theamericanonews.com	<a href="#">Broward County Gets \$15 Million From Biden Administration to Reduce Train-Vehicle Collisions</a>	38,633
6/6/2023	WPEC (CBS)	<a href="#">CBS12 News at 3PM</a>	9,238
6/6/2023	WTVX (CW)	<a href="#">CBS 12 News at 9:30am</a>	2,676
6/6/2023	WPEC (CBS)	<a href="#">CBS12 News This Morning at 9:30AM</a>	15,996
6/7/2023	rtands.com	<a href="#">Broward County Receives Grant for Safety Upgrades Along Florida East Coast Railway</a>	101,384
6/7/2023	floridadaily.com	<a href="#">Pete Buttigieg Announces Funds to Improve Railroad Crossing Safety in South Florida</a>	44,814
6/8/2023	local10.com	<a href="#">Safety improvements coming to Brightline tracks in Broward County</a>	3,293,065
6/8/2023	WPLG (ABC)	<a href="#">Local 10 News at 5PM</a>	44332
6/8/2023	WPLG (ABC)	<a href="#">Local 10 News at 3:30PM</a>	20275
6/8/2023	WPLG (ABC)	<a href="#">Local 10 News at Noon</a>	32261
6/8/2023	WIOD (ABC News Radio)	<a href="#">WIOD</a>	67756
6/8/2023	WIOD (ABC News Radio)	<a href="#">WIOD</a>	66285
6/8/2023	WFOR (CBS)	<a href="#">CBS News Miami at 5:30PM</a>	27,821
6/9/2023	WPLG (ABC)	<a href="#">Local 10 News at 5AM</a>	19009
6/9/2023	WSFL	<a href="#">Local 10 News on WSFL</a>	2,824
6/9/2023	WFOR (CBS)	<a href="#">CBS News Miami Morning Edition</a>	4,034
		<b>TOTAL:</b>	<b>10,258,163</b>



**> \$16M GIVEN TO REDUCE TRAIN CRASHES**

**SOUTH FLORIDA**

- > U.S. DOT awarded 3 projects
- > WPB Building Bridges Planning Study: \$320K
- > Broward Co. Sealed Corridor Proj.: \$15.4M
- > Fort Lauderdale Railroad Safety & Congestion Analysis: \$280K

**RIGHT NOW**  
MANGONIA PARK  
80°

**NORTH PALM**  
80°

**OKEECHOBEE**  
78°

9:38 | 80°

**12**

**TOP STORIES** N STRAIT

CBS12.COM

**brightline**

**SAFETY IMPROVEMENTS COMING TO TRACKS IN BROWARD**

**39** wsfl-tv

**BREAKING** OVERTOWN RECEIVES HIS HIGH SCHOOL DIPLOMA DURING SPECIAL TRIBUT

7:39 | 78°







NATION & WORLD PAGE 1

## PENCE TO RUN

Former VP files for presidential campaign



SPORTS PAGE 1

## HEAT GUARD LEADS WAY

Duncan Robinson sparks turnaround in fourth



Two-time winner of the Pulitzer Prize Gold Medal for Public Service

# SOUTH FLORIDA SunSentinel

SUNSENTINEL.COM

TUESDAY, JUNE 6, 2023

\$4.50

## US sending millions of dollars to upgrade safety at Broward rail crossings

By David Lyons  
South Florida Sun Sentinel

The busy Florida East Coast Railway line that carries Brightline and freight trains through Broward County will soon be the object of nearly \$16 million in safety upgrades at rail crossings in six cities, the Federal Railroad Administration announced Monday.

The money is part of President Biden's Bipartisan Infrastructure Law in what the government calls a "first-ever dedicated grant program" to help communities eliminate rail crossing-roadway intersections that have been the scenes of deadly vehicle-rail collisions. In many instances, the FRA said, the points where railroad tracks intersect with roads "have blocked vehicle and pedestrian traffic, led to deadly vehicle-rail collisions, and prevented first responders from reaching emergencies."

Locally, the projects are designed to help reduce train-vehicle collisions, which have risen considerably in South Florida with the advent and growth of the higher speed Brightline rail service, which shares the rail corridor with the FEC freight railroad.

County planners are also concerned about the additional volume created by Broward's portion of the long-awaited "Coastal Link" tri-county commuter rail, which would put additional trains along the Florida East Coast Railway tracks.

The Broward County Sealed Corridor Project, which will cost more than \$15.1 million, will entail improvements, "such as exit gates and medians at 21 grade crossings along Florida East Coast Railway's rail line," the FRA said.

Nationally, a so-called Railroad Crossing Elimination program is providing more than \$570 million

for 63 projects in 32 states, the agency said. The idea is to "make it easier to get around railroad tracks by adding grade separations, closing at-grade crossings, and improving existing at-grade crossings where train tracks and roads intersect."

"Last year, there were more than 2,000 highway-rail crossing collisions in the U.S. and more than 30,000 reports of blocked crossings submitted to FRA's public complaint portal," according to the agency, which is part of the U.S. Department of Transportation.

"Every year, commuters, residents, and first responders lose valuable time waiting at blocked railroad crossings — and worse, those crossings are too often the site of collisions that could be prevented," said U.S. Transportation Secretary Pete Buttigieg.

The agency said that "for years," it has received complaints about delays and disruptions caused

by "frequently blocked crossings that force residents to wait hours at intersections or take detours. These delays and disruptions can also prevent first responders from getting to emergencies quickly."

"The Railroad Crossing Elimination Grant Program is another critical tool that FRA is using to make a lasting impact on the safety and transportation needs of communities nationwide," said FRA Administrator Amit Bose. "With these project selections and the many more that are to come, we will save lives and reshape infrastructure in ways that allow individuals to move through their neighborhoods seamlessly and safely."

### A collaborative funding pitch

The Broward Metropolitan Planning Organization, which

helps shape the county's transportation policies and acquire related funding, will contribute a 20% non-federal match. The cities of Dania Beach, Fort Lauderdale, Hallandale Beach, Hollywood, Pompano Beach and Wilton Manors will also contribute the same percentage of funding for projects in their jurisdictions.

Late last month, the local agency set up a "Don't Risk It" rail safety education program designed to dissuade motorists from trying to beat trains across the tracks.

Gregory Stuart, executive director of the Broward MPO, told the South Florida Sun Sentinel on Monday that the latest grant was requested by the agency on behalf of the six cities and Broward County.

"The county's turnaround has been remarkable," he said. "(They

Turn to Rail, Page 4

## Rail

from Page 3

said,) "Let's partner and make this the best thing for our region."

He added that Brightline, which expects to expand its service to Orlando from South Florida late this summer, will help perform the hardware installation. The company provided the engineering staff to help with the funding application to the federal government, according to Stuart. He said his agency, the railroad and the local governments "are aiming for the fall to start construction."

"This probably is one of the best examples of partnerships within our region," Stuart said.

FRA Deputy Administrator Jennifer Mitchell is scheduled to visit Fort Lauderdale on Thursday and attend the MPO's monthly board meeting, where she will formally announce the grant.

Separately, the City of Fort Lauderdale will spearhead a \$280,000 "Railroad Safety and Congestion Analysis" which will study 15 crossings with the city limits along the Florida East Coast rail corridor," the FRA said.

"It will help identify means to improve safety at the rail grade crossings as freight and intercity passenger rail services expand over the next couple years," the FRA said. "The study will focus on data related to traffic, delays, and interactions at the crossings, which can be used to assess how to reduce delays caused by Florida East Coast Railroad and Brightline trains."

"There are a lot of things for Fort Lauderdale to look at," Stuart said. "Fort Lauderdale asked for some extra money to do a study on their own. We'll be partners with them."

### Money for West Palm Beach study

For Palm Beach County, the government also announced the City of West Palm Beach will conduct a \$320,000 study to identify how pedestrians the eight-mile FEC segment that runs through the city.

The goal is to "formalize an action plan" to improve crossing safety, the FRA said. The city is providing a 20% non federal funding match.



### \$16M awarded to South Florida in order to reduce train collisions, blocked crossings



Three projects in South Florida were awarded more than \$16 million in funding in order to reduce train collisions and blocked crossings. The U.S. Department of Transportation Federal Railroad Administration (FRA) gave the funding to the state of Florida in Railroad Crossing Elimination (RCE) Grant Program funding on Monday, June 3, 2022. (WFTS)



WEST PALM BEACH, Fla. (CBS12) — Three projects in South Florida were awarded more than \$16 million in funding in order to reduce train collisions and blocked crossings.

The U.S. Department of Transportation's Federal Railroad Administration (FRA) gave the funding to the state of Florida in Railroad Crossing Elimination (RCE) Grant Program funding on Monday.

Over 2,000 collisions occur every year at highway-rail grade crossings, according to the FRA.

**See Related: Woman killed after being struck by Brightline train, falling into path of an FEC train**

The FRA said for years, it has received complaints from citizens, states, and localities regarding the delays and disruptions caused by frequently blocked crossings that force residents to wait hours at intersections or take detours. These delays also affect first responders from getting to emergency situations quickly.



Three projects in South Florida were awarded more than \$16 million in funding in order to reduce train collisions and blocked crossings. The U.S. Department of Transportation Federal Railroad Administration (FRA) gave the funding to the state of Florida in Railroad Crossing Elimination (RCE) Grant Program funding on Monday, June 3, 2022. (WFTS)

"The Railroad Crossing Elimination Grant Program is another critical tool that FRA is using to make a lasting impact on the safety and transportation needs of communities nationwide," said FRA Administrator Amit Bose. "With these project selections and the many more that are to come, we will save lives and reshape infrastructure in ways that allow individuals to move through their neighborhoods seamlessly and safely."

**See Related: One dead after car is engulfed in flames after colliding with Tri-Rail in Lake Worth Beach**

Here are the projects and how much money each is getting:

#### Building BRIDGES Planning Study - West Palm Beach Florida East Coast Rail Corridor Safety Action Plan (\$320,000)

The planning project will examine and identify how pedestrians cross the eight-mile Florida East Coast Railway corridor in the City of West Palm Beach. It will review the various needs, objectives, existing studies, and constructability to formalize an action plan to improve safety at crossings that serve Florida East Coast Railroad and Brightline trains. The City of West Palm Beach is providing a 20 percent non-Federal match.

#### Broward County Sealed Corridor Project (\$15,440,000)

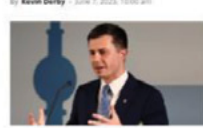
The project will implement safety improvements, such as exit gates and medians, at 21-grade crossings along Florida East Coast Railway's rail line, a freight rail corridor shared with Brightline's inter-city passenger rail service. The Broward Metropolitan Planning Organization and six local municipalities (Dunns Beach, Wilton Manors, Fort Lauderdale, Hallandale Beach, Hollywood, and Pompano Beach) will contribute a 20 percent non-Federal match.

#### City of Fort Lauderdale Railroad Safety and Congestion Analysis (\$280,000)

The planning project will study 15 crossings within the City of Fort Lauderdale along the existing Florida East Coast Railway corridor. It will help identify means to improve safety at the rail grade crossings as freight and intercity passenger rail services expand over the next couple years. The study will focus on data related to traffic, delays, and interactions at the crossings, which can be used to assess how to reduce delays caused by Florida East Coast Railroad and Brightline trains. The City of Fort Lauderdale is providing a 20 percent non-Federal match.



### Pete Buttigieg Announces Funds to Improve Railroad Crossing Safety in South Florida



This week, U.S. Transportation Sec. Pete Buttigieg announced federal funds headed to South Florida to improve rail crossings. Buttigieg announced the funds, which are part of \$570 million from the Railroad Crossing Elimination (RCE) Grant Program, going to projects in more than 30 states. The funds come from the infrastructure law backed by the Biden administration.

"This inaugural round of funding will address more than 400 at-grade crossings nationwide, improve safety, and make it easier to get around railroad tracks by adding grade separations, closing at-grade crossings, and improving existing at-grade crossings where train tracks and roads intersect," the U.S. Department of Transportation (DOT) noted. "Preventing blocked crossings and collisions is one of many ways President Biden's Investing in America agenda will make a difference in people's everyday lives by improving safety and convenience and creating good-paying jobs to rebuild our nation's infrastructure. Last year, there were more than 2,000 highway-rail crossing collisions in the U.S. and more than 30,000 reports of blocked crossings submitted to FRA's public complaint portal."

"Every year, commuters, residents, and first responders lose valuable time waiting at blocked railroad crossings—and worse, those crossings are too often the site of collisions that could be prevented," said Buttigieg. "As part of President Biden's Investing in America agenda, we're improving rail crossings in communities across the country to save lives, time, and resources for American families."

#### The Broward Metropolitan Planning Organization will get \$15.44 million for the Broward County Sealed Corridor Project.

"The project will increase safety at 21 grade crossings, along Florida's East Coast Rail Corridor, a freight rail corridor shared with Brightline's intercity passenger rail service. Along the corridor, 17 percent of collisions are the result of motorists driving around entrance gates, with nearly 60 percent of those instances occurring in Broward County. Safety improvements will deter such actions by constructing 33 new exit gates and 7 raised medians at crossings where at least 27 collisions have occurred over the last five years. Upgrades being funded by the Biden-Harris Administration, the Broward Metropolitan Planning Organization, and six local municipalities will increase safety at crossings where more than 60 trains per day are estimated to pass through by next year and benefit a county projected to grow by nearly 2.2 million by 2045," the Transportation Department noted.

#### Fort Lauderdale will get up to \$280,000 for a Railroad Safety and Congestion Analysis.

"The proposed planning project will study 15 crossings within the City of Fort Lauderdale along the existing Florida East Coast Railway corridor. Freight service and intercity passenger rail service are both expected to expand over the next couple years, and this project will help identify means to improve safety at the rail grade crossings. Florida East Coast Railroad and Brightline trains operate over these crossings, causing delays at numerous crossings. The study will focus on data related to traffic, delays, and interactions at the crossings. The City of Fort Lauderdale is providing a 20 percent non-Federal match. This project qualifies for the statutory set-aside for Planning projects," DOT noted.

#### West Palm Beach will get up to \$320,000 for a safety planning study.

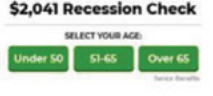
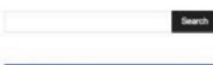
"The proposed planning project will examine and identify how pedestrians cross the 8-mile Florida East Coast Railway corridor in the city of West Palm Beach. The study is an effort to review the various needs, objectives, existing studies, and constructability to understand what is feasible and ultimately to formalize an action plan to improve safety at crossings that serve Florida East Coast Railroad and Brightline trains. The City of West Palm Beach is providing a 20 percent non-Federal match. This project qualifies for the statutory set-aside for Planning projects," DOT noted.

Members of the Florida congressional delegation applauded the funds.

"I want to deliver safer, speedier travel and cut down commute times in South Florida, and that requires an across government effort, so I'm proud that President Biden and Congress partnered to deliver that help to our community," said U.S. Debbie Wasserman Schultz, D-Fla. "These rail improvement grants will help our community save lives and arrive to work, school and shops more swiftly. That's why I did not hesitate to write to Secretary Pete Buttigieg to urge him to fund Broward County's application."

"President Biden's Investing in America agenda is saving lives," said U.S. Rep. Sheila Cherfilus-McCormick, D-Fla. "This grant will increase safety at Broward County railroad crossings and reduce deadly collisions that our community has come to see too often."

**Author** Recent Posts  
**Kevin Derby**  
Originally from Jacksonville, Kevin Derby is the editor of Florida Daily and covers politics across Florida. Reach Kevin at kevin.derby@floridadaily.com



### U.S. sending millions of dollars to upgrade safety of Broward rail crossings



U.S. Transportation Secretary Pete Buttigieg announced federal funding for the Broward County Sealed Corridor Project, which will improve safety at 21 grade crossings along Florida's East Coast Rail Corridor.

The Broward County Sealed Corridor Project, which will cost more than \$15.4 million, will address safety concerns at 21 grade crossings along Florida's East Coast Rail Corridor, a freight rail corridor shared with Brightline's intercity passenger rail service. Along the corridor, 17 percent of collisions are the result of motorists driving around entrance gates, with nearly 60 percent of those instances occurring in Broward County. Safety improvements will deter such actions by constructing 33 new exit gates and 7 raised medians at crossings where at least 27 collisions have occurred over the last five years. Upgrades being funded by the Biden-Harris Administration, the Broward Metropolitan Planning Organization, and six local municipalities will increase safety at crossings where more than 60 trains per day are estimated to pass through by next year and benefit a county projected to grow by nearly 2.2 million by 2045," the Transportation Department noted.

"Every year, commuters, residents, and first responders lose valuable time waiting at blocked railroad crossings—and worse, those crossings are too often the site of collisions that could be prevented," said Buttigieg. "As part of President Biden's Investing in America agenda, we're improving rail crossings in communities across the country to save lives, time, and resources for American families."

"The proposed planning project will study 15 crossings within the City of Fort Lauderdale along the existing Florida East Coast Railway corridor. Freight service and intercity passenger rail service are both expected to expand over the next couple years, and this project will help identify means to improve safety at the rail grade crossings. Florida East Coast Railroad and Brightline trains operate over these crossings, causing delays at numerous crossings. The study will focus on data related to traffic, delays, and interactions at the crossings. The City of Fort Lauderdale is providing a 20 percent non-Federal match. This project qualifies for the statutory set-aside for Planning projects," DOT noted.

West Palm Beach will get up to \$320,000 for a safety planning study.

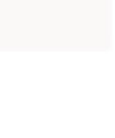
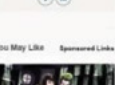
"The proposed planning project will examine and identify how pedestrians cross the 8-mile Florida East Coast Railway corridor in the city of West Palm Beach. The study is an effort to review the various needs, objectives, existing studies, and constructability to understand what is feasible and ultimately to formalize an action plan to improve safety at crossings that serve Florida East Coast Railroad and Brightline trains. The City of West Palm Beach is providing a 20 percent non-Federal match. This project qualifies for the statutory set-aside for Planning projects," DOT noted.

Members of the Florida congressional delegation applauded the funds.

"I want to deliver safer, speedier travel and cut down commute times in South Florida, and that requires an across government effort, so I'm proud that President Biden and Congress partnered to deliver that help to our community," said U.S. Debbie Wasserman Schultz, D-Fla. "These rail improvement grants will help our community save lives and arrive to work, school and shops more swiftly. That's why I did not hesitate to write to Secretary Pete Buttigieg to urge him to fund Broward County's application."

"President Biden's Investing in America agenda is saving lives," said U.S. Rep. Sheila Cherfilus-McCormick, D-Fla. "This grant will increase safety at Broward County railroad crossings and reduce deadly collisions that our community has come to see too often."

**Author** Recent Posts  
**David Lyons**  
David Lyons reports for the Sun-Sentinel in Fort Lauderdale.





June 07, 2023 | Regulatory

## Broward County Receives Grant for Safety Upgrades Along Florida East Coast Railway

Written by Jennifer McLawhorn, Managing Editor



Photo: Phillip Pessar

### BROWARD COUNTY, Flor. – Broward County receives \$16 million from Bipartisan Infrastructure Law for safety upgrades.

The Federal Railroad Administration announced grants for many cities across the U.S. to study and maintain grade crossings to prevent train-vehicle collisions. With this additional passenger traffic from Brightline, planners in Broward County are concerned with "volume created by Broward's portion of the long-awaited 'Coastal Link' tri-county commuter rail, which would put additional trains along the Florida East Coast Railway tracks".

To combat this, they have created the **Broward County Sealed Corridor Project**. The grant will cover maintenance under this project at "exit gates and medians at 21 grade crossings" on the rail line at a cost of more than \$15.4 million. The Broward Metropolitan Planning Organization will match this grant at 20%. Surrounding cities, including Dania Beach, Fort Lauderdale, Hallandale Beach, Hollywood, Pompano Beach, and Wilton Manors will also match 20% in funding.

Broward Metropolitan Planning Organization's executive director, Gregory Stuart commented on the grant and Brightline's installation of hardware in expanding its service to Orlando is "one of the best examples of partnerships within our region". Brightline helped with the application for the grant.

Other cities in Florida have received funds for safety upgrades and maintenance on railways. Fort Lauderdale will also conduct a study on 15 crossings on Florida East Coast Railway's corridor to reduce traffic delays. Moreover, West Palm Beach also received a grant totaling \$320,000 with 20% matched funding from the city to study pedestrian crossings along the rail corridor.

Tags: Breaking News, Broward County Sealed Corridor Project, Federal Railroad Administration (FRA), track maintenance

**RAILINSIGHTS** RAILWAY AGE VIRTUAL CONFERENCE  
**JUNE 22<sup>ND</sup>** AT 1:30PM ET  
**25% OFF** Early Bird  
REGISTER BY 6/14

Herzog's fleet of specialty rail equipment means **less downtime, more uptime.**  
**HERZOG**  
herzog.com

### Rail Resources

- Digital Edition
- Newsletters
- Track Buyers Guide
- Job Board
- Conferences
- Podcasts
- Industry Events
- EOI/RFI/RFQ Notices
- Books & Training

**RT&S** RAILWAY TRACK AND STRUCTURES  
Simplify Your Search for Suppliers. Find, research and buy all in one place.  
**Get Started >**

### Popular Articles

- Another Landslide Stops Rail Service in California
- Indian Railways to Use Double Locking Arrangement on Signaling Equipment After Collision
- Broward County Receives Grant for Safety Upgrades Along Florida East Coast Railway
- Secretary Buttigieg Visits Grand Forks as the City Receives \$30M for Rail Crossing Project
- NTSB Preliminary Report – Norfolk Southern Derailment in May 2023
- State rail safety regulation bill vetoed by Nevada governor



## Broward County Gets \$15 Million From Biden Administration to Reduce Train-Vehicle Collisions



In Florida, the project will increase safety at 21 grade crossings along the state's East Coast Rail Corridor.

Local News that matters directly into your inbox  
\* Email Address  
Sign Up Now

### The state of Florida, which ranks number six among all 50 states for the most railroad crossing deaths, will receive funds due to the president's Bipartisan Infrastructure law.

In May of 2023, a 161 Rail train struck a vehicle in Lake Worth Beach, Florida, killing its passenger. Video recorded at the scene showed the vehicle on fire, leaving only a blackened husk of metal on the tracks.

Although most people think fatal accidents involving trains and road vehicles are a rare occurrence, information provided by the Federal Railroad Administration (FRA) shows that between 2014 and 2018, there were over 400 railroad accidents in the country. The state of Florida ranks number six among all 50 states for the most railroad crossing deaths in the US.

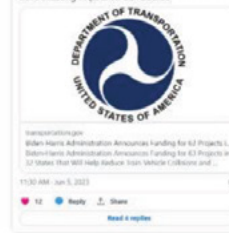
Now, as part of President Biden's \$1.2 trillion Bipartisan Infrastructure law, the White House announced Monday that it has awarded more than \$170 million in funding for projects across the nation to help eliminate at-grade railroad crossings—the places where rail tracks intersect with roads and accidents often happen.

### RELATED: South Florida to Get Over \$70 Million to Replace Rail Vehicles Through Biden's Infrastructure Law

In Florida, Broward County will get up to \$15.4 million in grants to help increase safety at 21 grade crossings along the Florida East Coast Railway, a freight rail corridor shared with Brightline's intercity passenger rail service. According to the FRA, 17% of the collisions along the corridor are the result of motorists driving around entrance gates, with nearly 60% of those cases occurring in Broward County.

Congresswoman Sheila Cherfilus-McCormick @SheilaMcCormick

President Biden's Investing in America agenda is saving lives. Broward County just received a grant to increase safety at railroad crossings and reduce deadly collisions. This \$15 million in funding will have a lasting impact on our district!



Safety improvements will include construction of 33 new exit gates and 7 raised medians at crossings where at least 27 collisions have occurred over the last five years.

The Broward Metropolitan Planning Organization and six local municipalities (Dania Beach, Wilton Manors, Ft. Lauderdale, Hallandale Beach, Hollywood, and Pompano Beach) will also contribute a 20% spending match to fund additional safety upgrades at busy rail crossings.

White House infrastructure coordinator Mick Landriscio said these projects will improve safety, eliminate countless hours of wait time for commuters, and first responders on their way to see "Dads."

Want more Florida & Puerto Rico news? Sign up for our newsletter by clicking here.

Sheila Cherfilus-McCormick is our Florida Editor. She writes about politics, the economy, environmental and social justice, and all things Latino. A published author, Sheila was born in Havana and grew up in New York and Miami. She is passionate about equality, health, and care.



LOCAL NEWS

Saira Anwer, Reporter

Published: June 8, 2023 at 12:40 PM

Tags: Broward County, Brightline

Sign up for our Newsletters

Enter your email here!



Strengthening your financial security™

Let's connect today.



LATEST NEWS

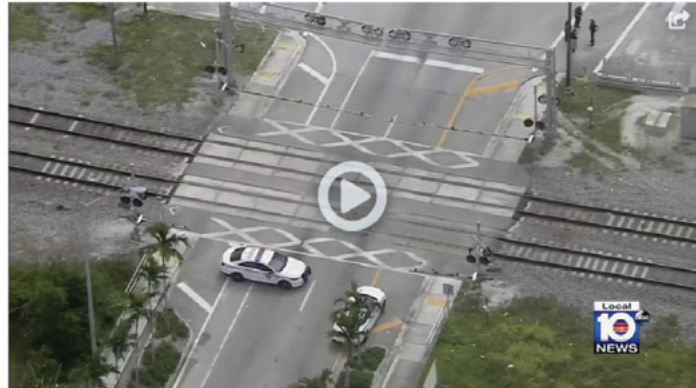
36 MINUTES AGO Suspect brought to South Florida to face charges in North Miami Beach man's

47 MINUTES AGO North Miami man, 52, accused of driving 15-year-old to alley, molesting her

33 MINUTES AGO 'I think you're a criminal': Carelle gets earful at 1st commission meeting since

1 HOUR AGO Miami-Dade leaders warn residents about jury duty scam

Safety improvements coming to Brightline tracks in Broward County



Improvements will be made to the Brightline tracks in Broward County in an effort to prevent more tragedies from occurring.

FORT LAUDERDALE, Fla. - Improvements will be made to the Brightline tracks in Broward County in an effort to prevent more tragedies from occurring.

The Federal Railroad Administration is awarding a \$15.4 million grant to the Broward Metropolitan Planning Organization for improvement projects that focus on safety.

"We are thrilled that we have the funding from the bipartisan infrastructure bill to invest in these new programs," FRA Deputy Administrator Jennifer Mitchell said.

Mayors from all over Broward County attended Thursday's announcement in Fort Lauderdale.

The Broward MPO reports that over the last five years, Broward County saw the highest number of incidents of any county caused by drivers trying to go around railroad entrance gates and getting hit by a train.

Most of those crashes have been fatal.

They say the installation of new exit gates and medians could be effective in preventing this.

"We'll be improving 33 new intersections with new treatments," Mitchell said. "It's going to improve the gates. It's going to make it much harder for people to get around those and also to improve education, as well. So we know that there will be seven medians that will be raised and those are the types of treatments that also deter people from trying to cross the tracks when there's a train coming."

The Broward MPO estimates that over the next 20 years, 45 incidents can be avoided, saving about a dozen lives -- the safety benefit of about \$132 million.

Copyright 2023 by WPLG Local10.com - All rights reserved.

ABOUT THE AUTHOR:



Saira Anwer

Saira Anwer joined the Local 10 News team in July 2018. Saira is two-time Emmy-nominated reporter and comes to South Florida from Madison, Wisconsin, where she was working as a reporter and anchor.

Email Facebook Twitter

RAILWAY AGE article content including title 'FRA Awards \$15.4M for Grade Crossing Elimination Projects', subheadings, and multiple paragraphs of text. Includes a small image of a train crossing and a sidebar with 'RAILWAY AGE' logo and 'POPULAR ARTICLES'.



# BILLBOARD ON i95, HOLLYWOOD





**THANK YOU**

**Learn more at [DontRiskIt.org](https://DontRiskIt.org)**

For more information, please contact Carol L. Henderson: Deputy Executive Director, Intergovernmental & Outreach,  
at (954) 876-0076 or [hendersonc@browardmpo.org](mailto:hendersonc@browardmpo.org)

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact: Carl Ema, Title VI Coordinator / Administrative Services Manager at (954) 876-0052 or [emac@browardmpo.org](mailto:emac@browardmpo.org)

