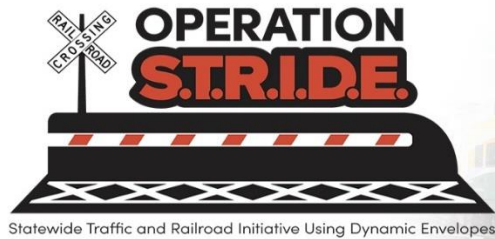


Operation STRIDE



Rail Safety Week Report September 21-25, 2020

Background

From September 21-25, 2020, FDOT and its districts statewide joined the nation to recognize Rail Safety Week, and provide an update on the department's Operation STRIDE initiative. Throughout Rail Safety Week, the department took the opportunity to inform Floridians on how to safely navigate all rail crossings while highlighting Operation STRIDE and the dynamic envelopes being implemented. Outreach efforts included:

- A social media campaign including rail safety tips, information about Operation STRIDE, posts about dynamic envelopes which have been implemented
- A [video update](#) from FDOT Secretary Kevin J. Thibault, P.E.
- Outreach to external partners, including a rail safety webinar
- Media availabilities
- [Operation STRIDE](#) webpage

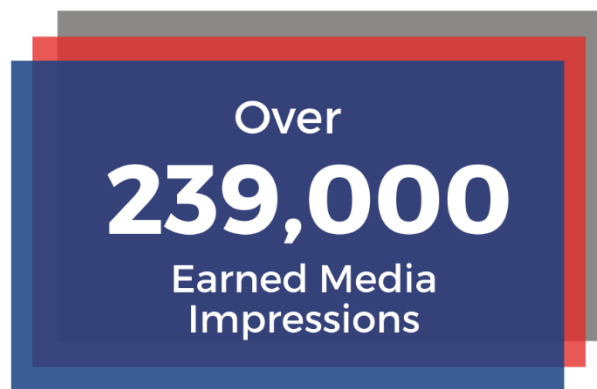
*Statewide Efforts have been summarized throughout this report.

Statewide Rail Safety Week Social and Earned Media Total Impressions



»»» During Rail Safety Week, the department garnered over 130,000 impressions on all social posts across all social platforms, including Twitter, Facebook, and Instagram.

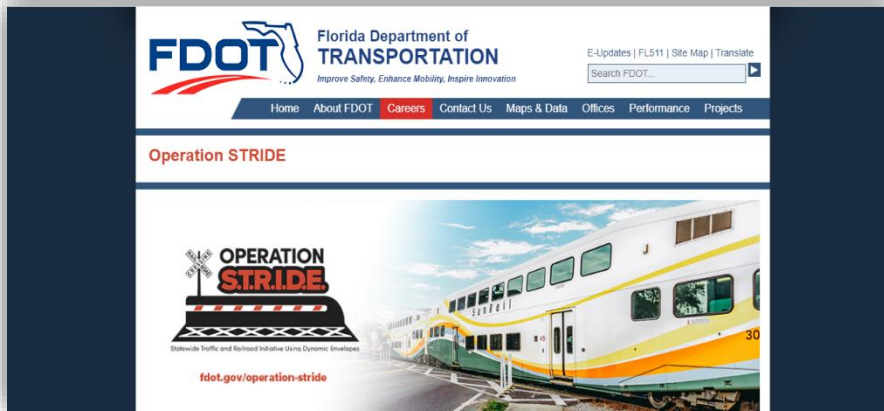
»»» Over the duration of Rail Safety Week, the department received media attention from many news outlets across the state and earned over 239,000 in audience impressions.



Central Office Outreach Efforts

»»» FDOT's Rail Safety Week Video received more than 600 views with the video displayed on the Operation STRIDE webpage and shared on all social media platforms.





FDOT's Operation STRIDE webpage had more than 450 views from September 21-25 with individuals viewing the page an average of 2 minutes and 24 seconds.

»» In addition, the department disseminated a Rail Safety Week message to FDOT's 6,000 employees. This message was also included in the Governor's Daily Brief on September 22.



Central Office Earned Media

[Florida DOT advocates rail safety initiatives](#) (Audience Reach 1,805)

Source [Transportation Today](#)

The Florida Department of Transportation (FDOT) has joined transportation departments across the nation in recognizing Rail Safety Week while also reminding residents to be safe on or near crossings daily. While Sept. 21-27 serves as Rail Safety Week, Florida officials said the state is continually initiating endeavors to bolster rail safety.

(This article was featured in the Governor's Daily Brief on September 24.)

Central Office Social Media

»»» Twitter

Total of 13 tweets

Total impressions: 51,727

Total engagements: 733

Total retweets: 77

Total likes: 93

»»» Facebook

Total of 13 posts

Total reach: 16,751

Total engagements: 801

Total likes: 369

Total shares: 70

»»» Instagram

Total of 13 posts

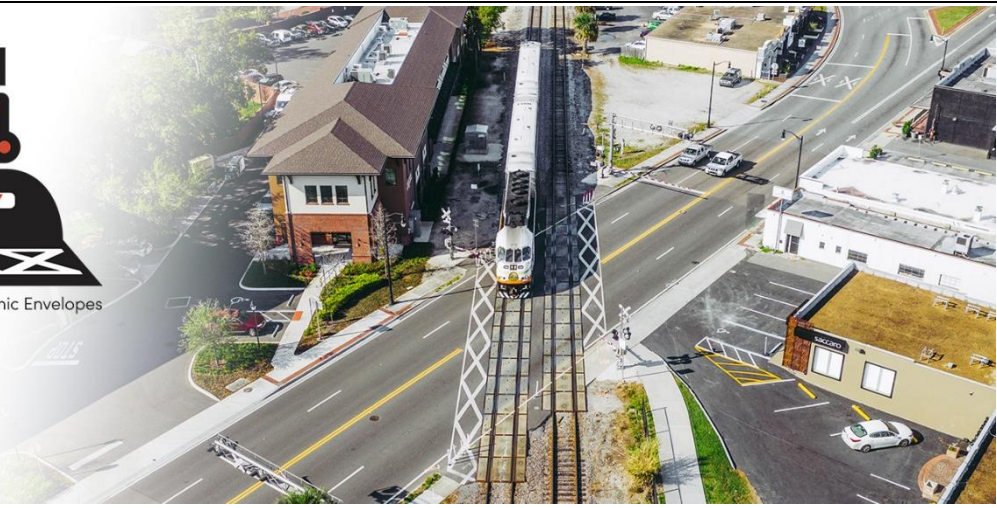
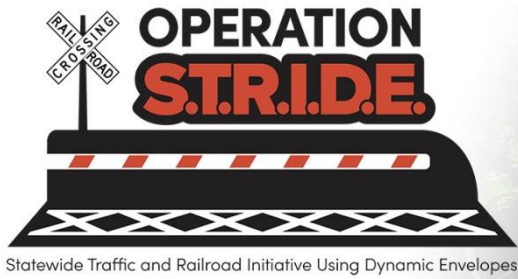
Total reach: 3,947

Total engagements: 841

Total likes: 158

Total shares: 15





District 1

Social Media



Total of 5 tweets



Total of 9 posts

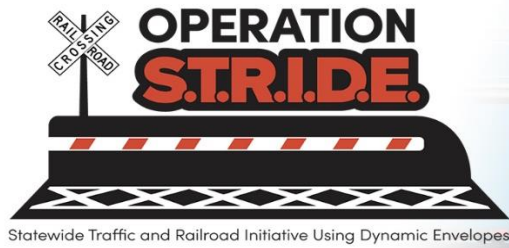
Total impressions: 126
Total engagements: 42
Total retweets: 4
Total likes: 4

Total reach: 222
Total engagements: 61
Total likes: 11
Total shares: 7

Additional Efforts

- D1 took drone footage of the first set of crossings that were completed in Hendry, Glades and Highlands Counties and are planning another round for the crossings that are being currently worked on in Lee County. This footage was shared on social media.
- D1 sent messages to all elected and appointed officials (as well as media) in Lee, Sarasota, Manatee, DeSoto, Hendry, Glades, Highlands and Polk Counties to notify them of the upcoming work and asked them to share with their constituents.





District 2

Social Media



Total of 3 posts

Total reach: 1,438
Total engagements: 64
Total likes: 14
Total shares: 4



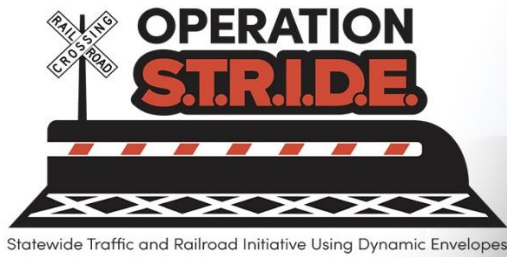
Total of 2 posts

Total reach: 162
Total engagements: 64
Total likes: 5
Total shares: N/A

Earned Media

- [FDOT completes Operation STRIDE project in Live Oak](#)
Audience Reach: 13,297
- [Florida transportation agency takes railroad crossing safety in STRIDE](#)
Audience Reach: 24,297
(Both of these articles were featured in the Governor's Daily Brief on October 6.)






District 4


Social Media

»»» Twitter 
Total of 1 tweet

Total impressions: 7,429
Total engagements: 139
Total retweets: 5
Total likes: 10

»»» Facebook 
Total of 7 posts

Total reach: 1,304
Total engagements: 61
Total likes: 30
Total shares: 7

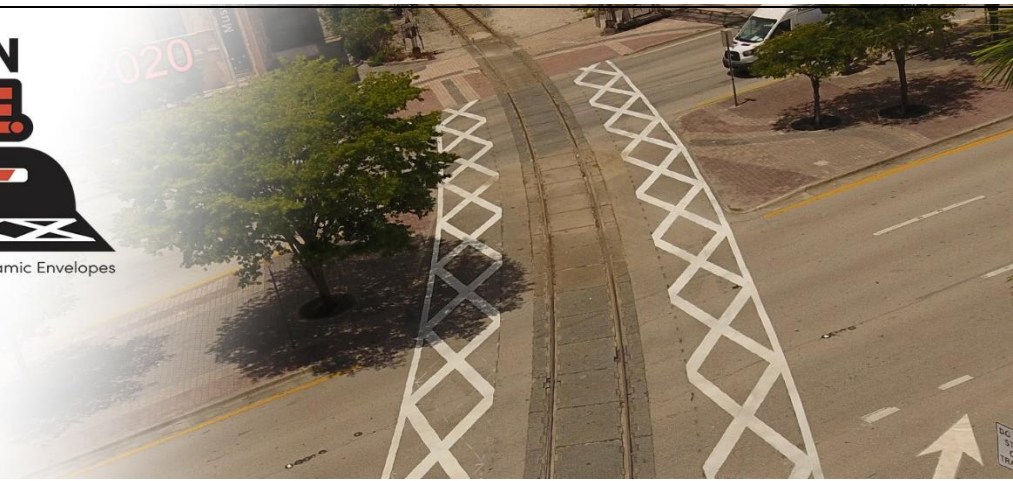
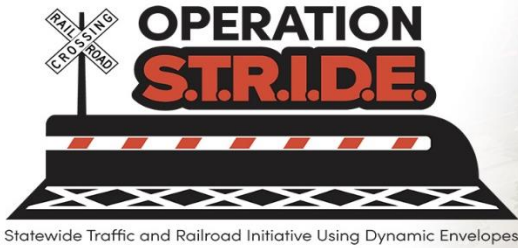
»»» Instagram 
Total of 3 posts

Total reach: 164
Total engagements: 125
Total likes: 6
Total shares: N/A

Additional Efforts

- In addition to the social media efforts detailed above, Rail Safety Week information that was provided from Central Office was forwarded to District Four's 5 metropolitan planning organizations to be shared on their social media, newsletter, and websites. Also, District Four's Operation STRIDE Coordinator gave a presentation at the Indian River County Community Traffic Safety Team meeting during Rail Safety Week.





District 5


Social Media

»» Twitter 
Total of 8 tweets

Total impressions: 16,185
Total engagements: N/A
Total retweets: N/A
Total likes: N/A

»» Facebook 
Total of 9 posts

Total reach: 11,292
Total engagements: N/A
Total likes: N/A
Total shares: N/A

»» Instagram 
Total of 8 posts

Total reach: 3,114
Total engagements: N/A
Total likes: N/A
Total shares: N/A



SunRail @RideSunRail · Sep 24

Stuck on the railroad tracks - a situation NO ONE wants. There are choices you can make to save your life. Remember, tracks are for trains only. Be Smart. Be Safe. [#SunRailSafety](#) [#RailSafetyWeek2020](#) [#STOPTrackTragedies](#)



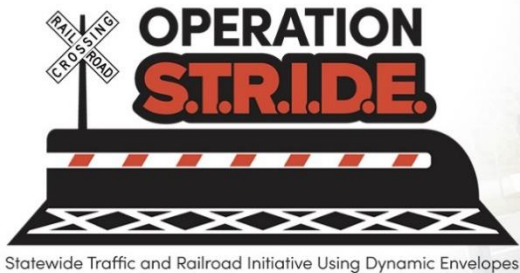
Additional Efforts

- **Media Availability**
 - SunRail’s first media availability was held during Rail Safety Week on September 23, highlighting the latest department initiatives, safety advancements, and public awareness campaigns. This media availability produced 24 unique digital and in-person downloads and engagements from regional media teams.
- **Digital Press Kit**
 - For the sake of accommodation, an interactive digital press kit was developed for both online and in-person distribution. This press kit was disseminated to media contacts throughout Volusia, Seminole, Orange, and Osceola counties and included this year’s campaign elements, a video message from D5 Public Information Director Jessica Ottaviano, Operation STRIDE, the *What Would You Do?* campaign, new SunRail GIFs, and much more.
- **Law Enforcement Operations Statistics:**

Seminole County Altamonte Springs Police Department - SR 436 Grade Crossing <i>19 Stops · 8 Citations · 11 Warnings</i>	Osceola County Osceola County Sheriff’s Office - Pleasant Hill Road & Poinciana Boulevard Grade Crossings <i>4 Stops · 3 Citations · 0 Warnings</i>
Orange County Orange County Sheriff’s Office - Oakridge Road & Landstreet Road <i>12 Stops · 10 Citations · 0 Warnings</i> Orlando Police Department - Colonial Drive Grade Crossing <i>20 Stops · 13 Citations · 7 Warnings</i>	Kissimmee Police Department - Neptune Road Grade Crossing <i>13 Stops · 0 Citations · 13 Warnings</i>

Earned Media

- [The Orlando Police Department Will Patrol Rail Crossings Along Colonial Drive on Tuesday](#)
Audience Reach: 4,448
- [Orlando police step up patrols during Rail Safety Week](#)
Audience Reach: 55,021
- [Crackdown on the tracks: Orlando police issue warnings for railway safety week](#)
Audience Reach: 17,882



District 6

Social Media



Twitter



Total of 9 tweets

Total Impressions: 12,588

Total Engagements: 180

Total retweets: 17

Total likes: 19



Facebook



Total of 7 posts

Total reach: 839

Total engagements: 61

Total likes: 30

Total shares: 7



Instagram



Total of 3 posts

Total reach: 417

Total engagements: N/A

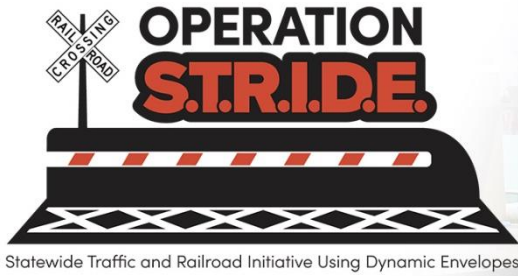
Total likes: N/A

Total shares: N/A

Additional Efforts

- D6 hosted an Operation STRIDE Webinar, which had 82 attendees.






District 7

Social Media

»»» Twitter 
Total of 1 Tweet

»»» Facebook 
Total of 7 posts

Total Impressions: 2,237
Total Engagements: 90
Total retweets: 6
Total likes: 8

Total reach: 106
Total engagements: 3
Total likes: N/A
Total shares: 1

Earned Media

- [Dynamic envelopes being installed at some Pinellas County railroad crossings](#)
(This article was featured in the Governor's Daily Brief on October 1.) (Audience Reach: 96,288)
- [Dynamic Envelopes Being Installed Across Pinellas County \(Bay News 9 Story\)](#)
(Audience Reach: 26,919)

