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

Over 130,000 Social Media Impressions

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

Over 239,000 Earned Media 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.

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.
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

A dynamic envelope is an area near railroad crossings designed to keep motorists out of the danger zone. While connecting X’s are used to highlight stopping distances at railroad crossings to increase safety. Learn more: fdot.gov/operation-stride #RailSafetyWeek #OperationSTRIDE
**District 1**

**Social Media**

- **Twitter**
  - Total of 5 tweets
  - Total impressions: 126
  - Total engagements: 42
  - Total retweets: 4
  - Total likes: 4

- **Facebook**
  - Total of 9 posts
  - 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

- Facebook
  Total of 3 posts
  Total reach: 1,438
  Total engagements: 64
  Total likes: 14
  Total shares: 4

- Instagram
  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.)
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.

Social Media

- Twitter 🐦
  Total of 1 tweet

- Facebook 🌐
  Total of 7 posts

- Instagram 📸
  Total of 3 posts

<table>
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<th>Total Impressions</th>
<th>Total Engagements</th>
<th>Total Retweets</th>
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<td>Instagram</td>
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</tbody>
</table>

Total shares: N/A
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
  o 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
  o 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
    19 Stops · 8 Citations · 11 Warnings
  - **Orange County**
    Orange County Sheriff’s Office - Oakridge Road & Landstreet Road
    12 Stops · 10 Citations · 0 Warnings
  - **Orlando Police Department - Colonial Drive Grade Crossing**
  20 Stops · 13 Citations · 7 Warnings
  - **Osceola County**
    Osceola County Sheriff’s Office - Pleasant Hill Road & Poinciana Boulevard Grade Crossings
    4 Stops · 3 Citations · 0 Warnings
    Kissimmee Police Department - Neptune Road Grade Crossing
    13 Stops · 0 Citations · 13 Warnings

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.
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)

District 7

Social Media

- Twitter: Total of 1 Tweet
- Facebook: Total of 7 posts

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)