



U.S. Department
of Transportation

**Federal Railroad
Administration**



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of Transportation

**National Highway
Traffic Safety
Administration**

Safety is the top priority of the U.S. Department of Transportation. The National Highway Traffic Safety Administration (NHTSA) and the Federal Railroad Administration (FRA) are addressing the problem of railroad grade crossing crashes. A recent study found that 94% of all rail-related fatalities and injuries occur at railroad crossings or due to trespassing. Approximately every three hours, a person or vehicle is hit by a train in the United States. Our upcoming media campaign, *Stop. Trains Can't.* is underway and we'd like your support in getting the message out.

Stop. Trains Can't. will run through April 1, 2018, in English and Spanish. The primary strategy is to reach drivers who are in a hurry and those who see the crossing device but not necessarily the train, believing it is okay to proceed. Using *Stop. Trains Can't.* messaging, NHTSA and FRA will get the word out through national radio, social media and digital advertisements. The campaign reminds drivers that trains can't stop quickly enough to avoid a crash, and that at every crossing, drivers must stop and proceed with caution.

This campaign is a reminder for many people to stop taking unnecessary risks with their lives. We look forward to your continued commitment to safety in the rail industry and your efforts in supporting the safety of the traveling public.

We invite your offices to amplify the campaign by sharing this material with the public:

- Sample press release
- Sample op-ed
- Fact sheet on the campaign
- Samples of online and video advertisements
- Sample social media posts

The campaign material can also be download at www.trafficsafetymarketing.gov.

Sincerely,

Handwritten signature of Heidi R King.

Heidi R King,
NHTSA Deputy Administrator

Handwritten signature of Ronald L Batory.

Ronald L Batory,
FRA Administrator