



Rail Safety Week 2023 Themes & Audiences

Unifying Theme: "STOP TRACK TRAGEDIES"



DAY/DATE	THEME	AUDIENCES
Monday, 9/18	#STOPTrackTragedies	News Media, Government Officials, OLI Partners, General Public
Tuesday, 9/19	Operation Clear Track: Law Enforcement, First Responder Partnerships	Law Enforcement and First Responders
Wednesday, 9/20	Crossing Safety	General Public, Mature Drivers, Shift Workers, Professional Drivers, School Bus Drivers, New Drivers, Outdoor Enthusiasts, People Experiencing Homelessness, Transit Users, Farmers, Risk Takers, Those Working Near Tracks
Thursday, 9/21	Transit Safety Thursday & Professional Driver Safety	Transit and Commuter Riders, Professional Drivers, School Bus Drivers
Friday, 9/22	Volunteer to #STOPTrackTragedies & Wear Red for Rail Safety	All Audiences
Saturday, 9/23	Trespass Prevention	General Public, Pedestrians, Cyclists, Joggers, Outdoor Enthusiasts, College Students, People Experiencing Homelessness, Risk Takers, Those Working Near Tracks
Sunday, 9/24	No Photo/Video/Selfie is Worth the Risk	Photographers (Professional and Amateur), Social Media Influencers