

Metro-North Railroad

Safety Education and Community Outreach Initiatives for Trespasser and Suicide Prevention

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TRACKS Program

Together Railroads And Communities Keeping Safe



- Rail safety education and community outreach program that promotes safe behaviors at or around railroad grade crossings and tracks
 - In partnership with MTA PD
 - FREE program
 - Metro-North Railroad launched TRACKS in May 2016

Our mission is to educate as many drivers, passengers, pedestrians and individuals that live and/or work in or around the communities Metro-North Railroad serves



TRACKS Program Elements

- Trespasser Prevention
- Suicide Prevention
- Grade Crossing Safety
- Pedestrian Safety
- Train Passenger Safety
- Gap Safety
- ENS Sign
- Bridge Plate Safety
- Emergency Preparedness
- COVID-19 Safety* (i.e. face masks, health, hygiene)

TRACKS Program Methods: Rail Safety Presentations

- Content teaches individuals to instinctively act safely around trains and tracks
 - Include brief educational videos/testimonials
 - Operation Lifesaver rail safety content
 - Offered to groups of all ages
 - Presentations tailored by age group
 - Innovative elements
 - Continually revitalized

Currently offering virtual presentations due to COVID-19 limitations



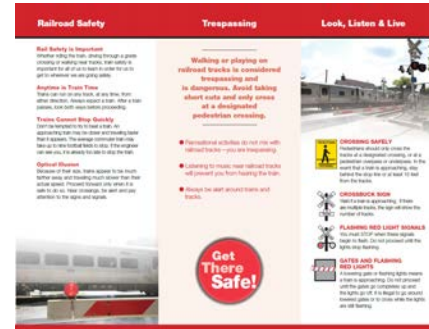
Metro-Man is one of Metro-North's innovative presentation tools to appeal and engage the younger generations.

TRACKS Program Methods: Community Outreach

- Grade Crossing Outreach Sessions
 - Supported by MTA PD
- Station Outreach Sessions
 - Pedestrian Safety
 - Passenger Safety
 - Gap Safety
 - Bridge Plate Safety
- Community Events
 - Informational tables
 - TRACKS giveaways

*Outreach Methods during COVID-19

- Social Media
- Digital campaigns
- QR Code
- Metro-Man Safety Videos



Bridge plates are currently in use at this station to accommodate track work. Please use caution when crossing them and follow these rules:

- Never walk on the bridge plate for your train. Don't stand on it as a train is entering or leaving the station.
- Don't step on the bridge plate until your train has come to a complete stop.
- Do allow customers to exit the train before getting on the bridge plate.
- Don't crowd onto the bridge plate. Cross it one person at a time.

Thank you for your cooperation.



TRACKS Goals

Metro-North continues to increase the TRACKS population and outreach efforts each year.

Year	Total number of people reached
2016 *May-December	Goal: 50,000 Exceeded: 50,258
2017	Goal: 75,000 Exceeded: 79,213
2018	Goal: 100,000 Exceeded: 101,680
2019	Goal: 105,000 Exceeded: 110,002
2020**	Goal: 45,000*** YTD: 51,375 COVID-19 has changed/impacted goal; *** reflects new goal

*TRACKS Program was launched May 2016

**With COVID-19, most outreach has been digital in 2020



Metro-North QPR Gatekeeper Training for Suicide Prevention



- QPR stands for Question, Persuade, Refer
- Evidence-based best practice for suicide prevention
- 3 simple steps anyone can learn to help save a life from suicide
- QPR Gatekeeper Training teaches individuals to recognize a crisis and the warning signs that someone may be contemplating suicide

MNR QPR Gatekeeper Training

- Launched in March 2019
 - Adopted from Metra Rail in Chicago
 - Rolled out to frontline Customer Service personnel (Station ambassadors, ticket agents, ushers, custodians, and TVM technicians)
 - 2 hour training sessions
 - In-house QPR trainers from Office of System Safety
- Opened up to all MNR employees in September 2019 in alignment with National Suicide Prevention Month
 - 60 classes to date
 - 506 employees trained to date
 - Positive feedback from employees through course evaluations
- Encourage employees to report “interventions” using QPR or emergency procedures
 - Periodic follow-up emails
 - Received only 1 direct employee report (emergency procedure)
 - 1,323 trespasser reports to the OCC since March 2019



QPR Gatekeeper Training

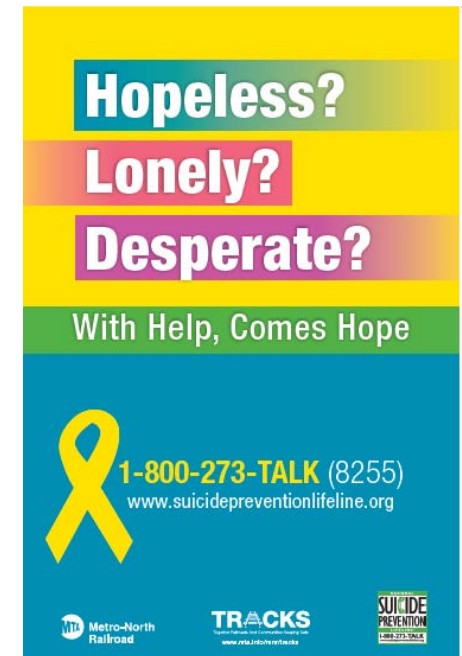


Metro-North Suicide Prevention Partnerships

- National Suicide Prevention Lifeline
- Crisis Text Line
- American Foundation For Suicide Prevention (AFSP)

National Suicide Prevention Lifeline

- Partnership established in September 2016
 - Mental Health Association of New York City (MHA-NYC)
 - BeThe1To
- 24/7 free and confidential support for people in distress via telephone
- Poster campaigns revamped every year
 - Station Kiosks
 - Digital monitors at stations and in Grand Central Terminal



Crisis Text Line

- Partnership established in April 2019
- 24/7 free and confidential support for people in distress via text message
 - Metro-North has a unique keyword “NEXT2U”
 - 38 total conversations since April 2019
- Poster campaign
 - Station Kiosks
 - Digital monitors at stations and in Grand Central Terminal

**Offer Help,
Save a Life**

- 1 ASK
- 2 KEEP THEM SAFE
- 3 BE THERE
- 4 HELP THEM CONNECT
- 5 FOLLOW UP

Text **NEXT2U** to **741741** or call **1-800-273-TALK** (8255)
www.suicidepreventionlifeline.org

SUICIDE PREVENTION
1-800-273-TALK

Metro-North Railroad
TRACKS
Support Mobility and Environmental Goals
www.mta.com/track

CRISIS TEXT LINE |

**If you need
to talk,
we're here
to listen.**

Text **NEXT2U** to **741741**
or call, **1-800-273-TALK** (8255)
www.suicidepreventionlifeline.org

With **Help**, Comes **Hope**

SUICIDE PREVENTION
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CRISIS TEXT LINE |



COVID-19 Poster Campaign

Anxious about the coronavirus?

We're here to help you cope.

Text NEXT2U to 741741.
or call **1-800-273-TALK** (8255)
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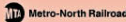
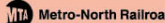

 **CRISIS TEXT LINE |**

 **TRACKS**

Anxious about the coronavirus?

We're here to help you cope.

Text NEXT2U to 741741 or call **1-800-273-TALK** (8255)
www.suicidepreventionlifeline.org

 **SAFETY FOCUSED**  **TRACKS**  **CRISIS TEXT LINE |**



American Foundation for Suicide Prevention (AFSP)

- ❑ Partnership established in 2018
- ❑ Set up TRACKS table at local “Out of the Darkness Walks”
 - ❑ Fundraising events for AFSP
 - ❑ *All donations for the walk go to AFSP to invest in new research, create educational programs, advocate for public policy, and support survivors of suicide loss.
 - ❑ CT and NY local walks
 - ❑ Provide rail safety information and suicide prevention posters
- ❑ Register TRACKS Team and recruit MNR employees to join
 - ❑ Only required to show up and walk to show support
 - ❑ MNR employees have raised \$1,595 dollars since 2018
 - ❑ TRACKS team banner



Metro-North Trespasser Metrics

Trespasser Strikes on Metro-North Property

	Year	Strikes	% +/- from 2015	% +/- to Prior Year
Summary	2015	18	---	---
	2016	11	-38.89%	-38.89%
	2017	11	-38.89%	0.00%
	2018	14	-22.22%	27.27%
	2019	12	-33.33%	-14.29%
* Jan-Sept 2020*	2020	10	-44.44%	-16.67%



Metro-North Trespasser Metrics

Trespasser Injuries on Metro-North Property

	Year	Injuries	% +/- from 2015	% +/- to Prior Year
Summary	2015	31	---	---
	2016	26	-16.13%	-16.13%
	2017	27	-12.90%	3.85%
	2018	28	-9.68%	3.70%
	2019	32	3.23%	14.29%
* Jan-Sept 2020*	2020	24	-22.58%	-25.00%



Metro-North Trespasser Metrics

Trespasser Incidents on Metro-North Property

	Year	Incidents	% +/- from 2015	% +/- to Prior Year
Summary	2015	464	---	---
	2016	743	60.13%	60.13%
	2017	682	46.98%	-8.21%
	2018	776	67.24%	13.78%
	2019	795	71.34%	2.45%
Jan-Sept 2020	2020	614	32.33%	-22.77%



Thank You!

