
"Safety Begins With Me" campaign ads began appearing, this week, in area newspapers, on the sides of Metro Buses and at Metro Bus and Rail stations.



Campaign messages save lives:

Always wait for rail crossing gates to close and reopen before crossing an intersection.

Hold on to your child's hand when using the escalators or getting on or off a Metro Bus or Train car.

Never run near a bus or train. Wait for the next one.

Never play near or on train tracks.

Always use crosswalks, and make sure that motorists see you while crossing or making turns.

MTA Kicks Off Public 'Safety Begins With Me' Campaign

By DAVE SOTERO

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(Sept. 18, 2003) To help prevent accidents on Metro properties, trains and buses, MTA has launched a "Safety Begins With Me" public outreach campaign.

The campaign urges residents within MTA's 1,433-mile service area to take personal responsibility and be aware of their own safety when riding MTA's nearly 2,400 Metro Buses and 73 miles of Metro Rail service throughout Los Angeles County.

The campaign will be supported by newspaper and outdoor advertisements and a community safety outreach program,

"This is not just an MTA issue, but a community-wide issue for prevention of traffic-related injuries to pedestrians and others who live, work, and play in the Los Angeles area," said CEO Roger Snoble.

"Safety Begins With Me" campaign ads began appearing, this week, in area newspapers, on the sides of Metro Buses and at Metro Bus and Rail stations. The ads urge people, young and old, to follow simple safety precautions to ensure their safety around the public transit system.

Focus on safety

MTA continually focuses on improving safety on its rail and bus lines. On the Metro Gold and Blue Lines, for example, MTA has installed four-quadrant crossing gates that seal off key intersections when trains are crossing.

Other safety measures include:

- Pedestrian and swing gates that close crossings to pedestrian foot traffic.
- Vehicle detection loops that sense and release vehicles caught within intersection crossing gates.
- Fiber optic signs placed on at-grade traffic signal poles to give drivers advance warning of approaching trains.
- Buses equipped with rear wheel guards that will push fallen pedestrians away from bus tires, preventing a more serious and possibly life-threatening injury.
- More than 700 new low-floor buses that reduce the need to climb steps to board the bus.
- New Metro Buses that will come equipped with yellow painted poles to encourage passengers to hold onto rails while in transit.

Community safety education also is a critical part of the "Safety Begins With Me" outreach campaign.

Since September 2002, MTA's Community Relations Rail Safety Outreach Team has conducted presentations that detail rail safety issues. The team attended scores of community events and made presentations that reached 50,400 students with the safety message.

MTA also dispatches the "Metro Experience" mobile safety theater to educate the public about rail safety. The mobile theater employs advanced video and 3-D effects to simulate the true operation of a Metro train.

"The number of accidents and injuries on the Metro system has consistently declined over the years, proving that MTA's ongoing safety efforts are making a positive difference," said Snoble. "But we must continue to do better. Our goal is zero accidents."

"Preventing accidents saves lives, and that is our first priority," he said. "At the same time, improved safety allows us to use our precious transportation dollars for improving and expanding Metro Bus and Rail service throughout Los Angeles County."

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