



## Memorandum

**Memorandum No:** 23-073

**Date:** May 18, 2023

**To:** Honorable Mayor, Vice Mayor, and Commissioners

**From:** Greg Chavarria, City Manager   
Greg Chavarria (May 18, 2023 10:19 EDT)

**Re:** Metropolitan Planning Organization Rail Safety Campaign Kick-off

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Over the last five years, Broward County has experienced the highest number of vehicle and intercity passenger rail incidents of any Florida county. Most of the occurrences were caused by vehicles driving around the gates at railroad crossings and getting struck by a train.

This high crash rate has raised the attention of the Federal Railroad Administration who are reviewing the conditions in Broward County to analyze if the authorization for Quiet Zones should be revoked.

The region has been working together including the Broward Metropolitan Planning Organization (MPO), Broward County, and local municipalities along the Florida East Coast Railway on several efforts including through a rail safety campaign to educate drivers of the risks of behaviors of trying to beat the trains called, *Don't Risk It*.

The cities that are participating include: Deerfield Beach, Fort Lauderdale, Pompano Beach, Hollywood, and Hallandale Beach. The campaign will kick off on May 23 through July 5, in time for the summer season. It includes radio, TV, social media, and banners. Additionally, will be sending a toolbox for social media and banners to the cities for their participation.

The MPO will be hosting a kick-off of the region's rail safety campaign below:

- **Location:** South Bar & Kitchen in Pompano Beach
- **Date:** Monday, May 22, 2023
- **Time:** 11:30 a.m.
- **Details:** A buffet-style lunch featuring Southern-inspired cuisine will be available for guests.
- **Parking:** Free parking is available in lot off NE 1<sup>st</sup> St across from restaurant

Please see the attached invitation. RSVP to Vilma at [Hurtadov@browardmpo.org](mailto:Hurtadov@browardmpo.org).

If you have any questions, please contact Ben Rogers, Director of Transportation and Mobility, at [brogers@fortlauderdale.gov](mailto:brogers@fortlauderdale.gov).

Attachments:

Invitation to Rail Safety Campaign Event  
Rail Safety Messaging

c: Anthony G. Fajardo, Assistant City Manager  
Susan Grant, Assistant City Manager  
D'Wayne M. Spence, Interim City Attorney  
David R. Soloman, City Clerk  
Patrick Reilly, City Auditor  
Department Directors  
CMO Managers



# PLEASE JOIN US



You're invited to Pompano Beach's newest restaurant for the unveiling of a new rail safety campaign, powered by the Broward MPO with support from partner cities:

**DEERFIELD BEACH · POMPAÑO BEACH · FORT LAUDERDALE · HOLLYWOOD · HALLANDALE BEACH**

**MONDAY MAY 22ND, 2023 FROM 11:30AM TO 12:30PM**

South Bar & Kitchen  
165 NE 1st Ave, Pompano Beach, FL 33060



Food & beverages provided.

Free self-parking is available in the parking lot off NE 1st Avenue across from the restaurant.

RSVP by May 21st: [hurtadov@browardmpo.org](mailto:hurtadov@browardmpo.org)

## CATALOG:

### Posters:

24"x36"

A1



A2



### Banners:

2"x12"

C1



C2

