

# Rail Safety Week Toolkit

## **Purpose:**

This toolkit provides ready-to-use messaging, creative assets, and guidance to help promote rail safety during Rail Safety Week. As more people travel by bike, transit and other vehicles, raising awareness of safe behaviours near railways helps keep everyone safe.

## **Key Messages:**

**Metrolinx is partnering with Operation Lifesaver for Rail Safety Week to share important safety reminders and promote safe behaviours around rail infrastructure. Safety starts with us all.**

- Whether it's ignoring signs and signals at a rail crossing, crossing tracks in undesignated areas, entering restricted spaces, or walking along tracks, it's never worth the risk. These preventable incidents reinforce the importance of making safe choices and following simple safety practices that help keep everyone safe.
- During Rail Safety Week, from September 21 to 27, Metrolinx is partnering with community organizations and safety agencies to host educational events and activations across GTHA. Community members and customers will have the opportunity to connect with safety experts, community partners and Metrolinx teams to learn more about rail safety in your community.
- Families are invited to visit the Kids Safety Village of Durham Region on Saturday, Sept. 26, from 10 a.m. to 2 p.m., for a family-friendly event featuring hands-on rail safety demonstrations and educational activities. Children can practice safe traffic and rail crossing habits while riding bicycles through the village. Residents can connect with Metrolinx safety experts, community engagement teams, and community partners.
- Head to [this press room story](#) for more information on the week's events.

**Professional drivers: Our region has grown a lot over the past few years, and more people are taking public transit, private vehicles and cycling to get to work, school, and events. This means that roadways near rail crossings are busier during peak hours. Prioritizing safety, being patient and planning ahead ensures that everyone has a safe journey.**

- At rail crossings, stop at least 5 metres from the nearest rail as soon as the red lights begin flashing, even if the gates have not fully lowered.
- Obey all signs and signals and always wait for the lights to stop flashing and the gates are up to cross at a rail crossing.
- Before proceeding through a crossing, be certain there is enough room for your entire vehicle to clear the tracks, including its overhang.

- In case of emergency situations, including your vehicle stalling or getting stuck on the tracks, immediately get everyone out of the vehicle and move far away from the rail crossing.
- Call the emergency number posted on the blue-and-white Emergency Notification Sign (ENS) or 9-1-1 to report a vehicle on the tracks.

### **Content:**

#### **Sample Newsletter Sample:**

Rail Safety Week (September 21 to 27) is a reminder that safety starts with us all. Whether it's ignoring signs and signals at a rail crossing or crossing tracks in undesignated areas, it's never worth the risk. These preventable incidents reinforce the importance of making safe choices and following simple safety practices that help keep everyone safe.

Want to learn more?

- Head to [www.operationlifesaver.ca](http://www.operationlifesaver.ca) for resources such as [this professional driver safety pamphlet](#).
- Join Metrolinx and community partners at Kids Safety Village of Durham Region on September 26. Learn more [here](#).

#### **Sample social posts:**

##### **Creative:**

Rail safety starts with us all

When you're at a rail crossing,

 Stop when red lights begin flashing

 Stay at least 5 metres back from the nearest rail track

 Only cross when there is enough room for your entire vehicle to clear the tracks

 Wait for lights to stop flashing and gates to fully rise before crossing

##### **Caption:**

Rail crossings are busier than ever as more people travel across our region each day. During Rail Safety Week, take a moment to remember these simple safety reminders.

Want to learn more about rail safety at a family-friendly event? Join Metrolinx and community partners at Kids Safety Village of Durham Region on September 26 from 10

a.m. to 2 p.m.! Kids can practice safe traffic and crossing behaviours while riding bicycles through the village. Head to [metrolinx.com](https://www.metrolinx.com) for more information!

*Social creative assets attached: Safety Village Tour creative*

**Use for social, newsletters, event screens, or app links:**

- **Horizontal (YouTube):**

<https://www.youtube.com/watch?v=nWGN8C-Z4gM>

- **Vertical (YouTube Shorts):**

<https://youtube.com/shorts/OHPTzfy0BVE?feature=share>

**Web Resource**

- **Safety at Metrolinx:** <https://www.metrolinx.com/en/about-us/safety>
- **Press Room story:** <https://www.metrolinx.com/en/news/join-us-for-rail-safety-week-2026>