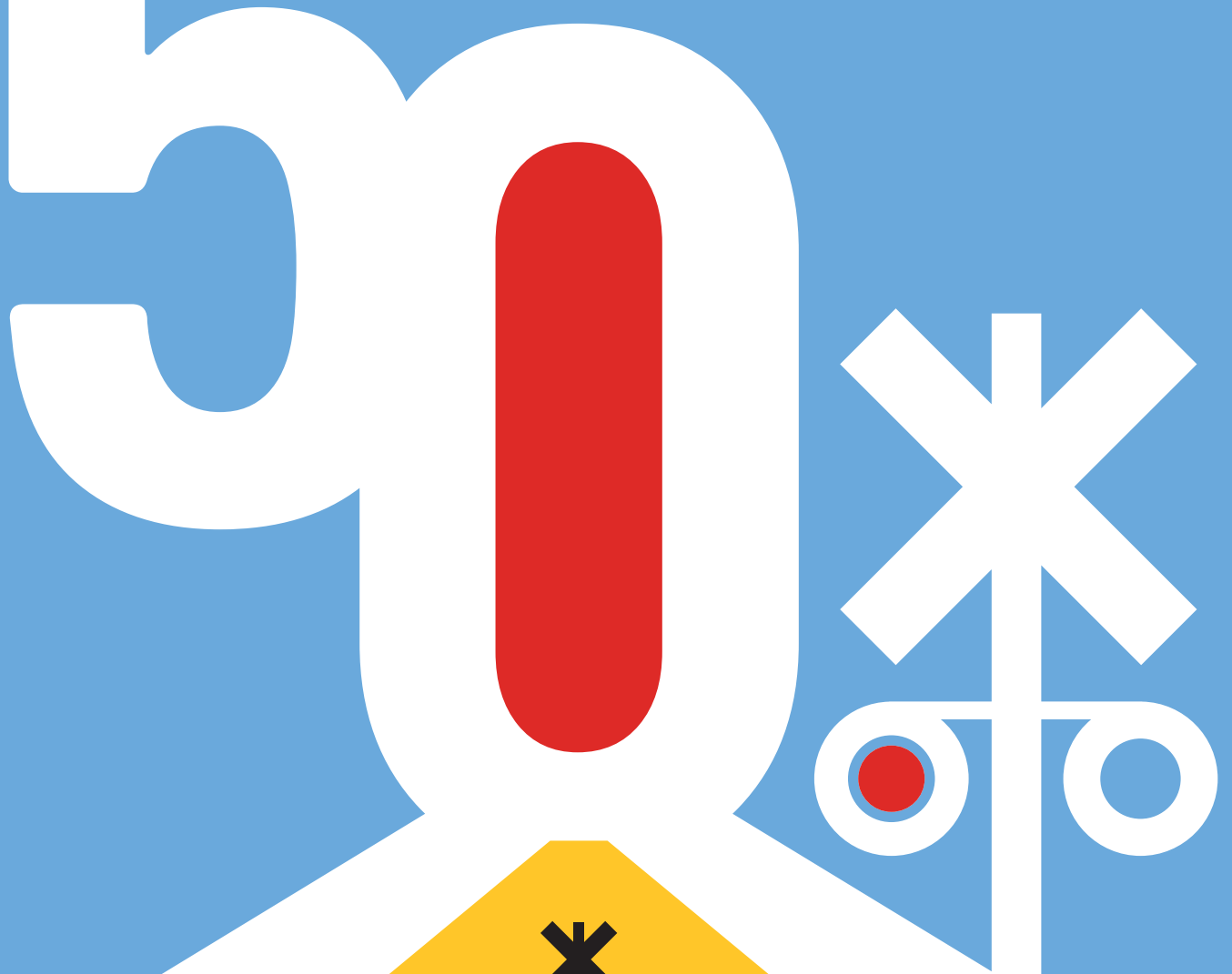


5 YEARS



**OPERATION
LIFESAVER®**
Rail Safety Education

2022 ANNUAL REPORT



CELEBRATING 50 YEARS

**OPERATION LIFESAVER IS A
NATIONALLY RECOGNIZED
RAIL SAFETY EDUCATION
NONPROFIT WITH THE GOAL
OF ENDING COLLISIONS,
DEATHS AND INJURIES ON
AND AROUND RAILROAD
TRACKS AND TRAINS.**



A nationwide network of passionate State Coordinators and equally dedicated Operation Lifesaver, Inc. Authorized Volunteers (OLAVs) provide free safety presentations and share education programs and public awareness campaigns with audiences of all ages.



Our safety partners include federal, state and local government agencies, other safety organizations and America's railroads.



Together, we promote the three Es – **Education, Enforcement and Engineering** – to help people make safe choices around railroad tracks and trains.



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50 YEARS OF RAIL SAFETY: A WONDERFUL ANNIVERSARY

IT'S BEEN A TERRIFIC YEAR CELEBRATING OPERATION LIFESAVER'S (OL) 50TH ANNIVERSARY AND OBSERVING THIS IMPORTANT MILESTONE THROUGHOUT 2022 AT THE NATIONAL AND STATE LEVELS.

For 50 years, OL has shared the rail safety message in communities across the U.S. through free in-person and virtual presentations, participation in events, educational materials, public service announcements and more.

As Executive Director of Operation Lifesaver, Inc. (OLI), I am indebted to the many safety partners who make our lifesaving work possible: our Board Members, State Coordinators, Coaches, Instructors, Trainers and our Volunteers as well as federal partners, state partners, rail companies, transportation and safety organizations, the Posner Foundation of Pittsburgh, law enforcement agencies, other first responders and many, many more.

Since OL's inception in 1972, collisions at railroad crossings across the U.S. have dropped by 82% through education, engineering and enforcement efforts. While great strides have been made over the past 50 years, there is more work to do. **Every 3 hours in the U.S., a person or vehicle is hit by a train.**



“SINCE OPERATION LIFESAVER'S INCEPTION IN 1972, COLLISIONS AT RAILROAD CROSSINGS ACROSS THE U.S. HAVE DROPPED BY 82% THROUGH EDUCATION, ENGINEERING AND ENFORCEMENT EFFORTS. WHILE GREAT STRIDES HAVE BEEN MADE OVER THE PAST 50 YEARS, THERE IS MORE WORK TO DO.”

RACHEL MALEH
EXECUTIVE DIRECTOR



Image: CSX locomotive with 50th Anniversary logo

CELEBRATING #50YEARSOFRAILSAFETY, OLI:

KICKED OFF THE YEAR WITH THE RELEASE OF A COMMEMORATIVE 50TH ANNIVERSARY LOCOMOTIVE.

Amtrak unveiled a commemorative OL 50th Anniversary locomotive in Washington, D.C. with speakers from Amtrak and the Federal Railroad Administration. Additional freight locomotives and transit rail cars with rail safety messages and the 50th Anniversary OL logo were placed into service around the country throughout the year.

SPURRED ENGAGEMENT ON OUR WEBSITE AND VIA SOCIAL MEDIA.

50th Anniversary website and social media efforts included an information-filled, interactive timeline of our history; 50 social media posts highlighting Operation Lifesaver Authorized Volunteers (OLAVs), monthly releases of a new interactive online game, *Tuesday Train Track Trivia*; and 50 Throwback Thursday (#TBT) social media posts highlighting noteworthy people, materials and events.

CREATED AND SHARED RAIL SAFETY PLEDGES FOR ADULTS AND CHILDREN.

More than 2,500 people took and shared our Rail Safety Pledge throughout the year!

DEVELOPED AND RELEASED MORE THAN 180 NEW TOOLS AND RESOURCES.

New transit resources in 2022, available in English and Spanish, included a total of 166 assets: three new rail transit safety public service announcements (PSAs); eight PSAs designed for social platforms; a transit safety brochure; a suite of transit safety social media graphics and videos; and a six-minute video, *In the Interest of Safety: Transit*. We produced and released materials on the dangers of track photography for photographers and social media influencers to include PSAs, print ads, fliers, billboards and social media graphics. Also developed and released in 2022 were three new PSAs in English and Spanish aimed at package, food and grocery delivery drivers. Two new videos in the #STOPTrackTragedies campaign were released, showing the importance of safe behavior for commuters as well as the dangers of rail trespassing and the impact of incidents on train engineers.

EXECUTIVE DIRECTOR'S MESSAGE CONT'D

SPEARHEADED THE SUCCESSFUL ANNUAL OBSERVANCE OF RAIL SAFETY WEEK IN NORTH AMERICA.

In September, thanks to efforts by OLI, Operation Lifesaver Canada, the Mexican Association of Railroads, State Operation Lifesaver Programs and our many safety partners, millions were reached through events, social media messaging and PSAs.

MARKED THE 50TH ANNIVERSARY YEAR AT EVENTS ACROSS THE COUNTRY.

The OLI Board of Directors, National Advisory Council and State Coordinator Regional Representatives marked the milestone anniversary at their March meeting in Omaha, NE. In June, the OL 50th Anniversary locomotive helped launch the International Level Crossing Awareness Day (ILCAD) Conference in Denver, CO; OLI served on the Conference Host Committee and was deeply involved in planning and executing this dynamic international event. In October, Operation Lifesaver State Coordinators from around the nation celebrated the anniversary at their State Coordinator Summit in Orlando, FL. Our active and engaged Board of Directors met in December to close out the busy year.

Operation Lifesaver's 50th Anniversary activities successfully raised our visibility and strengthened partnerships while honoring our rich past, positively positioning the organization for the future.

HOW CAN YOU HELP MAKE YOUR COMMUNITY SAFER?

- Request a free rail safety presentation.
- Volunteer with us.
- Follow us on social.
- Know the facts. Make good decisions. Share the rail safety message.

We can't wait to see what's in store in our 51st year – and beyond.

Together, we can #STOPTrackTragedies.



Rachel Maleh
Executive Director

Image: Wheeling & Lake Erie locomotive with logo





Image: OLI Board Members celebrated the 50th Anniversary milestone at their December meeting in Washington, DC

**WEBSITE AND
SOCIAL MEDIA RESULTS**

591,617

Total website pageviews

14.9M

Social media impressions

+48% FROM 2021

+65%

Average website session length

VS. 2021

48.8K

Social media followers

+4.6% FROM 2021

+24%

Web pages visited per user session

VS. 2021

1.6M

Social video views

+96% FROM 2021



CELEBRATING 50 YEARS OF RAIL SAFETY

THROUGHOUT 2022, THE 50TH ANNIVERSARY OF THE FOUNDING OF OPERATION LIFESAVER WAS COMMEMORATED THROUGH EVENTS AND ACTIVITIES WITH SAFETY PARTNERS AND SUPPORTERS ACROSS THE U.S.

THANK YOU TO 50TH ANNIVERSARY GOLD SPONSOR CN AND BRONZE SPONSOR NORFOLK SOUTHERN CORPORATION!



WEBSITE LANDING PAGE HIGHLIGHTS

HISTORY, PEOPLE AND ACCOMPLISHMENTS

A special landing page was created commemorating Operation Lifesaver's 50th Anniversary including an interactive timeline, federal safety partner videos, a feature spotlighting 50 dedicated Operation Lifesaver Authorized Volunteers and releases of 12 new interactive online *Train Track Trivia* games.



ADULT AND KID RAIL SAFETY PLEDGES MAKE AN IMPACT

Two engaging online rail safety pledges reinforcing safe choices around tracks and trains were released for both adults and kids including a downloadable certificate as well as an option encouraging adults to share the pledge on their social networks. More than 2,500 people took the pledge in 2022.

A digital form for an adult rail safety pledge. It features four blue horizontal sections, each with a white icon and a pledge statement:

- 1. I will make safe choices around railroad tracks and trains by obeying warning signs and always expecting a train.
- 2. I will stay off the tracks including when taking photographs or filming videos and will never walk on or too close to railroad tracks (it's dangerous and illegal).
- 3. I will only walk, ride or drive across railroad tracks at designated crossings.
- 4. I will share the rail safety message with my friends and family.

 Below the sections are input fields for 'First & Last Name' and 'Your State', and a checkbox for 'Sign me up for the Operation Lifesaver Mailing List.'

A colorful certificate for a kid's rail safety pledge. It has four horizontal sections with train-related icons and checked boxes:

- 1. I will always stay back from railroad tracks. I will never walk or play along the tracks.
- 2. I will learn what the warning signs mean and follow them.
- 3. I will always EXPECT a train on any track. When I See Tracks, I will Think Train.
- 4. I will tell my friends and family about these safe habits.

A certificate for an adult's rail safety pledge. It features a circular logo that says 'I TOOK THE RAIL SAFETY PLEDGE' and a photo of a person named 'NATE R'. The text reads:

NATE R
TOOK THE OPERATION LIFESAVER RAIL SAFETY PLEDGE ON APRIL 25, 2022.

MY SAFETY IS IMPORTANT TO ME, MY FAMILY AND FRIENDS. I PROMISED TO MAKE SAFE CHOICES AROUND TRACKS AND TRAINS.

- ✓ I will never walk or play along the tracks.
- ✓ I will learn what the signs mean and follow them.
- ✓ I will always stay back from the tracks.
- ✓ I will always EXPECT a train on any track. When I SEE TRACKS, I will THINK TRAIN!
- ✓ I will tell my friends and family about these safe habits.

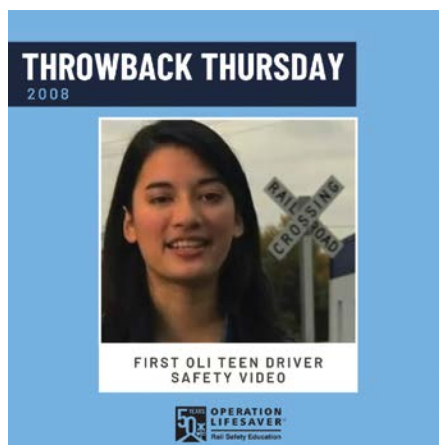
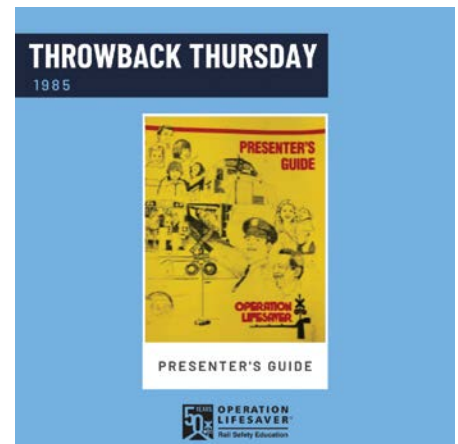
I WILL HELP #STOPFORTRAINSDEED

2,500+
people took the pledge in 2022

Images, clockwise from top left: Adults Pledge Form; Kids Pledge Certificate; Kids Pledge Form

50 #TBT SOCIAL POSTS HIGHLIGHTING OPERATION LIFESAVER'S RICH HISTORY

Honoring over 50 years of rail safety messaging, we shared historical events, materials, accomplishments and other memories throughout 2022 with 50 Throwback Thursday (#TBT) social posts like these.



EVENT HIGHLIGHTS

IN 2022, OPERATION LIFESAVER, INC. (OLI) HOSTED OR PARTICIPATED IN PARTNER EVENTS, MEETING PRESENTATIONS, TRAINING SESSIONS AND OTHER ACTIVITIES ACROSS THE U.S., FURTHERING OUR LIFESAVING MISSION.

PARTNER EVENTS INCREASE OLI'S REACH

A January ceremony in Washington, DC's Union Station kicked off the year with the official launch of a commemorative Operation Lifesaver (OL) 50th Anniversary Amtrak locomotive as it was put into service as a rolling rail safety message billboard. Officials from the U.S. Department of Transportation, Amtrak, members of the OLI Board of Directors and National Advisory Council as well as State Coordinators were on hand to celebrate 50 years of rail safety.



Images, clockwise from top left: Commemorative Operation Lifesaver 50th Anniversary Amtrak Locomotive; OLI Board, State Coordinators and National Advisory Council members pose with the locomotive; OLI Executive Director Rachel Maleh, Federal Railroad Administrator Amit Bose and OLI Board Chair Jo Strang with the locomotive



“WE ARE PROUD TO CELEBRATE OPERATION LIFESAVER IN REACHING A CRITICAL MILESTONE. WHEN YOU SEE THIS DISTINCTIVE AMTRAK LOCOMOTIVE TRAVEL THROUGH YOUR COMMUNITY, YOU WILL BE REMINDED OF THE IMPORTANCE OF RAIL SAFETY.”

STEPHEN GARDNER, AMTRAK PRESIDENT



In June, the Amtrak OL 50th Anniversary locomotive helped launch the **International Level Crossing Awareness Day (ILCAD) Conference in Denver, CO**. OLI served on the Conference Host Committee that planned and executed this three-day international event.

Above: Delegates gather for a group photo outside the Cable Center

Right, from left to right: Karl Alexy, Federal Railroad Administration, OLI Board Chair Jo Strang, OLI Executive Director Rachel Maleh and UIC representative Isabelle Fonverne spoke during a kickoff event for ILCAD at Denver’s Union Station



**EXECUTIVE DIRECTOR
SPEECHES RAISE
AWARENESS OF
THE MISSION**

OLI Executive Director, Rachel Maleh, participated in 11 virtual or in-person speaking opportunities held in the U.S. and abroad during 2022 sharing the rail safety message, an 83% increase over 2021 speaking engagements.

11
Speaking opportunities

+83%
Increase over 2021

EVENT HIGHLIGHTS CONT'D

TRAINING CLASSES CERTIFY COACHES, HUNDREDS OF NEW VOLUNTEERS

Operation Lifesaver Authorized Volunteers (OLAVs) are the heart of OLI's efforts to save lives in communities across the U.S. through free rail safety education presentations. OLAV Coaches and OLAV Coach Trainers play a vital role in preparing OLAVs to share the rail safety message. In 2022, five new OLAV coaches and 10 OLAV Coach Trainers completed certification classes and 269 new OLAVs were trained by Coaches to share the rail safety message throughout the U.S.



Attending the May class in Nashville were, back row, from left to right: Dave Hulings, Alan Stouder, Buck Russel, Gary Koerner, Richard Washington; front row, from left to right: Nancy Hudson, Joanne Beer, Tammy Wagner, Darlene Osterhaus, Curtis Stewart

In **May**, a class was held for OLAV Coach Trainers in Nashville, TN. These expert trainers instruct the OLAV Coaches who prepare our volunteers.

In **September**, an OLAV Coach Class was held in Raleigh, NC. OLAV Coaches conduct virtual and in-person training for volunteers.



Attending the September class in Raleigh were, back row, from left to right: Curtis Stewart, Dave Salamas, Brian Owens, Tracey Fejt; front row, from left to right: Jessica Keene, Kristin Phillips, Connie Logan, Dave Hulings

ORIENTATION TRAINING PREPARES NEW STATE PROGRAM LEADERS

In **August**, orientation training was held in Washington, DC for new State Coordinators in seven states and the District of Columbia, reviewing their responsibilities and providing tools for outreach and success. State Coordinators are an integral part of OLI and lead OL programs in 47 states across the U.S. plus Washington DC.



Pictured at the State Coordinator Orientation were, left to right: Jennifer DeAngelis, OLI; Co-Facilitator Janice Cowen, SC OL; Co-Facilitator Alan Stouder, OH OL; Larry Hamilton, NV OL; Wende Corcoran, OLI; Stacey Beckett, MD OL; Jennifer Grigsby, LA OL; Jessica Mays, KS OL; Debra Ashworth, NE OL; Brian Owens, FL OL; Kisha Anderson, DC OL; Moriah Whiteman, OLI. Not shown: Tom Covington, AK OL.



STATE COORDINATORS CELEBRATE 50 YEARS AT ORLANDO SUMMIT

State Coordinators from across the U.S. met in Orlando, FL for a two-and-a-half day Summit in October sharing best practices, learning from special guest speaker, Elizabeth Edwards, about the science of communication's role in changing behavior, gaining insight into grant writing and getting updated on the newest OLI materials.



Images, counterclockwise from right: State Coordinators Stacey Beckett, MD, Brock Kerchner, PA, John Perry, WV, Alan Stouder, OH, Tracey Lamb, VA and Kisha Anderson, DC pose with selfie frames with the Summit theme and OL safety message; State Coordinators and OLI staff gather for a group photo at the Summit; celebrating Operation Lifesaver's 50th anniversary are State Coordinators Kim Sloan, MS, Jessica Feder, IN and Jill McClintock, TN; this festive cake was served at a Summit 50th Celebration Reception



RISC INSTRUCTOR RANKS INCREASE; CLASSES REACH 3,500 FIRST RESPONDERS

OLI's Railroad Investigation and Safety Course (RISC) provides first responders with critical rail safety information allowing them to respond to and investigate rail-related incidents safely and effectively.

Throughout 2022, 187 courses were held for 3,507 first responders; an additional 11 training sessions were held certifying 63 RISC Instructors and Instructor Trainers.

RISC received Police Officer Standards and Training (POST) accreditation in SC and WV, bringing the total number of states across the U.S. that accredit the training for their police officers to 18.

Images, from top: February class at Metra; March class at CSX

OUTREACH AND VOLUNTEERS

**JOIN OUR RAIL
SAFETY MISSION!**

**LEARN MORE
ABOUT BECOMING
AN OPERATION
LIFESAVER
AUTHORIZED
VOLUNTEER (OLAV):**

**OLI.ORG/SAFETY-NEAR-
TRAINS/VOLUNTEER**

SPOTLIGHTING 50 OLAVS: SOCIAL POSTS CELEBRATE THEIR CONTRIBUTIONS

Social media posts throughout the year spotlighted 50 OLAVs, highlighting their work and making communities safer through free rail safety education presentations to schools, community groups, professional truck drivers, school bus drivers, driver ed students, first responders and more.

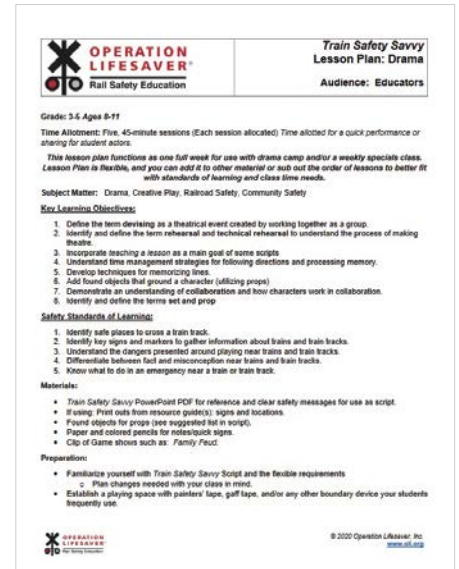
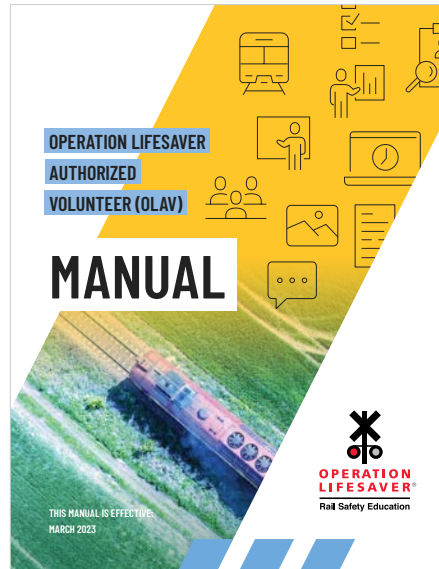


Images: "Meet an OLAV" social media posts spotlight amazing volunteers

**EMPOWERING VOLUNTEERS
WITH CUTTING-EDGE
NEW MATERIALS**

The **OLAV Manual** (right) was revised for the first time since 2013 to include additional activity sections, presentation prompts and updated reporting information.

A **drama lesson plan and one-act play** (right) for ages 8-11 were created from the "Train Safety Savvy" game.



**OPERATION LIFESAVER, INC.'S
EDUCATION OUTREACH IN
2022 INCLUDED:**

792,163

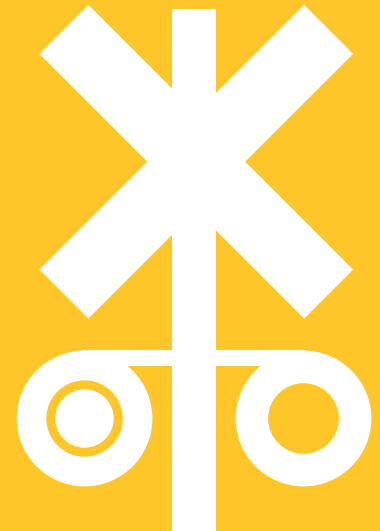
People reached
across the U.S.
+40% FROM 2021

269

New Operation Lifesaver
Authorized Volunteers
(OLAVs)
+33% FROM 2021

10,389

Virtual and in-person
presentations, training
classes and events
+25% FROM 2021



Left: LA OL State Coordinator Jennifer Grigsby (front) and OLAV Coach Karla C. (back) trained three new OLAVs in November

RAIL SAFETY WEEK



SEPT. 19-25, 2022

Images: Operation Lifesaver, Inc. (OLI) ignited a nationwide Rail Safety Week (RSW) movement with captivating social media graphics like these distributed to partners across the U.S. to amplify the critical safety message



COORDINATED EFFORTS IGNITE ACTION AND SAVE LIVES

RSW was observed from Sept. 19-25, 2022 in the U.S., Canada and Mexico. Operation Lifesaver, Inc. (OLI) spearheads Rail Safety Week annually across North America, a collaborative effort among national Board of Directors, State Operation Lifesaver Programs and safety partners in the U.S., Canada and Mexico. Since 2017, RSW has been instrumental in saving lives by educating and empowering the public to make safe decisions around trains and tracks.



DAILY THEMES ENGAGE DIVERSE AUDIENCES

	THEME	AUDIENCE
MON	#StopTrack Tragedies	News Media, Government Officials, OLI Partners, General Public
TUE	Operation Clear Track	Law Enforcement, First Responders
WED	Crossing Safety	General Public, Mature Drivers, Shift Workers, Professional Drivers, School Bus Drivers, New Drivers, Outdoor Enthusiasts, People Experiencing Homelessness, Transit Users, Farmers
THU	Transit Safety Thursday & Professional Driver Safety	Transit and Commuter Riders, Professional Drivers, School Bus Drivers
FRI	Volunteer to #STOPTrackTragedies & Wear Red (Red Out) for Rail Safety	All Audiences
SAT	Trespass Prevention	General Public, Pedestrians, Cyclists, Joggers, Outdoor Enthusiasts, College Students, People Experiencing Homelessness
SUN	No Photo/Video/Selfie is Worth the Risk	Photographers (Professional and Amateur), Social Media Influencers

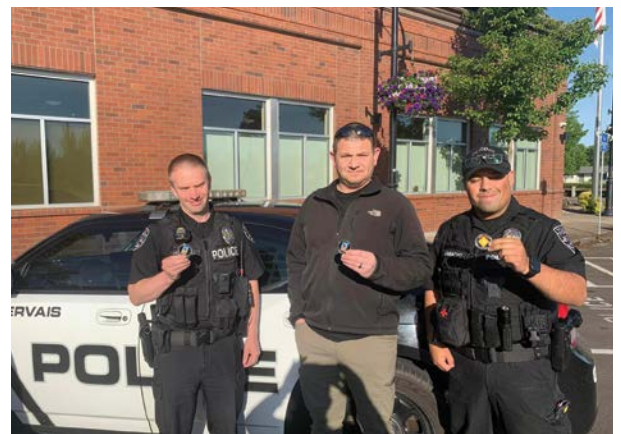
IMPACTFUL EVENTS HELD ACROSS THE U.S. WITH POWERFUL MESSAGING, CREATIVE AWARENESS INITIATIVES

Images, clockwise from top left:

Monday: Illinois Governor Pritzker issues a RSW proclamation

Tuesday: Oregon OL State Coordinator Steve Kreins, center, presents police officers in Gervais with challenge coins in appreciation for their Operation Clear Track partnership

Wednesday: The Florida DOT shared crossing safety messaging on electronic signs in the state



RAIL SAFETY WEEK CONT'D



Images, clockwise from top left:

Thursday: The NICDT/South Shore Line serving Northern IN to Chicago captivates commuters with a railcar wrapped in compelling rail safety messaging

Friday: Washington, DC Streetcar employees held events on "Red Out for Rail Safety" day to share the crucial safety message

Saturday: An interactive sidewalk chalk event in Minneapolis, MN sparks awareness around rail safety

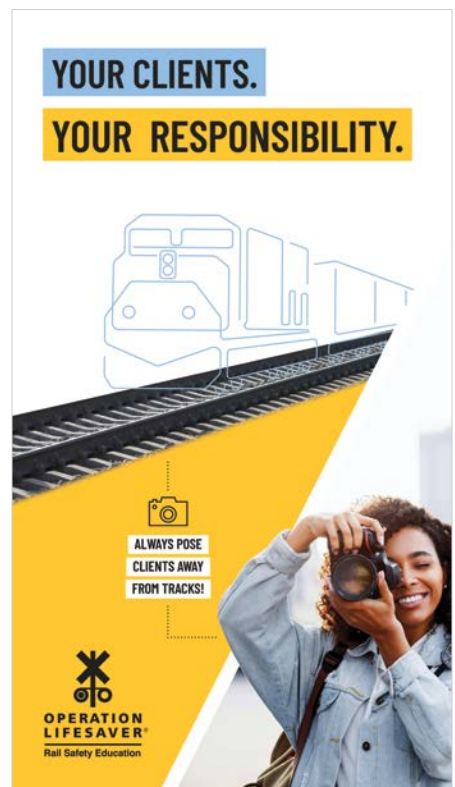
Sunday: Social media ignites with a graphic featuring essential safety messaging for photographers

In addition to sharing rail safety messages throughout the week through events, social media and digital ad campaigns, OLI and its rail safety partners urged people to take and share its Rail Safety Pledge for adults and kids.

These combined efforts resulted in increased social media impressions, news stories and media coverage value, raising awareness.



Below: A Rail Safety Week virtual meeting background reinforces the theme



PARTNER VIDEOS

Federal safety partners released videos underscoring their support for Rail Safety Week and the importance of making safe choices near railroad tracks and trains.



Amit Bose, Administrator, Federal Railroad Administration (FRA)

<https://oli.org/media/federal-railroad-administrator-amit-bose-rail-safety-week-2022-message>



Ann Carlson, Acting Administrator, National Highway Traffic Safety Administration (NHTSA)

<https://oli.org/media/national-highway-traffic-safety-administration-acting-administrator-ann-carlson-rail-safety>



Nuria Fernandez, Administrator, Federal Transit Administration (FTA)

<https://oli.org/media/federal-transit-administrator-nuria-fernandez-rail-safety-week-2022-message>



Karl Alexy, FRA Associate Administrator for Railroad Safety & Chief Safety Officer

<https://oli.org/media/karl-alexey-federal-railroad-administration-rsw-2022-message>



Joseph DeLorenzo, FTA Associate Administrator for Transit Safety and Oversight and Chief Safety Officer

<https://oli.org/media/joe-delorenzo-federal-transit-administration-rsw-2022-message>



Tom Chapman, Member, National Transportation Safety Board (NTSB)

<https://oli.org/media/ntsb-board-member-tom-chapman-rail-safety-week-2022-message>



Left: Print ads like this one were among many assets shared with partners for use during RSW

RAIL SAFETY WEEK CONT'D

NEW STOP TRACK TRAGEDIES PSAs RELEASED TO RAISE AWARENESS AND SAVE LIVES

Four new Stop Track Tragedies campaign videos and public service announcements (PSAs) were released during Rail Safety Week, sharing personal stories related to incidents around tracks and trains. The PSAs include Brad Johnson, who lost his childhood friend Jafari in a train incident; Samantha Lefebvre, who was injured and whose friend was killed while attempting to cross tracks; Nick Sayer, who had an incident near a commuter station and locomotive engineer Maurice Taylor, who has witnessed trespasser incidents.



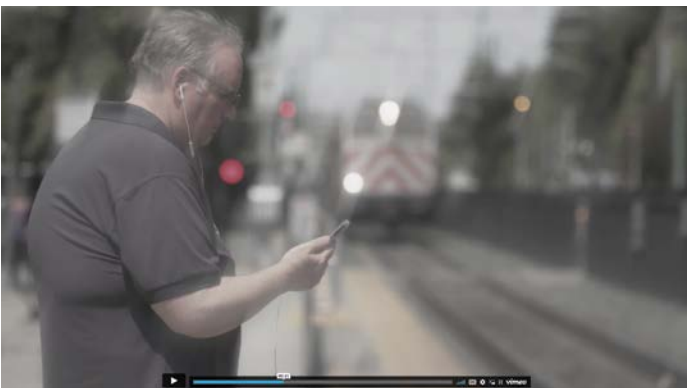
Brad Johnston talks about his childhood friend Jafari, what happened to him, how he misses him and why you should never climb on railroad cars or train equipment.

<https://oli.org/media/stop-track-tragedies-brads-story-40>



Samantha and her friend didn't see a second train coming. She talks about how people should always be cautious at rail crossings.

<https://oli.org/media/stop-track-tragedies-samanthas-story-40>



Nick Sayer's story shows why riders should always stay focused at commuter rail and rail transit stations and facilities.

<https://oli.org/media/stop-track-tragedies-nicks-story-60-second-psa>



Locomotive engineer Maurice Taylor shares his story reminding people to Stay Off! Stay Away! Stay Safe!®

<https://oli.org/media/stop-track-tragedies-maurices-story-30-second-psa>

YEAR OVER YEAR RESULTS

SEPT. 1 – OCT. 4

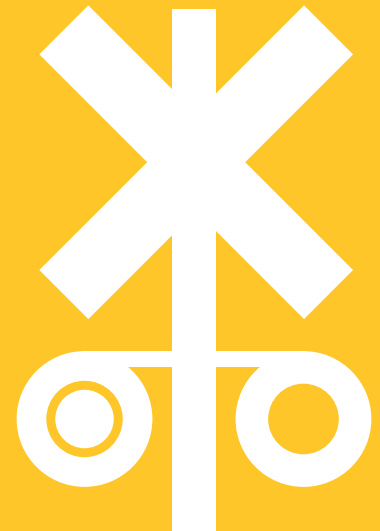
RSW RESULTS AS OF OCT. 4	2018	2019	2020	2021	2022	% CHANGE, 2021-2022
Media Coverage Advertising Value Equivalent (AVE)	\$1.54M	\$4.86M	\$12.8M	\$21M*	\$31M	+47.6%
Operation Clear Track Broadcast Stories	200	400	61	144	210	+45.8%
Social Media Impressions	1.0M	9.5M	12.3M	2.7M	8.83M	+226%
Online, Print, Newswire Stories	990	1,118	1,962	1,438*	2,577	+79%

* Note: Updated results for 2021

PAID CAMPAIGNS REACH 11 MILLION IMPRESSIONS

The combined National and State RSW paid campaigns reached 11.4M impressions.

Public service announcements and digital social media ad campaigns in English and Spanish ran on Facebook, Instagram, YouTube and streaming video devices, resulting in 6.6M in national and 4.8M in state ad campaign impressions.



6.6M

National campaign impressions

4.8M

State campaign impressions

11.4M

Total impressions

GRANT PROJECTS

MAKING A DIFFERENCE — MANY OPERATION LIFESAVER, INC. (OLI) PROJECTS AND ACTIVITIES ARE MADE POSSIBLE THROUGH FEDERAL AND PRIVATE PARTNER GRANTS.

A SPECIAL THANK YOU TO THE FEDERAL RAILROAD ADMINISTRATION (FRA), FEDERAL HIGHWAY ADMINISTRATION (FHWA), FEDERAL TRANSIT ADMINISTRATION (FTA) AND THE POSNER FOUNDATION OF PITTSBURGH.

In addition to developing materials and assets such as public service announcements (PSAs), brochures, billboards, print ads and social media graphics for key audiences, these grants fund a variety of public awareness and education campaigns by State Operation Lifesaver (OL) programs across the U.S.

FTA FUNDS NEW SUITE OF OLI TRANSIT MATERIALS



Images: Graphics in English and Spanish share the rail safety message on social media

OLI's partnership with the FTA is moving transit safety forward through the creation and release in 2022 of a suite of materials for transit riders and communities with commuter rail, light rail, subway and streetcar systems to raise awareness and promote safe travel.

New transit materials include:

- Three new 30- and 15-second video and audio PSAs in English and Spanish – *Safety at Rail Transit Stations, Rail Transit Crossing Safety and Safety Around Streetcars and Light Rail*
- Eight new PSAs designed for use across social platforms
- A transit safety brochure in English and Spanish available in a variety of formats
- Social media graphics in English and Spanish, designed for sharing on social platforms
- A six-minute transit-specific safety video, *In the Interest of Safety: Transit*



THE MATERIALS ARE AVAILABLE TO TRANSIT AGENCIES, OL STATE PROGRAMS AND THE GENERAL PUBLIC AND MAY BE FOUND ON THE OLI WEBSITE AT OLI.ORG/PASSENGER-RAIL-SAFETY

Left: The transit brochure has lifesaving tips for riders

FRA FUNDS RAIL SAFETY ASSETS FOCUSING ON PHOTOGRAPHERS AND SOCIAL MEDIA INFLUENCERS

Thanks to funding from the FRA, OLI released new materials educating photographers and social media influencers on the risks and illegality of railroad track photography.

Photographer and influencer materials include:

- Public service announcements (PSAs) available in 30- and 15-second lengths in English and Spanish
- Social media graphics, billboards, print ads and flyers highlighting the need for safe decisions when taking and posting images

MATERIALS ARE AVAILABLE ON THE OLI WEBSITE AT OLI.ORG/MATERIALS

Images: Billboard examples educating photographers and social influencers



GRANT PROJECTS CONT'D

FHWA BACKS PSAs TARGETING DELIVERY DRIVERS

With funding from the FHWA, OLI developed new English and Spanish PSAs promoting safe choices around tracks and trains among delivery drivers, from large companies to local deliveries. The PSAs, highlighting the necessity of making safe choices around tracks and trains for delivery drivers, are available on the OLI website.

The delivery driver PSAs include:

- *Hustle*, a poignant 50-, 30- and 15-second PSA focusing on package delivery drivers
- *Radio*, a humorous 30-second PSA aimed at local food and grocery delivery drivers
- *Pizza*, an informational person-on-the-street 30-second PSA highlighting what to do if stalled or stuck on the tracks

MATERIALS ARE AVAILABLE ON THE OLI WEBSITE AT [OLI.ORG/MATERIALS](https://oli.org/materials)



Images, from top: Screenshot from Spanish version of *Hustle* PSA; Screenshot from English version of *Pizza* PSA

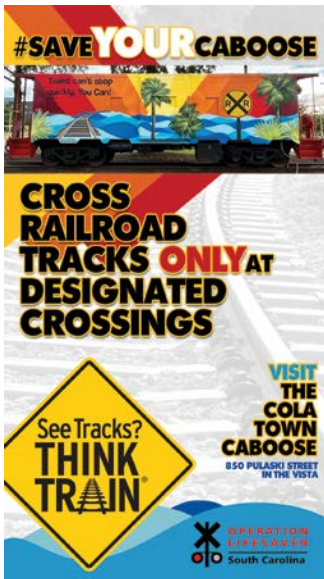
COMPETITIVE GRANTS ENABLE CAMPAIGNS AND PROJECTS ACROSS THE U.S.

WHISTLE-STOP TOUR AWARDED FRA INNOVATIVE RAIL SAFETY GRANT

Nebraska OL received an FRA Innovative Rail Safety Grant for its September 2022 Whistle-Stop Tour that included in-person visits sharing the rail safety message across 20 counties. In conjunction with the Whistle-Stop Tour, billboards, newspaper articles and PSAs were placed in the state.

Image: NE OL Whistle-Stop Tour kicked off with a photo opportunity featuring then-Governor Pete Ricketts (front row, in tie)





FRA, POSNER FOUNDATION OF PITTSBURGH FUND COMPETITIVE RAIL SAFETY GRANTS IN 14 STATES

In partnership with the FRA, OLI awarded \$200,525 in Competitive Rail Safety Awareness Grants to OL programs in 11 states: CA, IN, LA (partial funding), MS, MO, NJ, NY, NC, OH, SC and TX. Additional grant funding from the Posner Foundation of Pittsburgh allowed OLI to support rail safety activities in AL, PA and WA and provided the balance of funding for LA's grant project, for a total of 14 states receiving \$245,525 in combined grant funds.

Image: SC OL developed and distributed this digital ad featuring a painted safety message on a parked caboose in downtown Columbia

FHWA COMPETITIVE CROSSING GRANTS FUND PROJECTS IN 11 STATES

In partnership with the FHWA, OLI awarded \$200,000 in Competitive Crossing Grants to OL organizations in CA, IN, MN, MO, NY, NC, OH, PA, SC, TN and TX. These State Programs used the funding to launch public awareness campaigns and host community events delivering lifesaving rail safety tips to target audiences, including motorists of all ages and professional drivers.

Image: This semi-trailer sharing a rail safety message is part of a TX OL partnership with Lone Star College and Union Pacific Railroad, training new professional drivers to safely navigate crossings



Image: This billboard is part of an MBTA public awareness campaign made possible through the FTA grants

FTA GRANTS SUPPORT RAIL SAFETY PROJECTS FOR EIGHT TRANSIT AGENCIES IN SIX STATES

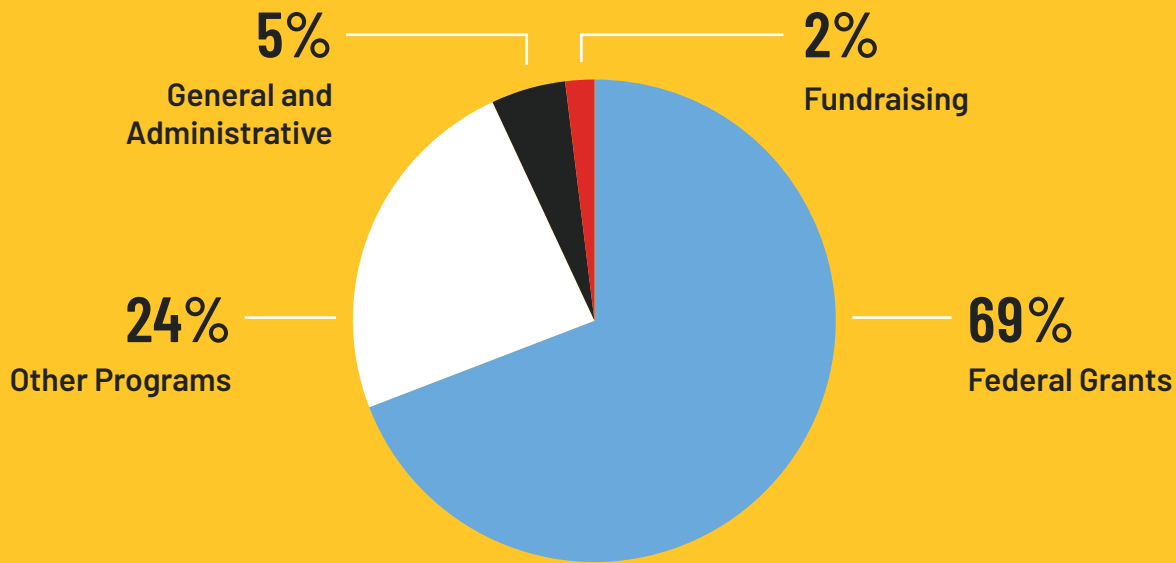
OLI, in partnership with the FTA, awarded more than \$140,000 in Competitive Transit Safety Grants to eight transit agencies in six states for rail transit safety public awareness and education projects and campaigns. Receiving the grants in FL were Brightline Trains Florida and SunRail; in MA, Massachusetts Bay Transportation Authority (MBTA)/South Coast Rail; in NC, Charlotte Area Transit System (CATS); in NY, MTA Long Island Rail Road (LIRR) and Metro-North Railroad; in TX, Dallas Area Rapid Transit (DART); and in VA, Hampton Roads Transit.

FINANCIAL OVERVIEW

OPERATION LIFESAVER, INC. (OLI) 2022 AUDITED FINANCIAL STATEMENT

2022 OLI EXPENSES

\$2.6M



STATEMENT OF ACTIVITIES

YEAR ENDED DEC. 31, 2022

REVENUE AND SUPPORT

Contributions	730,763
Government Grants/Awards	1,792,360
Foundation Grants	200,000
Royalties	52,526
Interest	6,732
Total revenue and support	2,782,381

EXPENSES

Federal Grants	1,792,360
Other Programs	625,802
General and Administrative	117,286
Fundraising	43,893
Total expenses	2,579,341
Change in net assets	203,040
Net assets at beginning of year	1,231,430
Net assets at end of year	1,434,470

BOARD OF DIRECTORS

THE OPERATION LIFESAVER, INC. (OLI) BOARD OF DIRECTORS IS THE GOVERNING BODY OF THE ORGANIZATION, RESPONSIBLE FOR DETERMINING OLI'S OVERALL MISSION, PRIORITIES AND DIRECTION. THE BOARD ENSURES THAT OLI HAS ADEQUATE RESOURCES AND THAT IT IS MANAGED WITH APPROPRIATE FINANCIAL OVERSIGHT.

**Jo Strang,
Chair**

Senior Vice President, Safety and Environmental Regulatory Policy, American Short Line and Regional Railroad Association

**Mark A. Schulze,
Vice Chair**

Vice President, Safety, Training and Operations Support, BNSF Railway Company

**Suzanne M. Rohde,
Secretary**

Senior Vice President, Government Affairs and Policy, American Bus Association

**John Walsh,
Treasurer**

Director of Hazardous Materials Programs, Short Line Safety Institute

**Rachel Maleh,
Ex-Officio, Non-Voting**

Executive Director, Operation Lifesaver, Inc.

**Margaret Cannell,
State Coordinator on the Board**

Executive Director, North Carolina Operation Lifesaver

Katie Chimelewski

Director, Safety & Membership Engagement, American Road & Transportation Builders Association

Kelly Clough

Chief of Police, U.S. Operations, Canadian Pacific Kansas City (CPKC)

Martin Conway

Deputy Chief, Amtrak Police Department

Sean Douris

Chief of Police, Public Safety, and Infrastructure Protection, CSX

Andy Elkins

Director of Hazmat Compliance, Association of American Railroads

**Jessica Feder,
National Advisory Council Co-Chair**

Executive Director, Indiana Operation Lifesaver

John Fleps

Vice President Safety & Environment, Norfolk Southern Corporation

Shayne Gill

Program Director for Multimodal Transportation, American Association of State Highway and Transportation Officials (AASHTO)

**Polly Hanson,
Transit Representative**

Senior Director of Security, Risk and Emergency Management, American Public Transportation Association

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National Advisory Council Co-Chair**

Director, Safety & Reporting, Genesee & Wyoming Railroad Services, Inc.

Brandon Myers

Assistant Chief of Police, Canadian National Railway

Lawrence K. Wenko

Sr. Manager Public Safety, Union Pacific Railroad

NATIONAL ADVISORY COUNCIL

THE OPERATION LIFESAVER, INC. (OLI) NATIONAL ADVISORY COUNCIL (NAC) IS AN ADVISORY BODY THAT ASSISTS OLI IN CREATING THE PROGRAMS AND MATERIALS USED TO DELIVER THE RAIL SAFETY MESSAGE TO THE PUBLIC. THE NAC ALSO HELPS ESTABLISH PRIORITIES FOR DEVELOPING NEW EDUCATIONAL MATERIALS AND PROGRAMS.

Jessica Feder,
Co-Chair
Executive Director,
Indiana Operation Lifesaver

Emma Moser,
Co-Chair
Director, Safety & Reporting,
Genesee & Wyoming Railroad
Services, Inc.

Tasha Bartholomew
Communications Manager,
Caltrain

Tracy Bergerson
Detective, CPKC Police

Jason Bishop
Regional Manager Community
Affairs and Safety, CSX

Shayla Blue
Engineering Psychologist,
Federal Railroad Administration

Kevin Burns
State Coordinator,
Connecticut Operation Lifesaver

Rick Campbell
Senior Technical Manager,
Alfred Benesch & Company

Kelley Carr
Sr. Manager, Locomotive
Operations Safety, Amtrak

Wende Corcoran,
Vice President
Operation Lifesaver, Inc.

Jessica Devorsky
Executive Director,
Texas Operation Lifesaver

Doug Farler
State Coordinator,
Arizona Operation Lifesaver

Leslie Gorman
Director Safety Reporting and
Support, BNSF Railway Company

Nancy Hudson
State Coordinator,
Alabama Operation Lifesaver

Tim Hull
Executive Director,
Missouri Operation Lifesaver

Leon Jackson
Manager,
Public Safety,
Norfolk Southern

Taylor Kelley
Manager of Safety, Training
and Regulatory Compliance,
Rio Grande Pacific Corp.

Steve Kreins
Executive Director,
Oregon Operation Lifesaver

Jeff Longman
Assistant Chief of Police,
BNSF Railway Police

Shushanna Mignott
Program Manager,
Safe Kids Worldwide

Jeffrey Price
Special Agent/CRO,
Canadian National Railway

Buck Russel
Sr. Supervisor Public Safety,
Union Pacific Railroad

Alan Stouder
State Coordinator,
Ohio Operation Lifesaver

NAC MATERIALS REVIEW COMMITTEE

2022

OLI'S MATERIALS REVIEW COMMITTEE (MRC), PART OF THE NAC, HELPS ENSURE THAT OLI'S SAFETY MESSAGE, INCLUDING THE THREE Es, IS REPRESENTED CONSISTENTLY.

Jennifer DeAngelis
Co-Chair
Operation Lifesaver, Inc.

Jessica Feder
Co-Chair
Indiana Operation Lifesaver

Tasha Bartholomew
Caltrain

Tracy Bergerson
CPKC Police

Rick Campbell
Alfred Benesch & Company

Margaret Cannell
North Carolina
Operation Lifesaver

Katie Chimelewski
ARTBA

Janice Cowen
South Carolina Operation Lifesaver

Taylor Kelley
Rio Grande Pacific Corp.

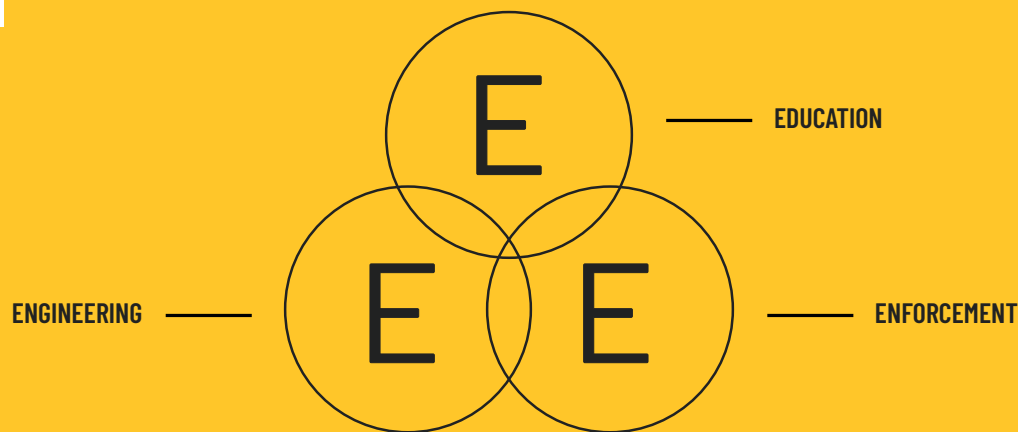
Danny Lites
CPKC

Barb Petito
Amtrak

Kim Sloan
Mississippi Operation Lifesaver

Alan Stouder
Ohio Operation Lifesaver

THE THREE Es



Education: OLI seeks to educate individuals on the importance of making safe choices around tracks and trains – and what some of those choices might look like.

Engineering: OLI encourages continued engineering research and innovation to improve the safety of railroad crossings.

Enforcement: OLI promotes active enforcement of traffic laws related to crossing signs and signals and of private property laws related to trespassing.

PARTNERSHIPS

OPERATION
LIFESAVER, INC.
(OLI) IS GRATEFUL
TO THE PARTNERS
WHO MAKE OUR
EFFORTS POSSIBLE.

BOARD REPRESENTATIVES



ADDITIONAL FUNDING PARTNERS



RAIL SAFETY PARTNERS

Thank you to our rail safety partners for sharing the rail safety message, including 4-H, American Farm Bureau a, Chemtrec, Colorado Railroad Museum, IDS, LB Foster, Louisville & Indiana Railroad, Mineta Transportation Institute, the National FFA Organization, Operation Lifesaver Canada, Mexican Association of Railroads, NOYS, Railway Engineering-Maintenance Suppliers Association, Inc., RTD, Schweizer Electronic, TRANSCAER® (Transportation Community Awareness Emergency Response), UIC, Wheeling & Lake Erie Railway and many more.

TO LEARN ABOUT PARTNERING WITH OLI, REACH OUT TO EXECUTIVE DIRECTOR RACHEL MALEH.

THANK YOU

**JOIN OUR RAIL
SAFETY MISSION!**

LEARN MORE
ABOUT BECOMING
AN OPERATION
LIFESAVER
AUTHORIZED
VOLUNTEER
(OLAV):

OLI.ORG/SAFETY-NEAR-TRAINS/VOLUNTEER

WE ARE INDEBTED TO THE TEAM OF COMMITTED RAIL SAFETY PARTNERS AND SUPPORTERS ACROSS THE COUNTRY WHO CARRY OUT OLI'S MISSION TO SAVE LIVES THROUGH RAIL SAFETY EDUCATION.

Our OLAVs spread the rail safety message. Without their efforts, our work would not be possible.

Images, from top: State and law enforcement partners participate in a crossing enforcement blitz in Ohio; in Missouri, highway patrol officers undergo Railroad Investigation and Safety Course for Law Enforcement training



OLI STAFF

From left to right:

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& Marketing**

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**Wende Corcoran,
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& Volunteer Support**

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mwhiteman@oli.org

HELP STOP TRACK TRAGEDIES

Know the facts.
Make good decisions.
Share the message.

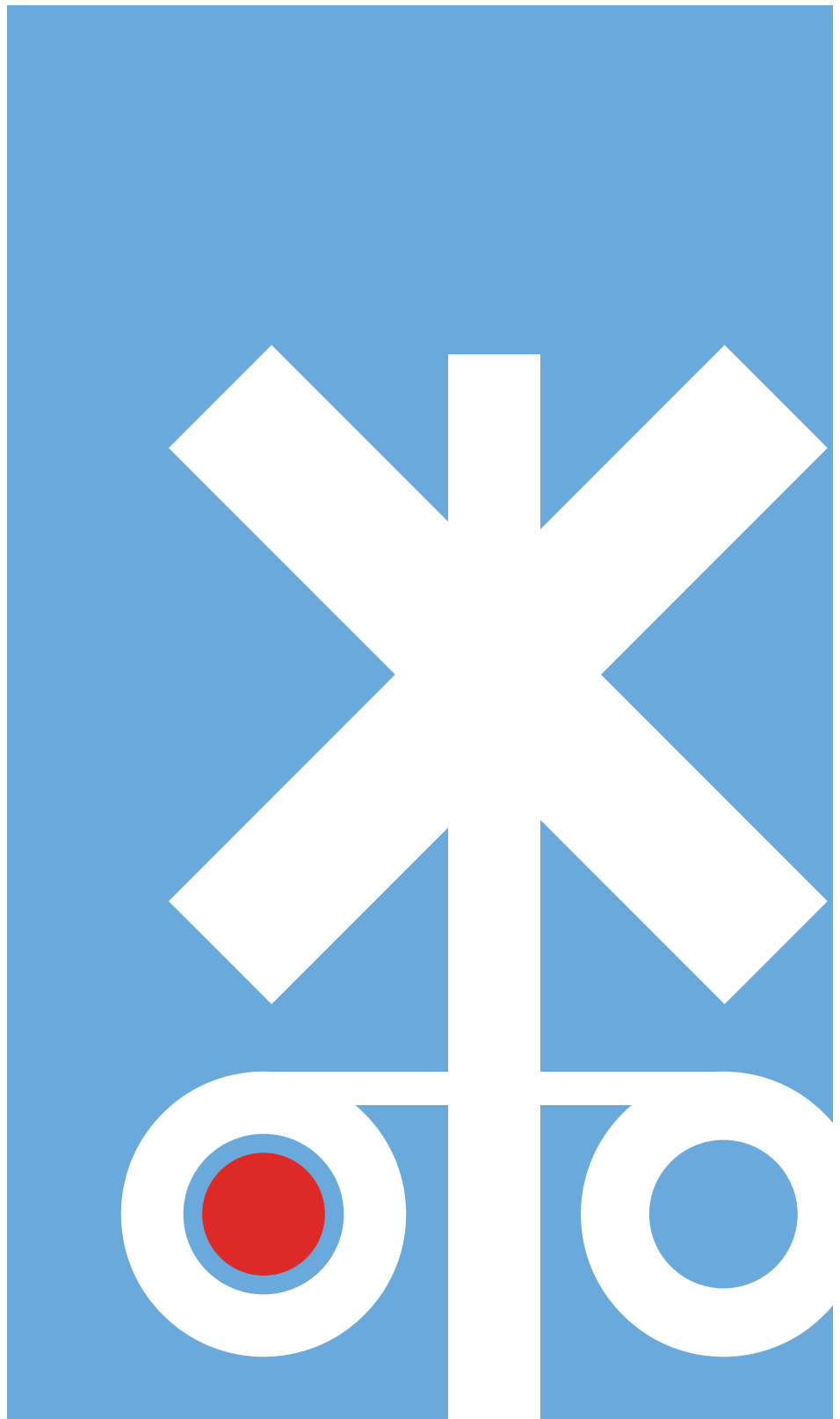
CONTACT

OLI.ORG

FOLLOW US ON SOCIAL

(800) 537-6224

GENERAL@OLI.ORG



**OPERATION
LIFESAVER®**
Rail Safety Education

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