

More New Materials

In 2012, Operation Lifesaver developed additional rail safety education tools and materials for use by state programs.

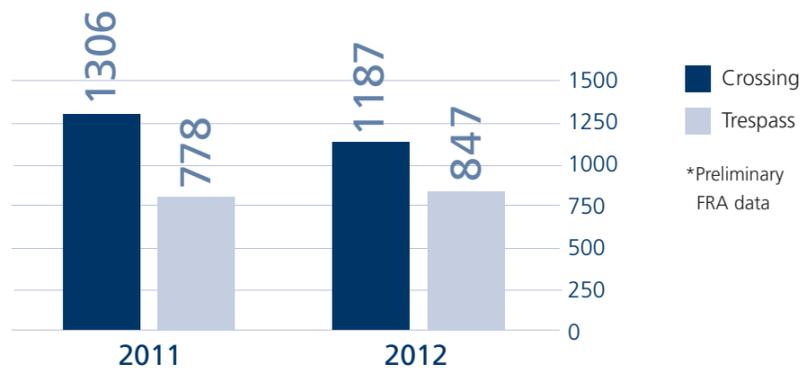
- A poster/postcard comparing a train's stopping distance to 18 football fields was mailed with local football schedules to high-risk areas in Alabama.
- Banner stands with crossing safety and trespass prevention messages were produced for use at displays and events.



Alabama football mailer; trespass prevention banner stand

Rail-Related Casualties

2011 vs 2012*



Safety Education Results

In 2012, OLI reached:

- 2.7 million people via OL state programs, training and events nationwide.
- 35,000 professional drivers and commercial bus operators in 2,100 presentations.
- 5,000 people through the professional driver e-Learning challenge.
- 56,000 school bus drivers in 1,800 presentations.
- 174,000 new drivers in 7,400 driver education presentations.

2012 Awards

Omni Intermedia Awards

Educational, Internet Delivery (ProDriver Challenge e-Learning)

Thoth Award

Excellence in Online Communications ("Bad Move" interactive online pedestrian safety campaign)



O P E R A T I O N L I F E S A V E R

annual report

2012

President's Report

40 Years of Rail Safety Education



I am honored to report to you on Operation Lifesaver's achievements in 2012. Throughout my 25 years working on rail and transit policy issues as a transportation committee staff member on Capitol Hill, I have always strongly supported Operation Lifesaver and its safety education mission. In my first months as President and CEO, I have been inspired by the dedication of our state program leaders and volunteers.

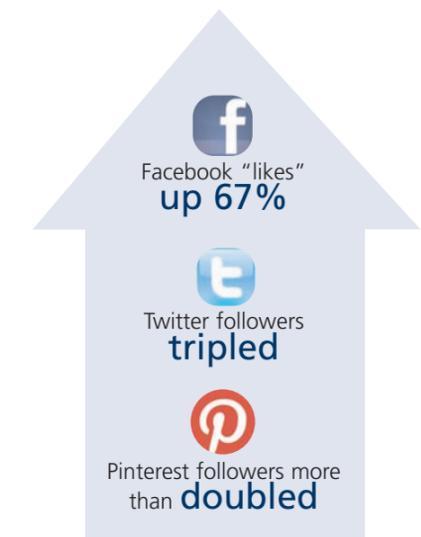
I want to express my thanks to former OLI President Helen Sramek for her six years of service to the Operation Lifesaver mission and organization, and wish her well in retirement.

In 2012, Operation Lifesaver observed its 40th anniversary. Since 1972, when the first Operation Lifesaver state program was established, there has been a dramatic 83 percent reduction in the number of crossing collisions in the United States – an amazing success story. However, pedestrian-rail trespass incidents have not seen the same level of improvement. OLI will continue our crossing safety efforts while increasing the focus on trespass prevention.

While the last two years have brought changes in Operation Lifesaver's message delivery model, educational activities, and leadership, our goal remains the same as it was 40 years ago: to reduce incidents, deaths and injuries at highway-rail crossing and on or around rail property. Saving lives is the mission that unites us.

Best wishes,
Joyce Rose, *President & CEO*

2012: social media



2012: website performance at a glance

| | |
|-------------------|---------|
| PAGE VIEWS | 470,000 |
| VISITS | 126,500 |
| AVG. TIME ON SITE | 3.5 min |



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What's an OLAV? New Volunteer Education Program

In 2012, the Board of Directors authorized a review of Operation Lifesaver's presenter training and certification program, which worked well in the past but is labor-and resource-intensive. New certification rules also would increase the administrative burdens of the existing OL presenter certification program.

coordinator or OLAV coach. Newly developed materials that volunteers can use with different audiences will range from "high tech" to "no tech." All new materials also will be available to the general public, which will facilitate marketing efforts and greatly increase the audience for Operation Lifesaver's lifesaving messages.

"Our Operation Lifesaver Authorized Volunteer system will reduce administrative tasks for our state program directors and offer an e-Learning classroom for our volunteers, while maintaining the high standards of Operation Lifesaver's safety education program," said Operation Lifesaver President and CEO Joyce Rose.

The review found that moving the volunteer application process and some of the volunteer education classroom online would reduce costs and increase both program efficiency and the size of the audience receiving rail safety messages. With Board approval, the Presenter Certification program is being transitioned to the new Operation Lifesaver Authorized Volunteer (OLAV) program in 2013.

The new volunteer education process includes an online application, a state of the art e-Learning online classroom, the "AVE" (Authorized Volunteer Education), and a face-to-face session with a state



The AVE

Celebrating Safety at Leadership Summit



OLI's 40th Anniversary Challenge Coin

In June, Operation Lifesaver's state coordinators and other rail safety education leaders from North America and around the world met in Denver, Colorado for a Leadership Summit to explore the latest information and innovations on improving safety at highway-rail grade crossings and along railroad rights-of-way.

Approximately 100 attendees, speakers and guests participated in general sessions, breakouts, training sessions and networking and helped celebrate

Operation Lifesaver's 40th anniversary. Topics included innovative marketing to expand outreach, transit safety issues, international efforts, and the latest Operation Lifesaver materials and educational tools. John Cross of Covington, GA, received the F. Tom Roberts Memorial Volunteer Award for his efforts to educate professional drivers and others about safety near train tracks. Attendees and speakers received a "challenge coin" to symbolize their commitment to the Operation Lifesaver safety education mission.

New Materials Keep Commuters, Drivers Safe around Tracks

In September, Operation Lifesaver released two new educational videos for trained volunteers and the general public – "Imagine," for new drivers, and "What Smart Commuters Know," for the growing number of people who use commuter and light rail systems.

"Imagine," which was developed through a grant from the Federal Railroad Administration, has important safety information and tips to help new drivers avoid collisions at highway-rail grade crossings. Government statistics show drivers are 20 times more likely to die in a train-car collision than in a crash with another motor vehicle.

The "Smart Commuters" video was developed through a grant from the Federal Transit Administration, as part of an ongoing passenger rail safety

partnership. This video helps riders understand the importance of avoiding distraction on their daily commute, whether on a subway, light rail, or commuter rail system.

These new online tools are designed to be forwarded to friends via email or shared on Facebook, Twitter, Pinterest, and hundreds of other online outlets.



The "Smart Commuters" video is full of safety tips.

Passenger Rail Safety

Operation Lifesaver continued its transit safety outreach efforts with light and commuter rail systems across the U.S. in 2012. A major component of this program involves partnering with the Federal Transit Administration (FTA) on safety education grants. Highlights include:

- FTA safety grants helped fund education campaigns in Atlanta (GA), Austin (TX), Denton (TX), Memphis (TN), and Portland (OR).
- Operation Lifesaver sponsored teams of high school students from Los Angeles

School Bus Driver Education

In fall 2012, Operation Lifesaver introduced a new computer-based challenge that prepares school bus drivers to safely cross railroad tracks along their routes. The "Money Taxi" game is used by Operation Lifesaver volunteers as a rail safety education tool in an interactive game show format. School bus drivers compete to answer questions related to safety at highway-rail intersections. The tool can be used by a single player or as a challenge between teams.



Atlanta safety campaign