



SEE TRACKS? THINK TRAIN® WEEK 2025

Themes and Audiences



MONDAY
9/15

#STOPTrackTragedies



News Media,
Government
Officials,
OLI Partners,
General Public

TUESDAY
9/16

Operation Clear
Track



Law Enforcement and
First Responders

WEDNESDAY
9/17

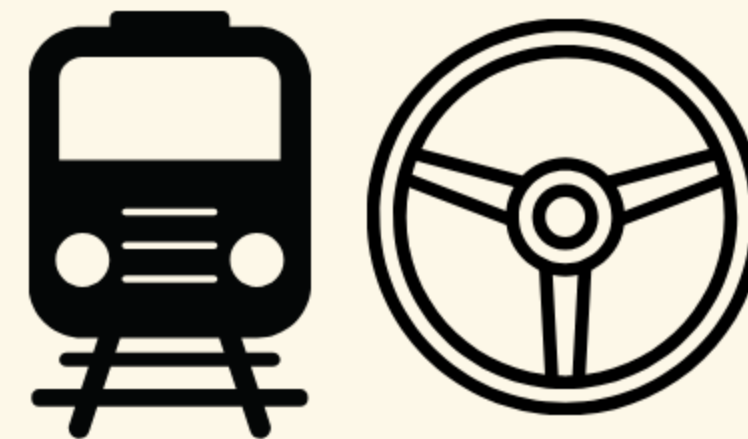
Crossing Safety



General Public, Mature
Drivers, Shift Workers,
Professional and
School Bus Drivers,
New Drivers, Outdoor
Enthusiasts, Transit
Users, Farmers, Risk
Takers, Those Working
Near Tracks

THURSDAY
9/18

Transit Safety,
Professional Driver
Safety



Transit and Commuter
Riders,
Professional Drivers,
School Bus Drivers

FRIDAY
9/19

Volunteer with OLI,
Wear Red for Rail
Safety



All Audiences

SATURDAY
9/20

Trespass Prevention



General Public,
Pedestrians, Cyclists,
Joggers, Outdoor
Enthusiasts, College
Students, Unhoused,
Risk Takers, Those
Working Near Tracks

SUNDAY
9/21

No Photo/Video/Selfie
is Worth the Risk



Photographers
(Professional and
Amateur), Social Media
Influencers