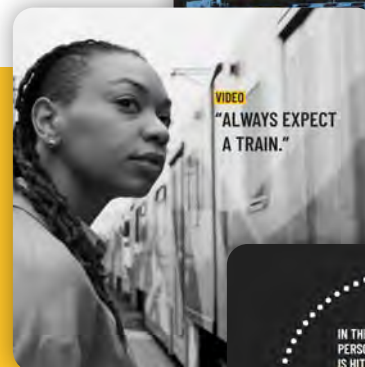


See Tracks?
**THINK
TRAIN[®]
WEEK**

2024

RESULTS REPORT

A COLLABORATIVE,
WEEK-LONG CAMPAIGN
ADVANCING RAIL SAFETY EDUCATION
IN COMMUNITIES NATIONWIDE.



ABOUT SEE TRACKS?

THINK TRAIN® WEEK 2024

See Tracks? Think Train® Week 2024, formerly known as Rail Safety Week, was observed from September 23 to 29, 2024, successfully engaging communities across the United States with the lifesaving rail safety education message.

Operation Lifesaver, Inc. (OLI), Operation Lifesaver Canada and the Mexican Association of Railroads (AMF) joined forces to educate the public and prevent tragedies around tracks and trains.

Known as See Tracks? Think Train® Week in the U.S. and Rail Safety Week in Canada and Mexico, the week-long observance focused on raising awareness, educating the public and saving lives. Since its launch eight years ago in the U.S., the initiative has concentrated public attention on the importance of rail safety education and empowered the public to make safe choices around tracks and trains.

Through coordinated events, public awareness campaigns, impactful videos, public service announcements (PSAs) and strategic social media outreach, OLI, State Coordinators

and partners worked together to educate the public and prevent railroad crossing and trespass incidents, emphasizing the critical importance of rail safety education.

THANK YOU TO OUR SAFETY PARTNERS ACROSS THE NATION AND THROUGHOUT NORTH AMERICA WHO JOINED OLI IN HIGHLIGHTING RAIL SAFETY EDUCATION IN THEIR COMMUNITIES BOTH IN PERSON AND ON SOCIAL MEDIA SHARING CONTENT, CREATING CONTENT AND PRODUCING SOCIAL VIDEOS SHARING THE RAIL SAFETY EDUCATION MESSAGE LEADING UP TO AND THROUGHOUT SEE TRACKS? THINK TRAIN® WEEK.



"WE ARE SO GRATEFUL TO OUR PARTNERS ACROSS THE U.S. AND INTERNATIONALLY FOR JOINING US IN A CONCENTRATED WEEK OF RAIL SAFETY EDUCATION ACTIVITIES. TOGETHER, WE SUCCESSFULLY EMPOWERED COMMUNITIES TO PRIORITIZE THEIR SAFETY AROUND TRACKS AND TRAINS AND REINFORCED OUR SHARED COMMITMENT TO SAVING LIVES."

**RACHEL MALEH, EXECUTIVE DIRECTOR,
OPERATION LIFESAVER, INC.**



TABLE OF CONTENTS

Introduction	2
Results Overview	4
Website & Social Media Results	6
Media Coverage	7–8
Videos & PSA Campaigns	9
Daily Themes	10
Activities & Events	11–23
A Growing Rail Safety Partnership	24
OLI Staff	25
Save the Date	25
Contact	26

RESULTS OVERVIEW

The 2024 See Tracks? Think Train® Week observance across the U.S. reached millions through a combination of community events, dynamic social media campaigns, widespread news coverage and impactful Stop Track Tragedies videos and PSAs. These efforts were further bolstered by paid digital ad campaigns and collaborative outreach by partners and State Coordinators.

ORGANIC REACH

SEPT. 1-OCT. 4

TOTAL SOCIAL
MEDIA IMPRESSIONS

4.3M

TOTAL WEBSITE
PAGE VIEWS

207,371

TOTAL # ONLINE
NEWS STORIES (U.S.)

1,258

ONLINE NEWS STORIES AVE
(AD EQUIVALENT VALUE)

\$16.7M

TOTAL # BROADCAST
STORIES

508

BROADCAST STORIES AVE
(AD EQUIVALENT VALUE)

\$300,100

PAID REACH

SEPT. 23-SEPT. 29

YOUTUBE

1,051,878

META (FACEBOOK + INSTAGRAM)

3,521,194

PINTEREST

1,728,706

REDDIT

416,347

TOTAL SOCIAL MEDIA IMPRESSIONS

6,718,125

PODCAST CAMPAIGN

IMPRESSIONS



1.1M

iHeart Media
(Podcasts)

STREAMING AND LIVE SPORTS

RADIO CAMPAIGNS



3.0M

ESPN

DIGITAL AD CAMPAIGNS

NATIONAL DIGITAL AD CAMPAIGNS

A national See Tracks? Think Train® Week digital ad campaign featured Public Service Announcements (PSAs) and social graphics in English and Spanish that ran on ESPN Radio broadcast and streaming platforms, as well as on Facebook, Instagram, Pinterest, YouTube, Reddit and podcasts across the country.

8.7M

National campaign
impressions

STATE DIGITAL AD CAMPAIGNS

State campaigns featuring OLI PSAs and social graphics in English and Spanish ran on Facebook, Instagram and YouTube as well as podcasts.

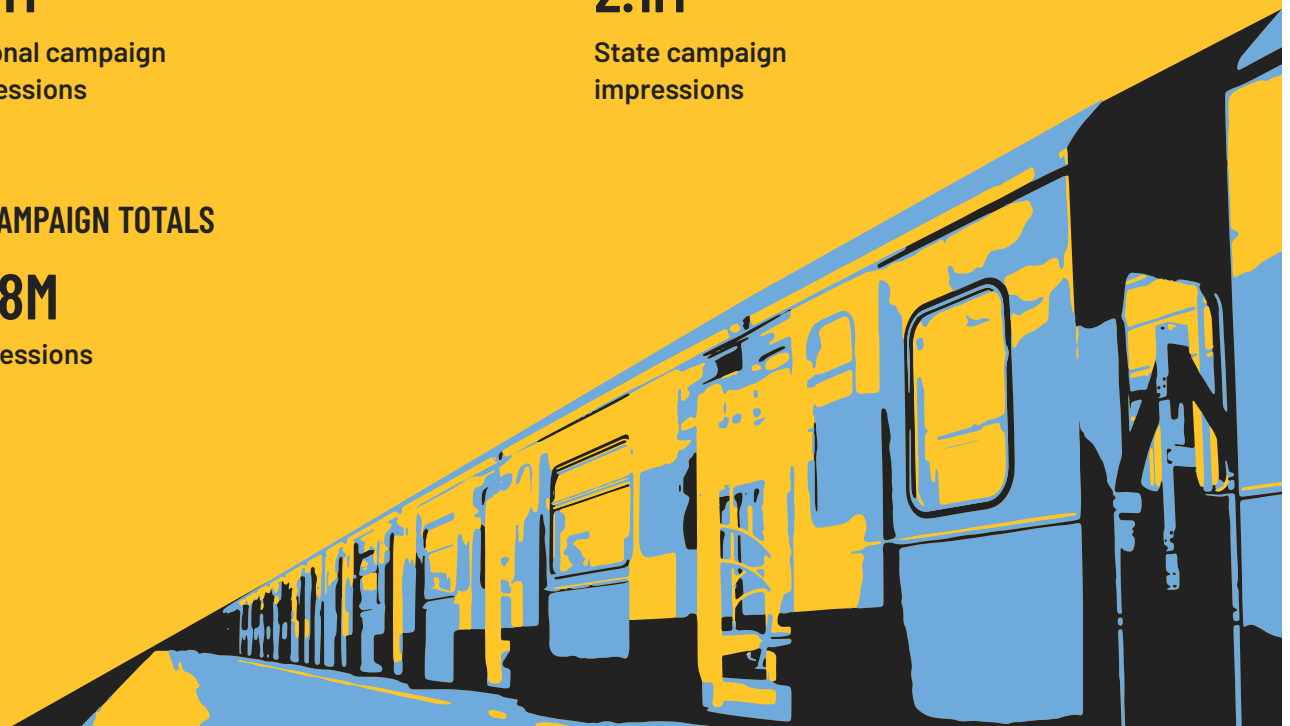
2.1M

State campaign
impressions

AD CAMPAIGN TOTALS

10.8M

Impressions



WEBSITE & SOCIAL MEDIA RESULTS

Throughout See Tracks? Think Train® Week 2024, digital efforts played a key role in raising rail safety education awareness across multiple platforms. The campaign generated impressive engagement on both the OLI website and social media channels, demonstrating the broad reach and impact.



SOCIAL MEDIA RESULTS

SEPT. 23-29

2,868,246

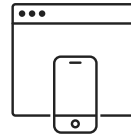
Impressions

14,925

Engagements

1,338

Post link clicks



LANDING PAGE RESULTS

SEPT. 23-29

70,309

oli.org website page views



FOLLOW US ON SOCIAL



FACEBOOK



INSTAGRAM



LINKEDIN



PINTEREST



TWITTER/X



YOUTUBE

MEDIA COVERAGE



Media coverage throughout See Tracks? Think Train® Week played a crucial role in amplifying the campaign's success, raising awareness and ensuring that the rail safety education messages reached a broad audience across the U.S. Coverage highlights included MSN.com, Associated Press, Yahoo!, The Chicago Tribune and more.

PRESS RELEASE/GLOBE NEWSWIRE REACH

2023
189M
audience reached

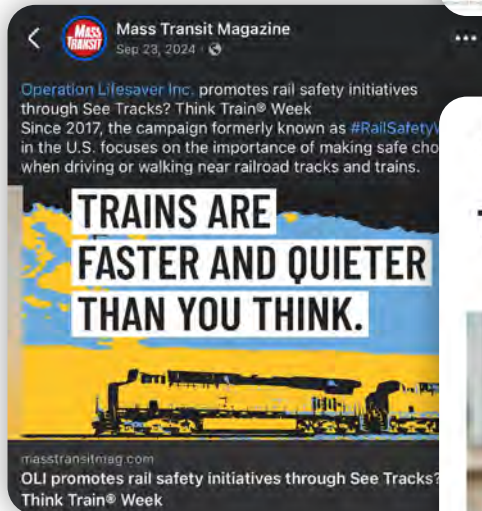
2024
219M
audience reached

16%
Increase in
audience reached



MEDIA COVERAGE

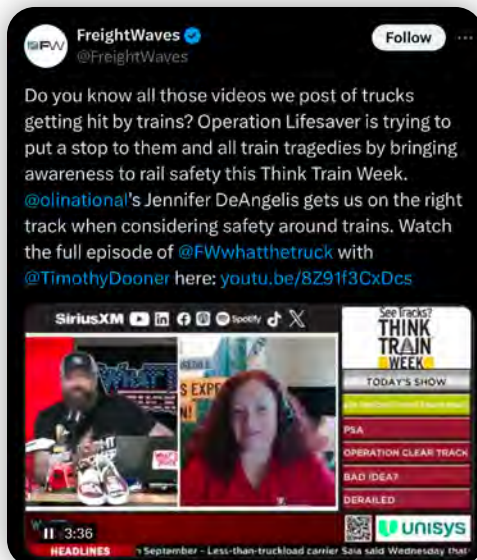
Partners across North America shared the rail safety education message with media highlighting the need to make safe choices around tracks and trains and empowering the public with information to make those choices.



Norfolk Southern Kicks Off 'See Tracks? Think Train Week' to Raise Rail Safety Awareness



Norfolk Southern joins Operation Lifesaver's 'See Tracks? Think Train Week' from September 23-29 to raise rail safety awareness and highlight the importance of making safe decisions around railroad tracks and trains.



AOA Thursday 9-26-2024

Agriculture of America

STOP TRACK TRAGEDIES

VIDEOS

& PSAs



Two powerful videos and Public Service Announcements (PSAs) debuted during See Tracks? Think Train® Week joining OLI's ongoing Stop Track Tragedies public awareness campaign.

#STOPTrackTragedies educates the public on the importance of making safe choices around tracks and trains. The campaign features emotional, often heartbreaking real-life stories from families, friends and survivors to help prevent future tragedies.

These two new assets were shared across digital platforms and broadcast media throughout See Tracks? Think Train® Week and remain available for sharing year-round.

**THE FULL CAMPAIGN CAN BE VIEWED AT
OLI.ORG/STOP-TRACK-TRAGEDIES.**



TANNER'S STORY

Tanner was killed in a train incident near railroad tracks. His mom shares advice for anyone thinking about trespassing on or near train tracks. Stay Off! Stay Away! Stay Safe!

WATCH THE FULL 4-MINUTE VIDEO:
VIMEO.COM/1010471018

WATCH THE :60 PSA:
VIMEO.COM/1010472247



CHARLIE'S STORY

Charlie Mathewson, a railroad police officer, shares a first responder perspective on incidents around tracks and trains. See Tracks? Think Train!

WATCH THE FULL 3:30 VIDEO:
VIMEO.COM/1010472758

WATCH THE :60 PSA:
VIMEO.COM/1010473646

DAILY THEMES

Throughout See Tracks? Think Train® Week 2024, OLI, State Coordinators and partners across the nation amplified our daily themes and messaging, delivering lifesaving rail safety education to diverse audiences. Each day highlighted a specific focus, supported by tailored messaging and resources to engage communities and emphasize the importance of making safe choices near tracks and trains.

MONDAY, SEPT. 23



#STOPTRACKTRAGEDIES

TUESDAY, SEPT. 24



OPERATION CLEAR TRACK

WEDNESDAY, SEPT. 25



CROSSING SAFETY

THURSDAY, SEPT. 26



PROFESSIONAL DRIVER SAFETY



TRANSIT SAFETY THURSDAY

FRIDAY, SEPT. 27



VOLUNTEER TO
#STOPTRACKTRAGEDIES &
#REDOUTFORRAILSAFETY

SATURDAY, SEPT. 28



TRESPASS PREVENTION

SUNDAY, SEPT. 29



NO PHOTO/VIDEO/SELFIE
IS WORTH THE RISK

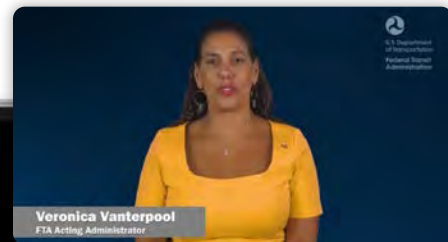


MONDAY, SEPTEMBER 23

#STOPTRACKTRAGEDIES

See Tracks? Think Train® Week 2024 launched with a powerful lineup of initiatives aimed at reinforcing the critical importance of rail safety education. The week-long campaign began with video messages from key federal partners, the release of two new Stop Track Tragedies videos and public service announcements and a wave of official proclamations from states and municipalities nationwide.

Special thanks to Amit Bose, Administrator of the Federal Railroad Administration (FRA), Veronica Vanterpool, Deputy Administrator of the Federal Transit Administration (FTA), Sophie Shulman, Deputy Administrator of the National Highway Traffic Safety Administration (NHTSA), Joe DeLorenzo, Chief Safety Officer of the Federal Transit Administration (FTA) and Jennifer Homendy, Chair of the National Transportation Safety Board (NTSB) for video messages of support. (Pictured clockwise from top left.)



VIEW ALL VIDEOS HERE:
[BIT.LY/2024SEETRACKSTHINKTRAINWEEK](https://bit.ly/2024SEETRACKSTHINKTRAINWEEK)



A variety of kickoff activities delivered from coast-to-coast: Proclamations were signed in West Virginia, where Governor Jim Justice and his constant canine companion, Babydog, reinforced the importance of rail safety education, while in municipalities across the nation, dignitaries, law enforcement and OLI's State Coordinators and partners ensured the lifesaving rail safety education message reached a wider audience.

Efforts highlight a unified commitment to raising awareness and educating communities about the lifesaving message of See Tracks? Think Train®—a reminder that staying alert and making safe choices around tracks can help #STOPTrackTragedies.





TUESDAY, SEPTEMBER 24

OPERATION CLEAR TRACK

Law enforcement agencies and first responders nationwide came together on Tuesday, September 24, to promote lifesaving rail safety education as part of Operation Clear Track (OCT)—the largest first responder single-day rail safety initiative in the United States. This coordinated effort, led by OLI and Amtrak, aimed to reduce the number of crossing and trespasser incidents. The initiative featured a two-pronged approach: in-person safety blitzes at high-risk railroad

crossings where officials distributed educational materials and enforced traffic laws, alongside a robust digital campaign leveraging social media and online platforms to amplify the message. By combining physical presence with digital outreach, OCT reinforced critical safety reminders, emphasizing the importance of always making safe choices around railroad tracks and trains.



THE OPERATION CLEAR TRACK INITIATIVE SAW A 71% INCREASE IN SIGN-UPS.

Many thanks to all who participated in making OCT such a success.

PRESS COVERAGE OVERVIEW

OCT media coverage demonstrated a strong reach across both broadcast and online platforms:

64

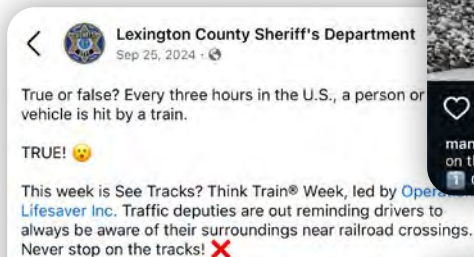
Total Broadcast Media Hits

364

Total Online Press Mentions

\$1.7M

Earned Media Value (AVE)





WEDNESDAY, SEPTEMBER 25

CROSSING SAFETY

Wednesday's theme centered on Crossing Safety, highlighting the critical importance of making safe decisions at areas where roadways cross railroad tracks. Through a combination of public awareness campaigns, law enforcement engagement and digital messaging,

the initiative reinforced essential safety practices, such as following the signs and signals, slowing down when approaching crossings and never stopping on the tracks. The campaign sought to reduce preventable incidents and save lives.



U in the Driver Seat
@UDriverSeat

Follow

It's **#RailSafety #SeeTracksThinkTrainWeek** and it's the perfect time to remind everyone to always stay undistracted when near the tracks! 🚂👁️
#TrafficSafety #PedestrianSafety 🚶👉👈 Thank you @olinational and of course, find more: ow.ly/MAO450Tsqr8r **#EndTheStreakTX**

Source: Operation Lifesaver

0:07

MCDOT
@MCDOTNow

Follow

#SeeTracksThinkTrainWeek #StopTrackTragedies

Yaquina Pacific Railroad Historical Society is at Yaquina Pacific Railroad Historical Society.

Follow

Sep 24, 2024 · 🌐

It is See Tracks? Think Train Week 2024 and the YPRHS and Toledo Public Safety want to remind everyone to utilize designated railroad crossings and to also report if there are any malfunctions at these crossings. If a railroad crossing is not working as it should, please contact the number on the posted blue sign. Please note that information is unique to each crossing and each railroad company. A huge thank you to Officer Bush for pointing out the location of this important information and for helping to spread awareness!! After contacting the railroad company and reporting the problem we encourage you to then contact local public safety as well. The Toledo NonEmergency line is 541-336-5555. For more information about how to stay safe around railroad tracks please visit oli.org or the YPRHS Museum Tuesday through Saturday 10am to 2pm!

#OregonOperationLifesaver #operationlifesaver #operationlifesaveroregon #seetracksthinktrain #yprhs #toledooregon #oregoncoast #railroadsafety



AAR
@AARFreightRail

Follow

#SeeTracksThinkTrainWeek is an important initiative to help mitigate the more than 400 railroad trespass fatalities that occur each year, according to www.fra.dot.gov. Take charge of your own safety around railroad tracks & pass along important safety tips next week.

Memphis Office of Emergency Management
@MEMPHISOEM

Follow

Memphians remember to always pay attention to signs as you approach railroad crossings! @olinational

OPERATION LIFESAVER®
Rail Safety Education

11:52

Notes

Amtrak
163,418 followers
4mo · Edited · 🌐

What should you do if you find yourself stuck on a railroad crossing? Our Chief Safety Officer, **Steve Predmore**, leads the way with an important video from **Operation Lifesaver, Inc.**

Watch and learn how to use the blue and white emergency notification system (ENS) sign to get help and ensure your safety. Remember, when in doubt, find the blue and white to save your life.

#SeeTracksThinkTrain #RailSafety #EmergencyPreparedness

Watco
@WatcoRail

Follow

Check out this important safety message in honor of @OLINational's See Tracks? Think Train® Week. For more information on **#crossingsafety** visit: bit.ly/3C61Whp. **#RailSafety**

0:10

Get Out

of your vehicle

Get out of your vehicle.

214

3 comments · 29 reposts

Like Comment Repost Send

Reactions



THURSDAY, SEPTEMBER 26

TRANSIT SAFETY THURSDAY & PROFESSIONAL DRIVER SAFETY

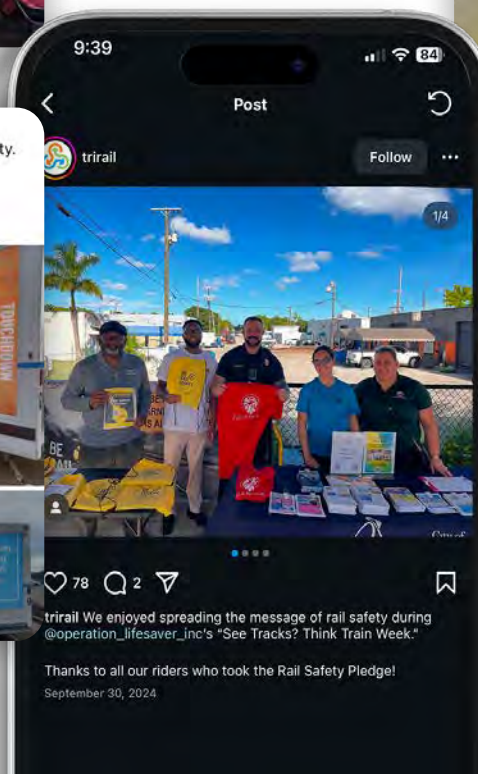
Thursday's focus spotlighted transit safety and professional driver awareness, emphasizing the critical role both groups play in preventing rail-related incidents. Throughout the day, tailored messaging was shared to address the unique challenges faced by transit operators and professional drivers when navigating areas near tracks and trains.

The initiative reinforced the importance of making safe choices when sharing the roadway with and riding passenger trains.

Meanwhile, professional drivers received guidance on safely approaching crossings, adhering to warning signals and avoiding risks such as getting stuck on tracks.

Through targeted outreach efforts—both in-person and online—the campaign underscored the importance of vigilance, patience and compliance with rail safety regulations to protect lives and prevent incidents.







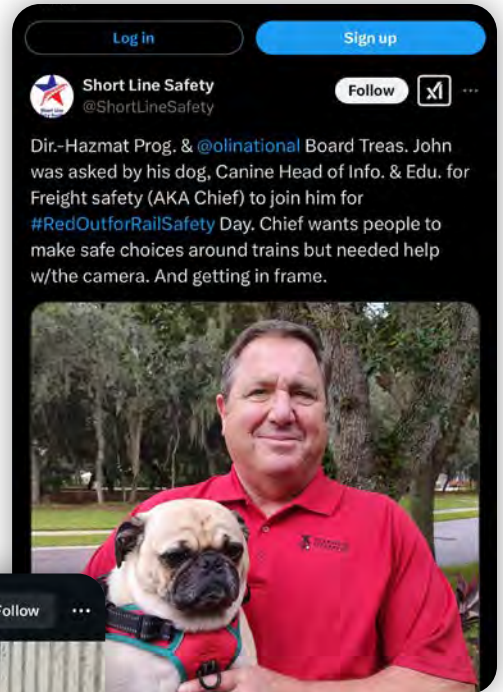
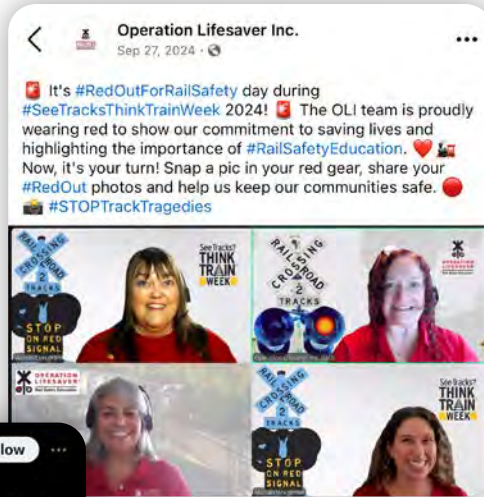
FRIDAY, SEPTEMBER 27

#REDOUTFORRAILSAFETY

On Friday, partners across the U.S. came together to celebrate the #RedOutForRailSafety initiative, a powerful visual demonstration of support for rail safety education. Participants wore red to raise awareness about the importance of rail safety and to show solidarity in the effort to help stop track tragedies.



This nationwide movement served as a unifying symbol, reinforcing the message that rail safety is a shared responsibility. Through community events, social media engagement and local outreach, the campaign encouraged individuals and organizations to take an active role in promoting lifesaving rail safety practices.

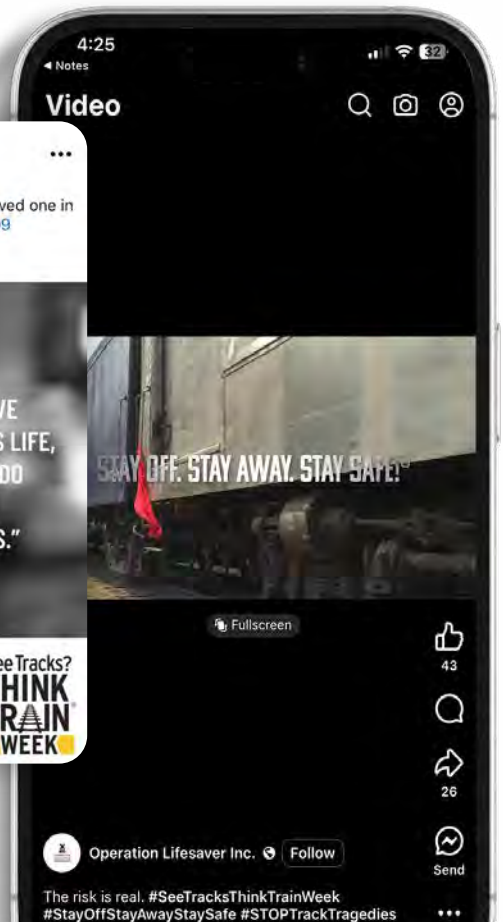
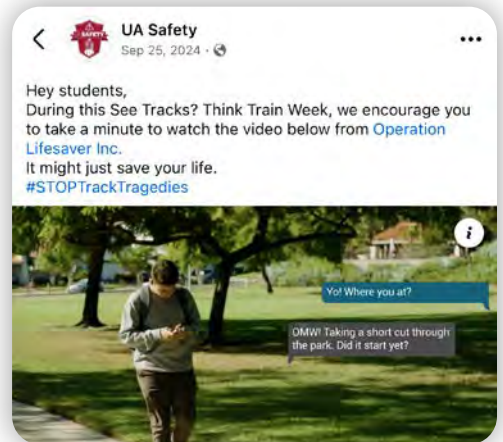




SATURDAY, SEPTEMBER 28

TRESPASS PREVENTION

Saturday's theme focused on trespass prevention, emphasizing the critical importance of staying off railroad tracks and railroad property. Throughout the day, a combination of educational events and social media messaging reinforced the dangers of trespassing near railways. Partners across the nation spread awareness about the necessity of staying off and away from railroad tracks. By engaging the public through outreach efforts and digital campaigns, the initiative promoted safe behaviors that can save lives.



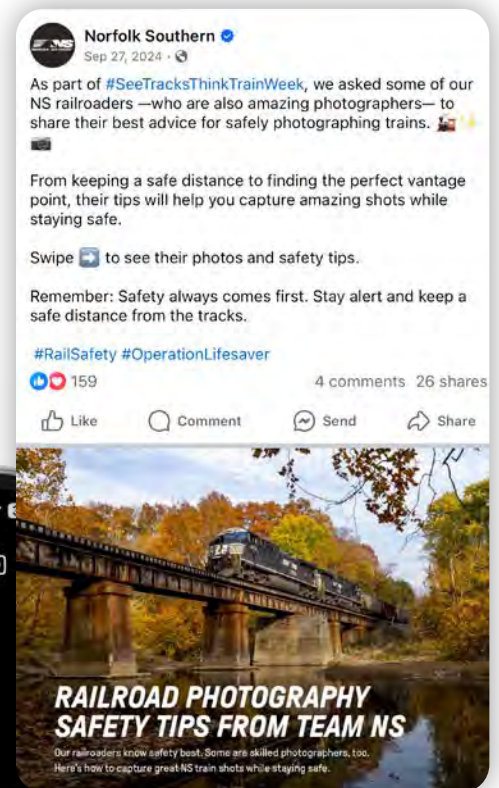




SUNDAY, SEPTEMBER 29

NO PHOTO/VIDEO/SELFIE IS WORTH THE RISK

See Tracks? Think Train® Week concluded on Sunday with a powerful reminder to professional and amateur photographers, as well as social media influencers, that no photo, selfie or video is ever worth the risk. The campaign emphasized the dangers of using railroad tracks as backdrops, highlighting the potential for tragic consequences. Through social media outreach and public awareness efforts, safety advocates reinforced the rail safety education message that trains can approach faster and quieter than expected on any track, at any time, in either direction. By urging creators to choose safe locations for their work, the initiative aimed to prevent dangerous behavior and promote responsible decision-making around tracks and trains.



A GROWING RAIL SAFETY PARTNERSHIP

THANK YOU TO OUR BOARD MEMBERS,
STATE PROGRAMS, VOLUNTEERS AND
PARTNER ORGANIZATIONS ACROSS THE
NATION AND AROUND THE WORLD WHO
SUPPORTED THIS SUCCESSFUL SEE TRACK?
THINK TRAIN® WEEK EFFORT. TOGETHER,
WE CAN #STOPTRACKTRAGEDIES.



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See Tracks?
**THINK
TRAIN[®]
WEEK**

SAVE

THE DATE

2025 SEE TRACKS?

THINK TRAIN[®] WEEK

SEPT. 15-21, 2025

**FOR MORE INFORMATION,
CONTACT NEWS@OLI.ORG**



SEE TRACKS? THINK TRAIN!®

HELP STOP TRACK TRAGEDIES

Know the facts.

Make good decisions.

Share the message.

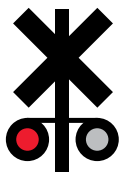
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VISIT OLI.ORG

FOLLOW US ON SOCIAL

(800) 537-6224

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