

2017 ANNUAL REPORT



INTERIM PRESIDENT'S MESSAGE



Operation Lifesaver, Inc. (OLI) celebrated 45 years of saving lives through rail safety education in 2017. We started the year by announcing that we would observe the first annual Rail Safety Week (RSW) in the United States that September. The goals were to raise awareness of the need for rail safety education as well as

empower Americans to keep themselves safe near highway-rail grade crossings and railroad rights-of-way. The event was a success thanks to activities hosted by Operation Lifesaver state programs and our safety partners. Please see page two for details.

Another highlight of the year was the biennial State Coordinator Summit. More than 40 Operation Lifesaver state coordinators gathered in New Orleans to learn about new OLI educational materials, receive updated training, and share best practices. The April event included information about safety outreach, volunteer recruitment and retention, as well as fundraising.

In early June, Operation Lifesaver, Inc. (OLI) joined more than 40 countries around the world in observing Level Crossing Awareness Day (ILCAD). Later that month, we held a reception in Washington, D.C. to highlight, and celebrate, the important work that we've done with our critical safety partners.

Later in the summer we welcomed four new Operation Lifesaver state coordinators to our orientation training in D.C., along with two officials from South Africa's Rail Safety Regulator.

Five new videos aimed at educating younger adult audiences on the dangers of being near tracks and trains were developed and released last year, too. Look for highlights on page three.

In November, former OLI President Bonnie Murphy joined Dallas Area Rapid Transit as the Vice President of Commuter Rail & Railroad Management. I was named by the OLI board to serve as Interim President. It's been a great year. With your help, OLI has a bright future, indeed!

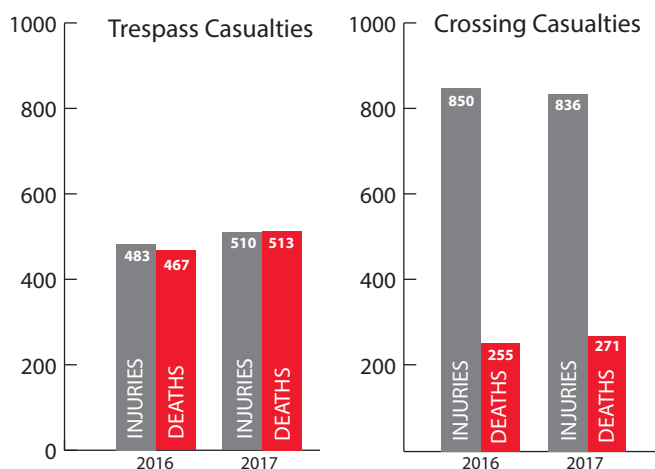
Sincerely,
Wende Corcoran

Our Mission

Operation Lifesaver is a nonprofit public safety education and awareness organization dedicated to reducing collisions, fatalities and injuries at highway-rail crossings and trespassing on or near railroad tracks. With a nationwide network of passionate volunteers, Operation Lifesaver provides free safety presentations and creates award-winning education programs and public awareness campaigns to reach audiences of all ages. Our safety partners include federal, state and local government agencies, highway safety organizations and America's railroads to promote the three E's — education, enforcement and engineering — to keep people safe around tracks and railway crossings.

Rail-related Incidents 2016 vs. 2017*

(Source: Preliminary Federal Railroad Administration Statistics)



*Based on preliminary FRA data

Education Reach Overview:

Operation Lifesaver reached **2.1 million** people directly via **21,226** safety presentations, **245** training sessions and **1,821** special events conducted by state programs nationwide in 2017.

In addition, **333 CDL drivers** and **1,912 school bus drivers** were exposed to Operation Lifesaver's online eLearning safety programs during the year.

FIRST-EVER RAIL SAFETY WEEK A SUCCESS IN THE U.S.



Operation Lifesaver joined rail safety allies in government, the railroad industry and other safety-minded organizations to create the first nationwide observance of **Rail Safety Week, September 24-30**. Activities included awareness campaigns and the **Amtrak-led "Operation Clear Track"** awareness and enforcement initiative. It included the local distribution of safety tips for pedestrians, drivers, transit riders and passenger rail users. Many thanks to our state programs and federal safety partners at the **Federal Railroad Administration, Federal Highway Administration and Federal Transit Administration**.

A news conference was held to kick off Rail Safety Week activities with Operation Lifesaver, Inc. Board member Andy Elkins, Federal Railroad Administration Office of Program Delivery Director Jamie Rennert, Association of American Railroads Senior Vice President Safety & Operations Mike Rush, Amtrak Executive Vice President and Chief Operating Officer Scot Naparstek, Amtrak Chief of Police Neil Trugman, Nancy Kenyon Richardson, who lost her son in a trespass incident, and Richardson's daughter Kiki.



The Richardson family shared their story at the Rail Safety Week news conference in Washington, D.C.

The D.C. news conference, and other events, resulted in 1,320 print and digital stories in 47 states and Washington, D.C., as well as 399 broadcast news stories. The media coverage reached millions of Americans with rail safety messages and generated more than \$2.6 million in advertising or publicity value.

Paid safety messages were used to further raise awareness during Rail Safety Week. Digital campaigns, which ran in 13 cities with major transit systems, yielded more than \$7 million worth of impressions; trespass prevention and crossing safety campaigns on Facebook, Snapchat and

YouTube resulted in an additional \$3.5 million worth of impressions with the risk-taking, younger, age groups in 26 key states. Paid radio public service announcements aired on 1,700 stations in 28 states for an additional 23 million impressions.



An event was held with law enforcement partners at the Amtrak station in East Lansing to kick off Rail Safety Week events in Michigan.

Other Rail Safety Week activities included:

- On Tuesday, September 26, 246 law enforcement agencies in 48 states participated in a coordinated crossing enforcement and trespass prevention effort called "Operation Clear Track." Local, state, federal and railroad police were stationed at the top railroad grade crossing and trespassing incident locations around the country. They distributed safety materials to motorists and pedestrians. Police also issued warnings and citations to those violating the laws.
- Wednesday, September 27 focused on crossing safety, with events and ads to promote awareness of the Emergency Notification System (ENS) signs posted near all railroad crossings. The signs have an 800-number to call to report vehicles stuck on the tracks, signal malfunctions and other issues.

- Thursday, September 28, was “Transit Safety Thursday,” with events at transit, light rail and commuter rail stations. A digital ad campaign was also executed.
- Friday, September 29 focused on trespass prevention. Students, and safety advocates, participated in a “red out” for rail safety awareness event by wearing red clothing. Operation Lifesaver volunteers distributed materials and trespass prevention safety tips at sporting events and other activities.
- On Saturday, September 30 we celebrated “community connections” with safety blitzes and various awareness events in communities across the United States.



Operation Lifesaver volunteers at the Georgia Department of Transportation showed their dedication by wearing red to work on “Red Out for Rail Safety Day” during Rail Safety Week.

EDUCATION & TRAINING

New Educational Videos Released

Five engaging, new, videos were created and released by OLI to emphasize key safety messages with younger adult audiences in 2017. The three music videos, and two animated videos, helped educate risk-taking adults about the dangers of being near tracks and trains. Funding was provided by the Federal Railroad Administration.

The animated one-minute videos, titled “Time to Wait” and “Hit by a Train,” targeted males aged 18–35, the demographic most likely to be involved in crossing and trespass incidents. The music videos, titled “A Story to Tell,” “You Better be Aware,” and “Operation Lifesaver Rap,” were created as part of a digital advertising campaign during the first U.S. Rail Safety Week, September 24-30, 2017.

State Coordinator Summit

More than 40 Operation Lifesaver State Coordinators from across the U.S. gathered for a group photo at the State Coordinator Summit in New Orleans where they received training about new OLI materials and shared best practices for running their state programs.



State Coordinator Orientation

Four new Operation Lifesaver State Coordinators, and two representatives of South Africa’s Rail Safety Regulator, attended a 2-½ day orientation training session at OLI headquarters in August.



Pictured, L to R: Mike McCoy, CO OL; Kim Sloan, MS OL (facilitator); Alan Franklin, VT OL; Janice Cowen, SC OL (facilitator); Tara Mays, KS OL; Sandy Pfau Englund, OL Legal Counsel; Bonnie Murphy, former OLI President and CEO; Babalwa Mpendu, Senior Manager, Education & Awareness, Rail Safety Regulator, South Africa; Kevin Burns, CT OL; Sibongiseni Henna, Rail Safety Regulator Senior Manager, Business Development.

New Volunteers

A total of 237 people became Operation Lifesaver Authorized Volunteers (OLAVs) in 2017.

Coach Class

One OLAV Coach Class was held in 2017, and a total of seven new coaches completed the training.

OLI GRANTS

In 2017, OLI provided safety education grants to 30 states to spread critical safety messages. The funds were used to support state programs' rail crossing safety and trespass prevention public education projects, many held in conjunction with Rail Safety Week.



More than 5,000 incoming freshmen at California Polytechnic Institute learned about rail safety during orientation events.

1. Competitive grants funded by the **Federal Railroad Administration (FRA)** totaling **\$217,000** were distributed to **15 states** for trespass prevention and grade crossing safety initiatives. Grants were awarded to State Operation Lifesaver programs in Arkansas, California, Georgia, Idaho, Indiana, Illinois, Michigan, Minnesota, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Texas and Wisconsin. The state campaigns funded by the FRA grants included geographically-targeted mobile ads (geo-fencing), video public service announcements (PSAs) aired at major universities and in movie theaters, as well as via broadcast television and radio stations. Some of the other efforts included social media advertising, traditional and electronic billboards, ad banners on commuter trains, and the distribution of safety awareness materials during sporting events.
2. OLI awarded an additional **\$219,000** in competitive state grants for crossing safety education projects in 15 states, funded by the **Federal Highway Administration (FHWA)**. These grants were awarded to Operation Lifesaver organizations in California, Kentucky, Michigan, Minnesota, Mississippi, Nevada, New Jersey, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, South Carolina, Washington, and Wisconsin. The grant money was used for a wide variety of efforts including the promotion of the Emergency Notification System (ENS) signs at railroad crossings to both English and Spanish-speaking audiences, radio and television PSAs, outdoor advertising on billboards and displays at popular shopping areas, gas pump advertising, social media ads, geo-fenced mobile ads, as well as material distribution at sports venues.



PARTNERSHIPS



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