



“Bad Ad” Activity Drops

2007 saw a drop in “bad activity” – advertisements, newspaper articles, movies and website content showing images of unsafe behavior around tracks and trains – that prompted a written response from OLI. After several years of increased activity, this positive trend was welcome. Success stories included:

- Wal-Mart stopped carrying a line of model train cars featuring graffiti after letters from OLI raised safety concerns.

- Bayer Corporation, makers of Aleve, edited a national television ad to remove a shot of a man jogging in a rail yard after OLI raised objections.
- Harper’s Magazine printed a letter to the editor with OLI’s response to an article that glorified train hopping.

New National Presenter Database Takes Shape

OLI launched a major initiative to develop a national presenter database in response to partner requests for improved data collection and reporting. Development of a user-friendly, easily maintained database will enable continuing education of presenters online; password-protected access to key stakeholder groups; and the ability to track presentations online through Google Maps.



In 2007, Operation Lifesaver’s training and safety education efforts continued to expand nationwide.

- A total of 123 certification courses were held nationwide, adding 544 new presenters to our core of certified presenters.
- 27,124 safety presentations reached 1,142,289 people including K-12 students, driver education classes, professional truck and bus drivers, emergency response personnel, law enforcement and others.

Light and Commuter Rail Safety Expands

This past year, OLI began offering its proven safety training program to transit agencies in several urban centers in the U.S. State Coordinators in Texas, California, North Carolina and Missouri are training safety officials and volunteers in educating the public about the need to practice safety around light/commuter rail systems. As ridership on public transit systems increases and additional light rail systems begin operations, Operation Lifesaver’s safety tips carry new meaning for a public not accustomed to the dangers present at these locations. This program is expected to grow in the future.

Operation Lifesaver’s Messages Reach Record Number of Citizens

- 1,828 special training classes were held across the U.S., with 32,763 participants, including school bus drivers, law enforcement officers in Grade Crossing Collision Investigation classes, and fire fighters and emergency response personnel in Rail Safety for Emergency Response classes.
- Operation Lifesaver representatives participated in more than 2,400 special events, including state and county fairs, mock crashes, special trains, community blitzes and other events, reaching 2.6 million people with OLI’s safety messages.

PHOTO: Sergeant Julie Lewis, Louisiana State Police, instructs OL presenters



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

annual report 2007

President’s Report

Transitioning to New Leadership to Meet Future Challenges



2007 was a time of transition for Operation Lifesaver, Inc. (OLI), the national headquarters for the nonprofit safety education programs operating in each state as Operation Lifesaver (OL). My arrival as President in January began a year of whirlwind activity to get to know both the organization and the dedicated people who make it the world’s premier highway-rail safety education program.

Today, the state of Operation Lifesaver remains strong. Our mission is simple, yet powerful: we exist to save lives and reduce injuries at highway-rail grade crossings and on or near railroad tracks. Our cadre of trained presenters and volunteers embrace their work with unparalleled passion. Last year, OL presenters, trainers and state coordinators delivered safety messages to more than 3.7 million people through direct safety presentations, specialized training and public events; many more were reached through media coverage of Operation Lifesaver activities. Our training programs for safety presenters are now being embraced by light and commuter rail transit agencies. Our private and public partners in government, industry, and nonprofit agencies provide sustained support for OL’s work.

Any organization in existence for 35 years must work to ensure that it remains relevant to changing realities. My vision for Operation Lifesaver, honed through my review of the organization in 2007, looks toward the challenges that lie ahead:

We will successfully find new ways to disseminate rail-related safety messages to a public already bombarded by information; communicate with younger audiences; improve our reach to non-English speaking audiences; and address the growing problem of trespass incidents without compromising our grade crossing initiatives.

A tragic death or injury at a highway-rail crossing has consequences that affect multiple communities. When policymakers in Washington, D.C. or in statehouses speak about traffic safety, Operation Lifesaver should automatically come to mind. When community leaders meet to develop traffic safety improvements, Operation Lifesaver should have a seat at the table.

The activities and events of 2007 set the stage for a promising future for Operation Lifesaver. This year of transition will enable us to respond effectively to the challenges ahead.

Sincerely,
Helen M. Sramek, *President*

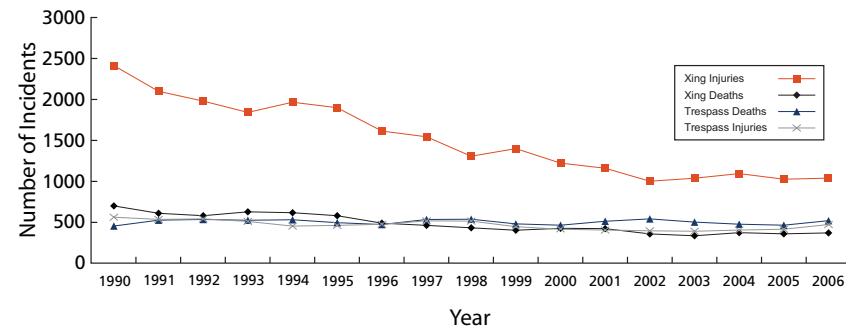


PHOTO: Mass Media Outreach (pg. 3)

OLI’S MISSION:

We exist to save lives and reduce injuries at highway-rail grade crossings and on or near railroad tracks.

Rail Safety Trends, 1990-2006



Crossing-related deaths, injuries, and pedestrian rail trespass injuries have declined since 1990, while trespass deaths have increased.

State Coordinator Summit Spotlights Best Practices

In April, OLI sponsored a State Coordinators Summit in Providence, Rhode Island, an event held every other year. Thirty-seven OL State Coordinators met over two days to network and share ideas for improving their state Operation Lifesaver programs.

Increased Visibility with Influential Groups, Policymakers

Speaking engagements and other opportunities expanded OLI's outreach to policymakers.

- Refocusing OLI's trespass efforts to link safety and security was the theme of Helen Sramek's speech at the National Highway-Rail Grade Crossing Safety Training Conference in San Antonio.
- Operation Lifesaver representatives staffed exhibits at several national conferences in 2007, including the International Association of Chiefs of Police, the National Sheriff's Association,

the International Association of Fire Chiefs, the Governors Highway Safety Association, the American Public Transportation Association, and the National Council of La Raza, the nation's largest community-based Latino organization.

- Railroad safety legislation passed by the U.S. House of Representatives and pending in the Senate includes a pilot program that would enable OL to conduct targeted, sustained community activities in areas where risk is greatest.



PHOTO: OLI volunteers manage a booth at the 2007 La Raza Conference in Miami

- OLI served on the education subcommittee of the APTA standards group working on light rail safety, and on the National Academy of Science's Transportation Research Board light rail safety study oversight panel.

Regional Workshops Dominate the Calendar

2007 was regional workshop year on the OL calendar. From July through September, six regional workshops were held around the country: Burlington, Vermont; Missoula, Montana; Salt Lake City, Utah; Asheville, North Carolina; Little Rock, Arkansas; and Duluth, Minnesota.

The turnout of Operation Lifesaver leaders, partners, presenters and volunteers confirmed the program's strength. The workshops drew a total of 630 attendees, an increase of 11.5 percent from 2005 and the highest attendance since 2003.

Over 90 percent of OLI's presenter-trainers received their re-certification training. More than 110 organizations including safety partners and other local companies contributed more than \$60,000 in sponsorships and in-kind contributions to support the workshops.

PHOTOS: Vermont Gov. Jim Douglas and Deputy Federal Railroad Administrator Cliff Eby (top); Attendees listen during general session (bottom)



National Office Staff

Helen M. Sramek
President

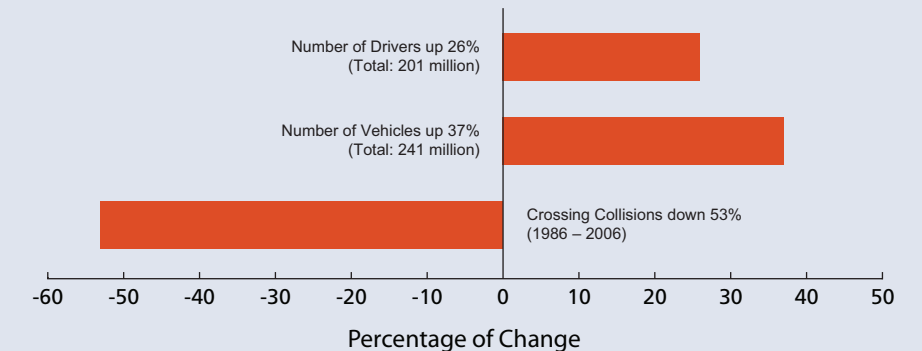
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Carol Dorsey
Director of Administration

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More Drivers and Vehicles, Fewer Crossing Incidents



U.S. vehicle-train collisions have dropped by 53 percent, over the last 20 years, even with 26 percent more drivers and 37 percent more vehicles. (Data for years 1986-2005)

A New Slate of Board Officers Steps Up

In November, 2007 Reilly McCarren, Co- CEO, Partners Rail Group, and Chairman, Arkansas & Missouri Railroad, became Chair of the OLI Board of Directors. Reilly, who had been Vice-Chair, represents the short line railroad community. The previous Chair, Otto Sonefeld, a former

official of the American Association of State Highway Transportation Officials (AASHTO), remains on the Board. Other new officers elected to the OLI Board include Vice-Chair, Clyde Hart, Jr., Senior Vice-President for Government Affairs, American Bus Association; and

Secretary-Treasurer, Thomas D. Simpson, Executive Director, Railway Supply Institute – Washington, DC.

Use of the Mass Media Broadens

A concerted effort to raise public awareness of Operation Lifesaver's safety messages through media outlets in conjunction with the Regional Workshops and other 2007 events resulted in:

- Television coverage of media events in South Florida and Roanoke, Virginia in which Sramek took part.

- Print coverage of a Sramek speech in the Omaha *World-Herald*, and placement of OL articles in dailies in Burlington, Vermont and Duluth, Minnesota during the Regional Workshops.

- The airing of new radio public service announcements in Oklahoma, and on Washington, DC public radio station WETA.

- Positive response to the distribution of informational flyers to college journalism and photojournalism programs, and of rail safety tips to newspapers throughout the U.S.