



RAIL SAFETY WEEK

SEPT
23-29

2018 RAIL SAFETY WEEK

RESULTS REPORT





LEFT:

Employees from Georgia's Department of Transportation wear red clothing to show their support for Rail Safety Week.

SUMMARY

RAIL SAFETY WEEK (RSW) IS AN ANNUAL OPERATION LIFESAVER, INC. (OLI) EVENT TO RAISE AWARENESS OF THE NEED FOR RAIL SAFETY EDUCATION AND EMPOWER PEOPLE TO KEEP THEMSELVES SAFE NEAR RAILROAD GRADE CROSSINGS AND RIGHTS-OF-WAY. IN 2018, CANADA AND THE U.S. JOINTLY OBSERVED RAIL SAFETY WEEK.

RIGHT:

This digital billboard shared the #STOPTrackTragedies message in Wisconsin.





Each day during Rail Safety Week, events were held across the U.S. to **EDUCATE CITIZENS ABOUT SAFETY NEAR TRACKS AND TRAINS**. The events highlighted crossing safety and rail trespass prevention in high-incident areas, including Operation Clear Track, Transit Safety Thursday, and Red Out for Rail Safety Day.

LEFT: Pedestrians in the Houston area were targeted during safety blitz events.

EVENTS & INITIATIVES

More than 18 states worked with government officials to issue **RAIL SAFETY WEEK** proclamations. Specific audiences targeted for safety presentations included:

- Students of all ages
- Professional truck drivers and school bus drivers
- Driver education instructors
- Members of law enforcement and other first responders
- Homeless communities

RIGHT: The Texas Operation Lifesaver team worked with Union Pacific Railroad and the Texas Highway Patrol on an enforcement event.



Amtrak and Operation Lifesaver, Inc. hosted **OPERATION CLEAR TRACK** on the Tuesday of Rail Safety Week. More than 527 police departments, sheriff's offices, and other agencies participated across 48 states. During the safety detail, police enforced their state grade crossing and trespassing laws at nearly 1,200 high-incident crossings. Operation Lifesaver Clear Track events generated media coverage in more than 30 states.

RIGHT: Oldham County Deputy Sheriff Michael L. Meece handed out safety materials to pedestrians during a trespass blitz event in Kentucky.



OPERATION CLEAR TRACK



45,204 railroad safety cards distributed

4,313 verbal warnings given

2,501 citations issued

34 arrests made

LEFT: The Storey County Sheriff's Office and Nevada Operation Lifesaver participated in enforcement efforts at crossings.



#RAILSAFETYWEEK

LEFT:

The **#STOPTRACKTRAGEDIES**

campaign released during Rail Safety Week included social media graphics for each of the video stories. Trespass incident survivor Scott Sackaney is pictured.

#STOPTRACKTRAGEDIES CAMPAIGN

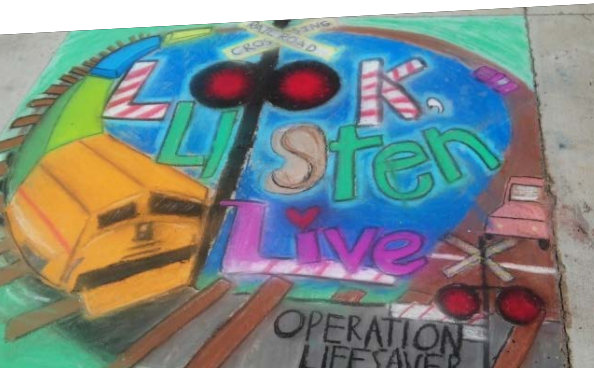
OPERATION LIFESAVER, INC. AND OPERATION LIFESAVER CANADA joined forces in 2018 to launch the **#STOPTrackTragedies** campaign. Seven videos tell the personal stories of people affected by rail crossing or trespassing incidents – including victims, friends and family members, locomotive engineers, and first responders. One video was released each day through social media during Rail Safety Week. The full campaign can be viewed at **STOPTRACKTRAGEDIES.CA** and **OLI.ORG**.



SCHEDULE OF EVENTS

UNIFYING THEME: STOP TRACK TRAGEDIES

	9/23/2018 SUN	9/24/2018 MON	9/25/2018 TUES	9/26/2018 WED	9/27/2018 THURS	9/28/2018 FRI	9/29/2018 SAT
THEME	Lasting Impact	No Photos/ Videos on Tracks	Law Enforcement Partnerships	Trespass Prevention	Transit Safety	Crossing Safety	Community Connection
ACTIONS & EVENTS	Share #RailSafetyWeek2018 and #StopTrackTragedies hashtags; encourage partners to share new campaign infographics, videos, social media posts and RSW logo throughout the week	National, state, local proclamation signing ceremonies. Media interviews with national and state OL reps. National and state media outreach to local photographers and national photographer associations	Operation Clear Track in U.S. with crossing enforcement and awareness exercises at high-incident crossings; Officer on the Train events; other positive enforcement events for Emergency Notification System awareness	Promotions/tables at school events to share the "Stop Track Tragedies" message; share posters, outreach on college campuses and bars to highlight the dangers of trespassing	Station events, announcements and posters (all week), platform ads	High school driver ed instructors and classes promote "Drive Safe Near Trains," safety organizations, railroads and other employers promote "Red Out for Rail Safety"	Safety Blitzes & other community awareness events, sidewalk chalk safety events, sidewalk ST3 stencils
STAKE- HOLDERS	All partners	Local school districts, school sports teams, safety organizations, railroads, professional photographer associations, other photographers including news media	State, local, county law enforcement agencies, sheriff's association, chiefs of police, other emergency response organizations	OL volunteers and state programs, USDOT and Transport Canada, state/provincial/local governments, RR gov't affairs reps, labor unions, high school and college administrators and students, other nonprofit groups	Light rail, streetcar, commuter rail systems, rail transit and rail passenger nonprofit organizations	State, Provincial DOTs and highway depts., OL Authorized Volunteers, FRA Crossing Managers, School Bus Transportation Directors, charter bus operators, trucking companies and professional truck drivers, emergency responders	Local news media, railroad partners, OLAVs, Coaches, college/university sports teams, chambers of commerce, local businesses and organizations



LEFT:

The winning entry in the sidewalk chalk event hosted by Georgia Operation Lifesaver.



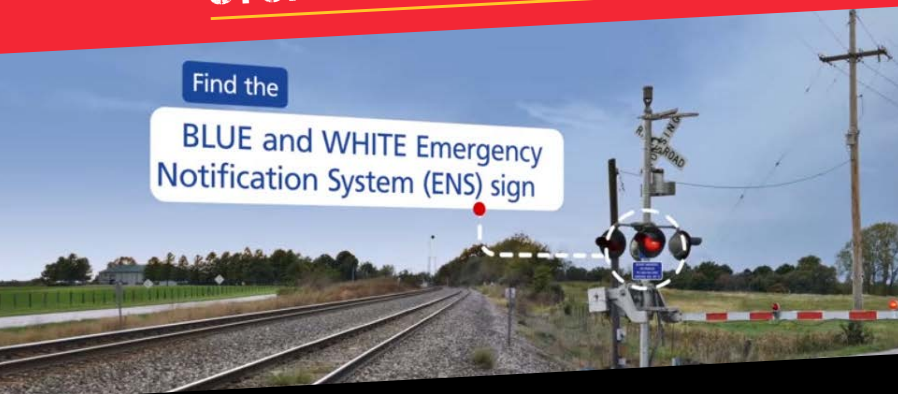
LEFT:

South Carolina Operation Lifesaver's outreach event to the homeless community

PAID MEDIA RESULTS



View video at
STOPTRACKTRAGEDIES.ORG



OLI ran two YouTube campaigns:

- A **#STOPTRACKTRAGEDIES** video PSA, for a national audience
- A crossing safety video PSA, "Find the Blue and White ENS Sign to Save Your Life," in 60 markets and 20 states.

Total YouTube Impressions

8 MILLION

Video Views

3.3 MILLION

Top Demographic

MEN-AGES 18-24

Participating states included:

ALABAMA // ARKANSAS // ARIZONA // CONNECTICUT // FLORIDA // IDAHO
INDIANA // KANSAS // KENTUCKY // MICHIGAN // MISSISSIPPI // MINNESOTA
NEW MEXICO // NORTH CAROLINA // SOUTH CAROLINA // TENNESSEE // TEXAS
WASHINGTON // WEST VIRGINIA // WYOMING

PAID MEDIA RESULTS CONT'D



OLI ran **47,824 "FIND THE BLUE AND WHITE ENSIGN TO SAVE YOUR LIFE" radio PSAs** on **1,911 stations** in **26 states**.

Many OL state programs used **GEOFENCING** to target key audiences with mobile phone advertising in high trespass areas.

PARTICIPATING STATES INCLUDED:

ARKANSAS // ARIZONA // CALIFORNIA // COLORADO // CONNECTICUT // GEORGIA // INDIANA
ILLINOIS // FLORIDA // KANSAS // MASSACHUSETTS // MICHIGAN // MISSISSIPPI
NEVADA // NEW YORK // NORTH DAKOTA // OHIO // OKLAHOMA // OREGON // PENNSYLVANIA
SOUTH CAROLINA // TENNESSEE // TEXAS // UTAH // WASHINGTON // WEST VIRGINIA

Total news stories generated by RSW:

1,389

Total reach:

266.7 MILLION

Total publicity value/AVE:

\$2.7 MILLION

RIGHT: Missouri Operation Lifesaver State Coordinator Tim Hull conducts a media interview during an Officer on the Train event.



EARNED MEDIA RESULTS

**399 TV & RADIO
BROADCAST
STORIES** in 31 states
and the District of Columbia

Total Local Viewership:

4.7 MILLION

Total Local Market Publicity Value:

\$274,000

Online print, newswire and
broadcast media coverage

990 STORIES

in 36 U.S. states and 11 other
countries with a reach of 262 million
and average of 2.4 million

OWNED MEDIA RESULTS



Social Media - Organic, or non-paid, social media posts on Twitter and Facebook added 112K impressions to the buzz created by rail safety partner social media posts from September 1 - October 11.

736,000 FACEBOOK IMPRESSIONS

386,000 TWITTER IMPRESSIONS

126,000 PAGEVIEWS

of the website, oli.org, between September 1 and October 11, 2018. That's a 45 % increase over the previous period.



THANK YOU TO OUR STATE PROGRAMS, PARTNERS AND
IN-KIND SUPPORTERS WHO MADE RAIL SAFETY WEEK A SUCCESS BY
HELPING SPREAD LIFESAVING MESSAGES TO MILLIONS OF PEOPLE IN
COMMUNITIES ACROSS THE COUNTRY.

PARTNERS



U.S. Department
of Transportation
**Federal Transit
Administration**



U.S. Department
of Transportation
**Federal Railroad
Administration**



U.S. Department of Transportation
Federal Highway Administration



DuPage
Railroad Safety
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IN-KIND SUPPORTERS



ASSOCIATION OF
AMERICAN RAILROADS



ASLRRA





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WWW.OLI.ORG