

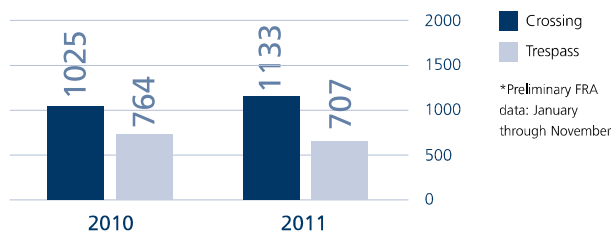
“Best Practices” at Summit

In April, Operation Lifesaver's state coordinators met in Portland, Oregon, for the biennial summit. The summit is an opportunity for state program leaders to enhance their leadership skills and program capabilities. Workshops, training sessions and networking were all part of the agenda. Forty-one State Coordinators attended the sessions, where they received training on the new e-Learning program, database management, and shared “best practices” among their peers.



Rail-Related Casualties

2010 vs 2011*



Safety Education Results

In 2011, OLI reached:

- 2.6 million people via OL state programs, training and events nationwide.
- 27,000 professional drivers and commercial bus operators in 6,700 presentations.
- 3,000 professional drivers who completed the e-Learning course online.
- 67,000 school bus drivers in 2,000 presentations.
- 175,000 new drivers in 7,300 driver education presentations.

Passenger Rail: UTA Initiative

Utah OL working with Utah Transit Authority (UTA) and the Federal Transit Administration held a Pedestrian/Rail Safety Summit and launched a safety media campaign, adding social media outreach and training for new OL presenters at UTA.

The “Look Twice” billboard was developed for the safety summit to address a particular problem passenger rail outlets are facing – the second train. The outreach campaign included radio and television PSAs, use of the *Bad Move* campaign posters in driver education classes throughout Utah, TRAX train safety wraps, new signage at TRAX and Front Runner passenger stations, and Facebook and Twitter posts to reach new audiences.

Operation Lifesaver is currently working with TriMet in Portland, Oregon, MATA trolley cars in Memphis, TN, and the light rail in Phoenix, Arizona, to promote passenger safety around light and commuter rail tracks and trains.



OLUTAs “Look Twice” billboard in Utah



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

annual report 2011

President's Report

Operation Lifesaver at a Crossroads



We at Operation Lifesaver look back on 2011 with a sense of achievement, even as we recognize that the road ahead may lead to considerable changes for the organization. Our *Annual Report* hits the highlights of a very productive year both nationally and within our state programs.

The mission of Operation Lifesaver remains the beacon that unites our work: Saving lives and reducing injuries at highway-rail crossings and on or around railroad property.

In 2011, the loss of a major federal grant that supported the operations of the National Office forced us to begin to rethink the model that has guided our public outreach efforts for decades. As we seek alternative funding sources to run a national program, we're being asked to review how we do business in order to find more efficient ways to deliver our message to more Americans.

Change is unsettling, but it also presents us with opportunity. Our challenge is to successfully combine our traditional presenter-based safety education methods with interactive, Internet-based training and materials, leveraging social media, our website, and other communications channels.

As Operation Lifesaver celebrates its 40th anniversary, we stand tall because of the tremendous work that has been achieved over four decades. State programs, volunteers and partners all share in these achievements. As long as we stay focused on the mission and continue our efforts to reach the public, we will remain the premier rail safety education organization in the world.

Sincerely,
Helen M. Sramek, *President*

Helen Sramek Talks Safety Before Congress

OLI's President Helen Sramek testified before the House Subcommittee on Railroads, Pipelines and Hazardous Materials on April 7 that Operation Lifesaver is the only national, nonprofit safety education program focused on reducing deaths and injuries on America's highway-rail crossings and rights-of-way. She noted a 38% drop in crossing collisions and fatalities this decade, resulting from improvements at crossings, elimination of highway-rail grade crossings, targeted enforcement, and public education, including the sustained efforts of Operation Lifesaver.



1420 King Street, Suite 401 • Alexandria, VA 22314 • 800.537.6224 • www.oli.org

Bad Move PSA Uses Social Media to Draw 18-34 Year Olds

Using the Internet to target the 18-34 year-old audience and obtain feedback, Operation Lifesaver's *Bad Move* trespass prevention campaign launched in October. It paired an online PSA with posters featuring a Quick Response code (two-dimensional barcodes) readable by smart phones. For the first time, OLI brought together resources from the Federal Railroad Administration, funding the PSA production, and Federal Transit Administration, supporting the QR-coded posters in transit agencies.

Bad Move tells the story of a young couple who choose a dangerous place to walk, then follows up with three video clips featuring consequences to the characters in the PSA. A "write your own PSA ending" contest helped promote the campaign with details on Facebook, Twitter, Vimeo and the OLI website. Contest winner, 25-year-old Tiffany Walsh from Ridgewood, New York received a voucher for two round-trip Amtrak tickets.

Austin's Capital MetroRail kicked off the transit portion of the campaign in October, while DC Metrobuses carried 150 posters for a month. Other participants were Cleveland RTA, Little Rock CAT, Nashville Music City Star, Seattle's Sound Transit, and the Texas A&M campus.



One of Operation Lifesaver's *Bad Move* PSA campaign posters, installed on transit lines, used QR codes to entice viewers to view the website

"This new safety PSA used the power of the Internet to show pedestrians that all train tracks can be dangerous – not to mention an illegal place to walk," said Helen Sramek, OLI President. "Social media, through Facebook and Twitter, helped spread the message and showed active participation from this important 18-34 demographic."

2011 OL Regional Workshop Roundup



Coordinator Pete Aadland; Louisville, KY, with host Wayne Gentry of KY OL; Saco, ME, led by Fred Hirsch of ME OL; and Wisconsin Dells, WI, hosted by Susan Klinger of WI OL. Workshop speakers and attendees shared

best practices in rail safety education and enjoyed networking opportunities. The sessions focused on training updates, presenter education, OLI's professional driver e-Learning program, trespass issues, social media and other timely topics. Speakers included Chicago radio personality and certified Illinois presenter Dr. Barry Kaufman, OLI President Helen Sramek, and state and local officials. Many thanks to the Federal Railroad Administration, Amtrak, and other major safety partners who sponsored these events.

At the OL Region 1 Workshop, Larry Straffin, Deputy Fire Chief (pictured on left), North Berwick, Maine, credited OLI's Rail Safety for Emergency Responders course for preparing his firefighters to respond to a real-life situation. His engine house responded to a collision between a tractor-trailer and Amtrak in the weeks before OLI's Regional in Saco. "Using OLI's training, our station was well prepared to efficiently address the truck-train incident without delay," he said.

Bad Move Results

Amtrak's home page received at least 4.2 million viewers in the three weeks when a link to the *Bad Move* PSA and contest were carried there in advance of the holidays. Another 400,000 impressions were made as transit lines carried the posters. Nearly 40,000 people viewed the PSA on OLI's Vimeo page. Campaign news got coverage in 30 key cities including Boston, Houston, Kansas City, Los Angeles, Miami, Dallas, and UPI wire. Active users of OLI's Facebook page grew by 19% during the campaign; fans increased 23%, interactions increased by 106% and feedback was up by 200%. OLI's Twitter participation increased by 20%.

Benefits of QR Code

By clicking on the OLI Vimeo or OLI website, people interacted with a safety message, unlike in prior broadcast PSA campaigns, which did not provide active feedback. They clicked to see the video clips, contest rules, and vote for their favorite ending to *Bad Move*. See the PSA online at www.oli.org/badmove.

USA Today Presents ProDriver Challenge



USA Today featured OLI's interactive online program for professional drivers,

the ProDriver Challenge, in an August 12 story about deadly collisions between 18-wheelers and trains (<http://usat.ly/qlr809>).

The article, which calls the ProDriver Challenge an "online safety video game," quotes truck drivers who have found this tool useful in preparing them for real-world situations at train crossings.

Operation Lifesaver's e-Learning program for professional drivers offers an interactive learning experience. The ProDriver challenge, launched nationwide in June, puts users

in front of a virtual dashboard, where they make important decisions about key safety situations. Using the ProDriver Challenge's simulated driving environment, "drivers are exposed to worst-case scenarios that require quick thinking and critical decision-making," noted OLI President Helen Sramek. "This virtual learning environment allows drivers to make mistakes without denting fenders or risking injury, while learning best practices."

Partners at the American Trucking Associations, the Federal Motor Carrier Safety Administration, the Owner Operated Independent Drivers Association, and the Commercial Vehicle Safety Alliance have carried the ProDriver link on their websites.

Operation Lifesaver Website Homepage Wins Kudos

Operation Lifesaver, Inc.'s www.oli.org website continued to draw attention in 2011 – it was named an Official Honoree by the 15th Annual Webby Awards for Best Home/Welcoming Page.

OL continues to use social media to engage new audiences and drive traffic to the www.oli.org website. The Operation Lifesaver Twitter page doubled its followers and OLI's Facebook page fans increased by more than 40%. In 2011 Facebook was the top referrer of visitors to the site, followed by the websites of the Federal Railroad Administration, Virginia Railway Express and Amtrak.

Thanks to a grant from the Federal Transit Administration, OLI is increasing its emphasis on light and commuter rail safety issues. A new Passenger Rail Safety section was added to the website in 2011 to showcase OLI's work with public transit, light and commuter rail systems. The section features safety tips, best practices, and stories



Operation Lifesaver's homepage which won a Webby Award for Best Home/Welcoming Page

highlighting safe practices of transit systems in Washington State and New Jersey.

2011:
website performance
at a glance

PAGE VIEWS 500,000
VISITS 126,000
AVG. TIME ON SITE 4 min

2011 Awards

Brandon-Hall

Excellence in Learning for e-Learning expertise and programming. (ProDriver)

Davey

Gold, honoring the "Creative Davids" for big ideas, not big budgets. (ProDriver)

Telly

Bronze, honoring top video PSAs, selected by industry. (*Where's the Best Man?*)

Webby

OL named an Official Honoree in Best Home/Welcoming Page category.

Bus Safety Reminder

This six-step school bus driver Safety Route Reminder provides America's bus drivers with quick tips for safely crossing railroad tracks. The National Association of Pupil Transportation and the National Association of State Directors of Pupil Transportation Services have provided this to drivers within their states. Operation Lifesaver State Coordinators are also circulating it to drivers through presentations and training events.

