

**OPERATION
LIFESAVER®**
Rail Safety Education

2018 **ANNUAL REPORT**



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OUR MISSION

Operation Lifesaver, Inc. (OLI) is a nonprofit organization and a nationally recognized leader of rail safety education. With a nationwide network of passionate state coordinators and equally 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. Together we promote the three E's — Education, Enforcement and Engineering — to keep people safe around tracks and railway crossings.

/// A Message from Our Executive Director, Rachel Maleh



It is my pleasure to present you with Operation Lifesavers, Inc's (OLI) 2018 Annual Report. This year marked a repositioning and rebuilding of the organization. OLI's new board, led by chair Jo Strang of the American Short Line and Regional Railroad Association, embraced the challenges, and OLI ended the year on solid financial footing.

Throughout the year, OLI organized and held meetings in the eight Federal Railroad Administration (FRA) regions nationwide, bringing together state coordinators and local FRA partners to share obstacles, successes and best practices. The meetings also allowed board members and national office staff to interact with state coordinators and learn about their programs' positive impact in communities.

Nine new state coordinators came to Washington, D.C. in April for intensive orientation training to help them effectively run their state programs. The national office staff also held a coach class in Albany, NY to ensure that even more authorized volunteers can join us in delivering the safety message.

Operation Lifesaver state programs, under the leadership of their state coordinators, continued to deliver our vital rail safety message across the country in 2018. State coordinators are supported by trained Operation Lifesaver Authorized Volunteers (OLAVs) and Coaches. In 2018, this group of dedicated safety advocates participated in more than 20,000 safety presentations, training classes and special events across the country! OLI's success is truly a testament to their hard work and commitment.

OLI's hard work and success is also made possible by our supporters and donors. Much of our lifesaving work would not be possible without the continued partnership of the Federal Railroad Administration (FRA), other federal, state and local government agencies, OLI board member companies and organizations, and other safety groups.

As we closed out 2018, OLI received its first private foundation grant. We are thankful to the Posner Foundation of Pittsburgh for their generous support of our work, helping us set the stage for an even more successful 2019. A full list of our leadership, partners and donors is included in this annual report.

I am extremely grateful to have been appointed to the position of Executive Director by the board of directors. With a background in nonprofit management and a passion for working with mission-driven organizations, I am energized and excited to see this organization grow and succeed.

The organization's future is solid, and new opportunities are ahead for expanding partnerships with both the national office and our state programs. Every day, Operation Lifesaver is saving lives by spreading our safety message. The more individuals and organizations become part of our efforts, the stronger and more effective our message becomes. If you are already part of the OLI family, thank you! If not, I hope you will join us!



1 /// EDUCATIONAL OUTREACH & SAFETY STATISTICS

1.6 Million people were reached in over
20,000 presentations, training classes and events

18,813

Safety Presentations to
609,427 school students,
school bus drivers,
professional drivers, law
enforcement, firefighters,
ATV and snowmobile
operators

208

Training Classes
for a total of 2,349
new volunteers, law
enforcement officers
and first responders

1,646

Special Events including
state and county fairs,
community safety
events, model railroad
shows, farm shows, and
other events, reaching
993,788 people

411

**new volunteers completed the OL volunteer
application process during the year**

Preliminary Rail Safety Statistics 2017 vs. 2018

Source: Federal Railroad Administration

| 2017 Crossing Statistics | 2018 Crossing Statistics | % Change |
|---------------------------------------|---------------------------------------|-------------|
| 2,124 total crossing incidents | 2,220 total crossing incidents | +4.5 |
| 271 crossing fatalities | 263 crossing fatalities | -2.9 |
| 844 crossing injuries | 842 crossing injuries | -0.3 |

| 2017 Trespass Statistics | 2018 Trespass Statistics | % Change |
|--|--|----------|
| 1,014 total trespass casualties | 1,015 total trespass casualties | 0 |
| 505 trespass fatalities | 531 trespass fatalities | +5.1 |
| 509 trespass injuries | 483 trespass injuries | -5.1 |

2 /// EVENT HIGHLIGHTS

Highlights of 2018 training and rail safety events that Operation Lifesaver, Inc. hosted or participated in to further our lifesaving mission.



Operation Lifesaver Coaches completed a training class in Albany, NY in November and became qualified to train new OL volunteers.

L to R: Norma Griffiths (ME), Deidre Mitchell (NY), Chip Greiner (NJ), Rob Ballou (RI), Rich Hall (OH), Mike Grizkewitsch (ME).



OL state coordinators completed their three-day orientation in April in Washington, DC.

Bottom row, L to R - Jessica Devorsky, TX OL, Kathy Hunter, WA OL, Kathy Zander, OL of the Dakotas, Alan Stouder, OH OL. Middle: Steve Kreins, OR OL, Dana Nye, MA OL. Back row, Scott Allbritton, FL OL, Jeff Pitcher, ME OL, Brock Kerchner, PA OL.



Operation Lifesaver state coordinators, OLI Board members and staff attended the Federal Railroad Administration's October Trespasser & Grade Crossing Fatality Prevention Summit in Washington, DC.

Left to right: AL OL's Nancy Hudson, MI OL's Sam Crowl, OLI Board Chair Jo Strang of ASLRRA, WI OL's Susan Klinger, Federal Railroad Administrator Ron Batory, NC OL's Margaret Cannell, CA OL's Nancy Sheehan-McCulloch, IN OL's Jessica Feder, OH OL's Alan Stouder, and TX OL's Jessica Devorsky.



Ronald Ries, former Staff Director of the Federal Railroad Administration's (FRA) Highway-Rail Crossing and Trespasser Programs Division, was **presented with the Operation Lifesaver Champion Award** for his outstanding efforts on behalf of railroad safety. The Champion Award was established in 2010 to recognize people affiliated with the Operation Lifesaver program who worked to advance Operation Lifesaver's community safety goals.

3 /// RAIL SAFETY WEEK

Operation Lifesaver, Inc. (OLI) partners with Operation Lifesaver Canada to mark the observance of Rail Safety Week (RSW) in North America each year during the last week of September. The goal of RSW is to raise awareness about the importance of rail safety and empower the general public to keep themselves safe near railroad crossings and along railroad rights-of-way.



▲ *Operation Clear Track* – a national rail safety law enforcement initiative with Amtrak, law enforcement agencies nationwide, and state Operation Lifesaver programs – is conducted each year as part of Rail Safety Week.

During Operation Clear Track, more than 500 local, state, federal and railroad police organizations are stationed at railroad crossings and other locations across the country to distribute safety materials to motorists and pedestrians and reinforce the importance of crossing and trespass laws.

- **527 police departments, sheriff's offices**, and other agencies participated across 48 states
- **Public rail safety enforcement events** took place at nearly **1,200 high-incident railroad crossings** and other locations
- Media coverage of Operation Clear Track **spanned 30 states**
- **45,204 railroad safety cards** were distributed



Rail Safety Week 2018 Results Overview

9/1/2019 – 10/4/2019



PAID MEDIA RESULTS

20 States

ran **#STOPTrackTragedies**
PSA and **ENS Sign video**
PSA campaigns

8 M

Total YouTube
Impressions

3.3 M

Total Video Views

1,900

stations across
26 states aired
ENS Sign radio PSAs



EARNED MEDIA RESULTS

399

broadcast TV and
radio stories ran in
31 states and DC

4.7 M

in total broadcast
viewership; \$274,000
publicity value

990

online, print and
newswire media
coverage in **36 states**

\$2.4 M

Equivalent value of
online, print and
newswire ad



OWNED MEDIA RESULTS

1.1 M

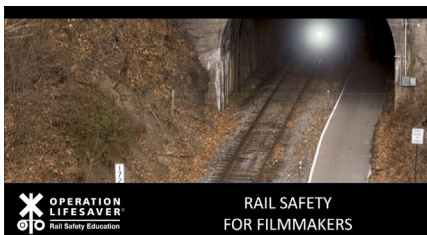
Organic
impressions on
Facebook and
Twitter

126,000

website pageviews

4 /// GRANT PROJECTS

Many of Operation Lifesaver, Inc.'s activities are carried out through grant funds and initiatives from our federal partners at the Federal Railroad Administration, Federal Highway Administration, and Federal Transit Administration.



Rail Safety Materials for Filmmakers

OLI produced and distributed **"No Shot is Worth the Risk – Rail Safety for Filmmakers,"** a PSA and accompanying PowerPoint presentation for filmmakers, with funding from the Federal Railroad Administration (FRA).



Education Safety Presentations for Grades K-8

Another FRA-funded project allowed OLI to produce and distribute **three interactive safety presentations** to be used by Operation Lifesaver volunteers in school presentations **for grades K-2, 3-5 and 6-8.**



Online eLearning for First Responders

A **free interactive eLearning program, Rail Safety for First Responders**, was designed to help first responders safely travel to emergencies and stay safe when responding to rail-related incidents. The tool was produced and released with funding from FRA and the Federal Highway Administration (FHWA).



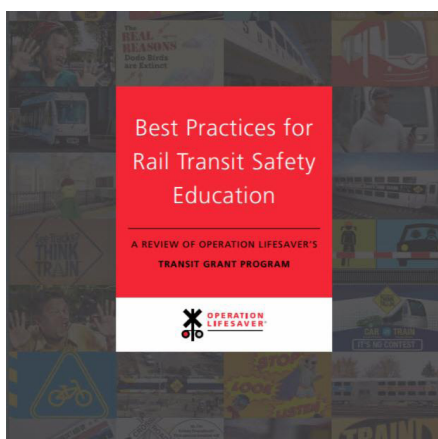
Videos and Lesson Plans for New Drivers and Driver Educators

New drivers and driver educators were offered safety tips with a **video**, “**How to Drive Near Trains,**” along with a **PSA and lesson plans** all developed and distributed with funding from FRA, FHWA and the Federal Transit Administration (FTA).



Rail Crossing Safety & Trespass Prevention Education Campaigns in 16 States

OLI awarded \$205,525 in grants for **rail crossing safety and trespass prevention education campaigns** to Operation Lifesaver programs in 16 states through a competitive grant from FRA: Alabama, California, Georgia, Idaho, Indiana, Kansas, Kentucky, Michigan, Minnesota, Mississippi, Missouri, Nevada, New Jersey, North Carolina, South Carolina, and South Dakota. Many of the grants funded Rail Safety Week campaigns and events.



Best Practices Report for Rail Transit Safety Education Programs

Using funds from FTA, OLI produced and distributed a report on **Best Practices for Rail Transit Safety Education**, to assist transit agencies in developing effective public education campaigns in their communities.

5 /// STORIES OF ACCOMPLISHMENTS



Photo credit, RDC Deutschland

OLI Receives First Private Foundation Funding

OLI, Inc. secured its first private foundation funding from the **Posner Foundation of Pittsburgh** in 2018. Henry Posner III, foundation chairman, provided funding to support OLI's efforts to reduce fatalities and injuries at grade crossings and railroad rights of way.

This generous donation will allow OLI to enhance a competitive grant program to fund public education by Operation Lifesaver state programs, support rail safety volunteer efforts, develop messaging to assist with rail-related suicide prevention efforts, and provide national broadcast distribution of OLI's Emergency Notification System sign public service announcement.

OLI recognizes the importance of its private and government funders and considers them both essential partners.

Posner serves as Chairman of Iowa Interstate Railroad and is an advocate of rail safety education. A graduate of Princeton University (BS-Civil Engineering), he also holds an MBA in Finance from the Wharton School of the University of Pennsylvania.



Stop Track Tragedies, Kevin's Story

The Stop Track Tragedies campaign launched in 2018 with a new video released each day during Rail Safety Week. The annual event, first held in the U.S. in 2017, grew in impact and reach in 2018. Kevin's Story, released on the last day of RSW, tells his story through the eyes of his mom Nancy and sister Kiki.

Kevin was killed while walking on train tracks on his way to work in a small town in Vermont a few years ago. At the national press conference in Washington, DC for the launch of the first Rail Safety Week in 2017, Nancy and Kiki spoke, sharing his story publicly for the first time. Nancy and Kiki were willing to share their heartbreaking story on film so that they could help educate on the dangers of walking on the tracks.

Operation Lifesaver, Inc. is grateful to Kevin's family for sharing their story as part of OLI's outreach efforts to stop these preventable track tragedies.

<https://youtu.be/743lnG9EM5s>



New Educational Video for New Drivers and Driver Ed Instructors

Operation Lifesaver, Inc., (OLI) released a new 10-minute driver training video, “How to Drive Near Trains,” educating new drivers about how to be safe near railroad tracks. In the video, teen vlogger Ryan helps his sister prepare for her driving test by learning how to drive safely near trains. The video and a 30-second public service announcement (PSA), highlight important tips for new drivers, particularly teens, to consider when driving near the tracks.

OLI joined forces with driving educators across the U.S. to share the video in the classrooms and supplement existing lesson plans. In addition to the video and PSA, five video segments were created to present individual topics that could be quickly discussed and covered before instructors took students on the road.

The “How to Drive Near Trains” videos were also created to be used by the Operation Lifesaver Authorized Volunteers (OLAVs) throughout the U.S., to provide free rail safety lessons to diverse audiences, including teens and other new drivers.

<https://vimeo.com/253496380>



6 /// FINANCIAL OVERVIEW & BOARD OF DIRECTORS

OLI Statement of Activities

Year Ended December 31, 2018

REVENUE AND SUPPORT

| | |
|----------------------------------|------------------|
| Contributions | 615,218 |
| Government Grants/Awards | 1,262,863 |
| Foundation Grants | 100,000 |
| Interest | 2,663 |
| Total revenue and support | 1,980,744 |

EXPENSES

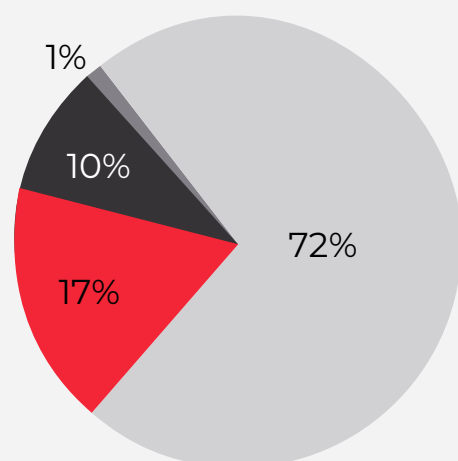
| | |
|-------------------------------|------------------|
| Government Grants/Awards | 1,262,863 |
| Other programs | 279,570 |
| Total program services | 1,542,433 |

| | |
|----------------------------------|----------------|
| General and administrative | 164,131 |
| Fundraising | 15,300 |
| Total supporting services | 179,431 |

| | |
|-----------------------|------------------|
| Total expenses | 1,721,864 |
|-----------------------|------------------|

| | |
|----------------------------------|----------------|
| Change in net assets | 258,880 |
| Net assets at beginning of year | 361,452 |
| Net assets at end of year | 620,332 |

2018 OPERATION LIFESAVER, INC. EXPENSES \$1.7M



| | |
|----------------|-------------|
| Federal Grants | \$1,262,863 |
| Other Programs | \$293,493 |
| Administration | \$170,250 |
| Fundraising | \$15,719 |

2018 Board of Directors

The OLI Board of Directors is the governing body of the organization, responsible for determining OLI's overall mission, priorities and direction. The board ensures that OLI has adequate resources and that it is managed with appropriate financial controls.

Below is a list of OLI board members as of December 2018.

Jo Strang, Chair

Senior Vice President, Safety & Regulatory Policy, American Short Line and Regional Railroad Association

Mark A. Schulze,

Vice-Chair/Treasurer
Vice President, Safety, Training and Operations Support, BNSF Railway Company

Nicole Brewin, Secretary

Vice President, Government Affairs, Railway Supply Institute

Nancy Hudson,

State Coordinator on the Board
Executive Director, Alabama Operation Lifesaver

Rachel Maleh,

Ex-Officio, Non-Voting
Executive Director, Operation Lifesaver, Inc.

Martin Conway

Deputy Chief, Amtrak Police Department

Stephen Covey,

National Advisory Council Co-Chair
Chief of Police and Chief Security Officer, CN

Kenneth "Andy" Elkins

Manager of Hazmat Compliance, Association of American Railroads Bureau of Explosives

Jessica Feder, National

Advisory Council Co-Chair
Executive Director, Indiana Operation Lifesaver

Shayne Gill

Program Director for Multimodal Transportation, American Association of State Highway and Transportation Officials

Polly Hanson,

Transit Representative
Director of Security, Risk, and Emergency Management, American Public Transportation Association

Jason M. Morris

Assistant Vice President Safety and Environmental, Norfolk Southern Corporation

Barry E. Morton

Assistant Vice President Health & Safety, Kansas City Southern

Suzanne M. Rohde

Senior Vice President, Government Affairs and Policy, American Bus Association

Jim Schwichtenberg

Vice President & Chief Safety Officer, CSX

John Walsh

Assistant Vice President Safety & Security, Genesee & Wyoming

Lawrence K. Wenko

Public Safety, Union Pacific Railroad



7 /// NATIONAL ADVISORY COUNCIL

2018 National Advisory Council

The National Advisory Council (NAC) is an advisory body that assists the Operation Lifesaver national office in creating the programs and materials used to deliver safety messages to the public. These materials include training videos, public service announcements, presentations, brochures, and other public outreach materials. The NAC also helps the national office establish priorities for developing new educational materials and programs.

NAC members include people with expertise in the three E's of traffic safety – Education, Enforcement and Engineering – as well as representatives of major railroads, federal agencies, and others knowledgeable about highway-rail grade crossing safety and railroad trespass prevention. Operation Lifesaver state coordinators and representatives from the Federal Railroad Administration's eight geographic regions also serve on the council. Outside experts may supplement NAC project teams when additional knowledge is required.

Stephen Covey, Co-Chair

Chief of Police and Chief Security Officer, CN

Jessica Feder, Co-Chair, State

Coordinator Region 4 Representative
Executive Director, Indiana Operation Lifesaver

Kevin Barnett

Director Safety Process & System Support, Union Pacific Railroad

Tasha Bartholomew

Communications Manager, Caltrain

Tracy Bergerson

Special Agent, Canadian Pacific Police

Jason Bishop

Manager Community Affairs and Safety, CSX

Jon Bondra

Police Inspector, CN

Kevin Burns, State Coordinator

Region 1 Representative
State Coordinator, Connecticut Operation Lifesaver

Rick Campbell

President, Campbell Technology Corporation, Inc.

Margaret Cannell

Executive Director, North Carolina Operation Lifesaver

Janice Cowen, State Coordinator

Region 3 Representative
State Coordinator, South Carolina Operation Lifesaver

Carol Daley, State Coordinator Region

6 Representative
State Coordinator, Nebraska Operation Lifesaver

Jessica Devorsky, State Coordinator

Region 5 Representative
Executive Director, Texas Operation Lifesaver

Mike Efaw

Brotherhood of Railroad Signalmen

Doug Farler, State Coordinator

Region 7 Representative
State Coordinator, Arizona Operation Lifesaver

Andrew Feder

Tech Support Specialist, Indiana Harbor Belt Railroad

Denise Gauthier

Manager, Field Safety Support, BNSF Railway

Lou Jogmen

Police Chief, Highland Park, IL

Danny Lites

Public Safety Director, Kansas City Southern

Sarah Mayes

National Director, Operation Lifesaver Canada

Will Miller

Public Safety Director, Norfolk Southern Corporation

Robert Perrine, State Coordinator

Region 2 Representative
State Coordinator, Delaware Operation Lifesaver

Barbara Petito

Lead Communication Specialist, Amtrak Police

Darrell Real, State Coordinator Region

8 Representative
State Coordinator, Wyoming Operation Lifesaver

Ron Ries

Staff Director, Highway-Rail Crossing and Trespasser Programs Division, Federal Railroad Administration

Kim Sloan

Executive Director, Mississippi Operation Lifesaver



8 /// PARTNERSHIPS

Operation Lifesaver, Inc. is grateful to the partners who make our efforts possible.

BOARD REPRESENTATIVES



FEDERAL FUNDING PARTNERS



SAFETY PARTNERS





9 /// HELP SPREAD OLI'S RAIL SAFETY MESSAGE

It takes a team of committed rail safety partners and supporters across the country working towards OLI's mission to save lives through rail safety education. OLI increases its overall reach and impact with its committed Operation Lifesaver Authorized Volunteers (OLAVs) who spread the rail safety message, one presentation at a time. We greatly appreciate our volunteers – without their efforts our work would not be possible.

Each year, Operation Lifesaver's trained volunteers conduct free programs on rail safety education for audiences in large and small communities across the United States. Why not join them?

APPLY TODAY!

oli.org/safety-near-trains/volunteer



Social media is another important way to raise rail safety awareness.

OLI encourages supporters to follow us on social media and help spread the safety message.

OLI Social Media Followers in 2018:



26K



7.1K



3.9K



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