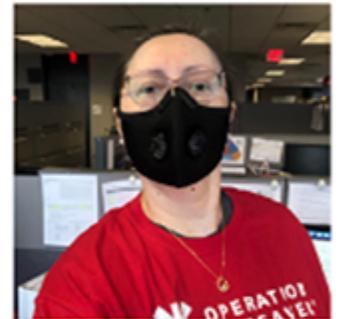


RAIL SAFETY WEEK * OLI.ORG



Rail Safety Week 2020

Results Report

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Railroad safety staff in Mexico pose next to a locomotive with the "See Tracks? Think Train!" logo.

Results Overview

Since 2017, Rail Safety Week (RSW) has saved lives by educating and empowering the public to make safe decisions around trains and tracks. This annual week-long event, which concentrates public attention on the need for rail safety education, is spearheaded by Operation Lifesaver, Inc. (OLI) and Operation Lifesaver Canada. In 2020, the Mexican Association of Railroads (AMF) joined the effort, making it a true North American effort.

Due to the coronavirus pandemic, in 2020 RSW emphasized virtual activities and using social media to share our lifesaving message.

RSW is a collaborative effort among Operation Lifesaver, Inc., state Operation Lifesaver programs, and rail safety partners across the U.S., Canada and Mexico.

Social media, online messages and outreach events increased visibility and awareness of the need for safe behavior near railroad tracks and crossings.

Why is Rail Safety Week important?



Every
3 hours

A person or vehicle is hit by a train in the United States.



9 out of 10

Rail-related fatalities involve grade crossing collisions or incidents with trespassers.

"During a historic pandemic year, **Rail Safety Week 2020 was a resounding success**, with rail safety messages reaching millions. Thank you to everyone who helped make it happen."

-

Rachel Maleh,

Executive Director, Operation Lifesaver, Inc.

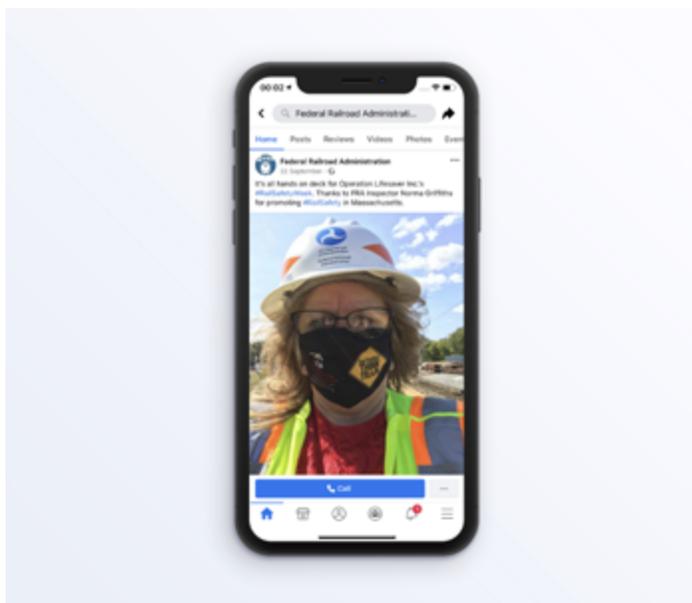
In 2020, Rail Safety Week was observed across the U.S., Canada, and Mexico, reaching millions through social media messaging and Public Service Announcements.

Rail Safety Week Year over Year Results

RSW Results as of 10/4	2018	2019	2020	% Change 2019-2020
TV and Radio Stories 9/1 - 10/4	990	1,118	1,962	↑ 75.5%
Media Coverage Advertising Value Equivalent (AVE)	\$1.54M	\$4.86M	\$12.8M	↑ 162%
Social Media Engagement	40,905	101,804	264,667	↑ 160%
Social Media Impressions	1.0M	9.5M	12.3M	↑ 29.7%
TV and Radio Stories 9/1 - 10/4*	399	696	330	↓ -52%
Website Pageviews 9/1 - 10/4*	115,565	138,961	126,981	↓ -8.6%

*TV/Radio Stations were lower due to fewer in-person events

* Social media interaction was emphasized over website visits



The Federal Railroad Administration Facebook account shared this image of inspector Norma Griffiths wearing her OLI face mask.



Law enforcement officers from CN at a sidewalk art event near a railroad crossing in Griffiths, Indiana.

Daily Themes

Each day during Rail Safety Week, messaging focused on a different theme.

Schedule of Daily Themes - Rail Safety Week 2020

Date	Monday 9/21	Tuesday 9/22	Wednesday 9/23	Thursday 9/24	Friday 9/25	Saturday 9/26	Sunday 9/27
Theme	Proclamations, media outreach	First Responder Partnerships	Crossing Safety, Professional Drivers	Commuter Transit Safety (Or Professional Drivers)	Wear Red for Rail Safety	Trespass Prevention	Photographer Safety



Rail Safety Week 2020 kicked off on Monday, September 21 with a video safety message from Federal Railroad Administrator Ron Batory.

<https://youtu.be/7uyttkRXABg>



Representatives of the South Florida Regional Transportation Authority, Palm Beach County Board of Commissioners, Brightline and the Boca Raton City Council pose at an event declaring Rail Safety Week in South Florida.



Mississippi Governor Tate Reeves issued a Rail Safety Week proclamation.

Hundreds of law enforcement and first responders across the country delivered rail safety messages as part of a virtual "Operation Clear Track" effort on Tuesday, September 22nd. Over the past few years, Amtrak and Operation Lifesaver, Inc. carried out a national "Operation Clear Track" (OCT) effort during RSW with law enforcement safety blitzes at railroad crossings. This year, OCT was expanded to include all first responders in a largely virtual safety messaging effort, with some agencies holding in-person events.



The South Carolina Department of Public Safety and individual state troopers shared OLI's crossing safety social media posts on Sept. 22.



The Shawnee, Kansas Police Department shared via its Twitter account a digital version of the railroad safety tips card traditionally given out by law enforcement during previous Operation Clear Track events.



Homewood, Illinois held a Rail Safety Proclamation event with Police Officers Gasbarro and Dorsey and CN Special Agent Eric Graf.



Nebraska State Patrol officers participated in enforcement exercises during Operation Clear Track.

Friday, September 25 was #RedOutForRailSafety day. Instead of in-person group photos showing people wearing red to support rail safety, in 2020 safety partners created group photos through online meeting screenshots.



The Operation Lifesaver National Office Staff, OLI Board Members and OLI Consultants posed for a #RedOutForRailSafety group photo.



Employees from the American Short Line and Regional Railroads Association in their #RedOutForRailSafety day photo.

Public Service Announcement Campaigns

As part of Rail Safety Week 2020, three new life-saving video and audio public service announcements were released in the ongoing #STOPTrackTragedies public awareness campaign.

The public awareness campaign features the personal stories of people directly affected by rail crossing or trespassing incidents.

Watch the entire [#STOPTrackTragedies playlist](#) on YouTube.



If I Could Go Back
<https://youtu.be/EJ0gWrXTnsg>



They Had Everything Going for Them
<https://youtu.be/4X03wj7VDss>



Your Life Can Change in an Instant - <https://youtu.be/b-ixbt87xB0>

Media

Paid Media

Paid campaigns on both the national and state level included Stop Track Tragedies video and radio PSAs on YouTube, social media and digital media as well as crossing and trespass prevention graphics on social media.



South Carolina Operation Lifesaver State Coordinator Janice Cowen was interviewed by broadcast outlets during RSW.

7.1M

National Campaign
Combined Impressions

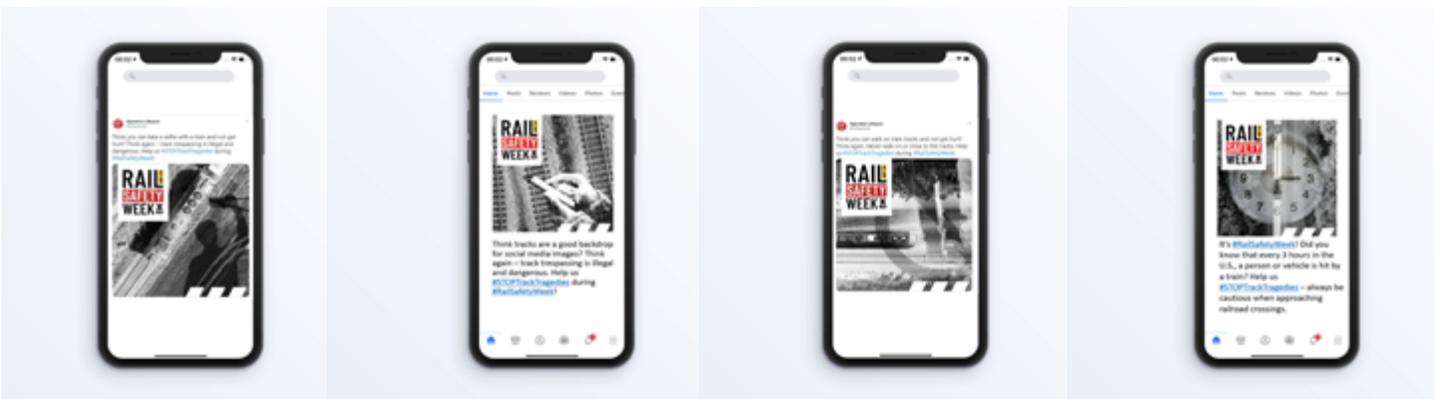
A **National** digital ad campaign with the #STOPTrackTragedies PSAs and graphics on Facebook, Instagram, Snapchat and YouTube ran during RSW, along with a **National** digital and audio PSA campaign. Total impressions for the campaign increased by 17.5% since 2019.

6M

State Campaign
Combined Impressions

A **State** digital ad campaign with the Stop Track Tragedies PSAs and graphic ads ran on Facebook and Instagram in 19 states during RSW. A separate **State** digital and audio PSA campaign ran in 22 states.

Trespass prevention and crossing safety graphics and messages that were shared throughout the week on social media:



Earned Media

Print and online news coverage results in 2020 surpassed 2019.

Through a partnership with the American Farm Bureau Federation, a Rail Safety Week opinion editorial received coverage in farm publications across the U.S., and OLI Executive Director Rachel Maleh did a radio podcast interview about rail safety for farmers with the Farm Bureau's radio news service.

Rachel also was the guest on the Ford Driving Skills for Life's weekly Facebook Watch program, The Daily Drive.



A promo image for the Ford Driving Skills for Life Facebook Watch video.

1,962

Online, Print and Newswire Stories

330

Broadcast TV & Radio Stories

75.5%

Increase in online, print and newswire stories about RSW over 2019.



Every Farmer Counts: Staying Safe at Railroad Crossings

By Rachel Maleh

Did you know that every three hours in the United States, a person or vehicle is hit by a train?

My organization, the national rail safety education nonprofit Operation Lifesaver, Inc. partners with the American Farm Bureau Federation and other groups to remind farm equipment operators to pay extra attention where field and farm access roads cross train tracks.

The Farm Bureau op ed.

Owned Media

Facebook, Instagram, LinkedIn, and Twitter engagement during RSW increased 160% over 2019.

RAIL SAFETY WEEK

Thank you for helping to make Rail Safety Week 2020 a success.

The goal of *Rail Safety Week* (RSW), held in September each year, is to raise awareness of the need for rail safety education and empower the general public to keep themselves safe near highway-rail grade crossings and railroad rights-of-way. In 2020, *Rail Safety Week* was observed from Sept. 21-27 in the U.S., Canada and Mexico.



The RSW landing page thanked supporters for a successful 2020 event.



264,667

Total Social Media Engagements



126,981

OLI.ORG Website Pageviews

Follow Us On Social Media

 @OLINational

 @Operation.Lifesaver

 @Operation_Lifesaver_Inc

 Operation Lifesaver Inc

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A Team Effort

Thank you to our state programs, volunteers, national OLI board members, and all other organizations who supported Rail Safety Week and its success. We are especially grateful for the financial support of the Federal Railroad Administration and the Federal Highway Administration.



Minnesota Operation Lifesaver and Miller Ingenuity at an awareness event.



A #RedOutForRailSafety virtual group photo from employees of the Rail Runner Express in Albuquerque, New Mexico.



The Massachusetts Bay Transit Authority unveiled a train wrapped in OLI rail safety messages at an event in the Boston area during RSW.



The Florida DOT shared rail safety messages on digital signs throughout their network during RSW.



Staff from the Association of American Railroads wear red in a virtual group photo on #RedOutForRailSafetyWeek day.



Oregon Operation Lifesaver volunteers shared the "See Tracks? Think Train!" message with a banner at a station event during RSW.



Michigan Operation Lifesaver State Coordinator Sam Crowl unveiled a sidewalk decal during a local event.

Save the Date

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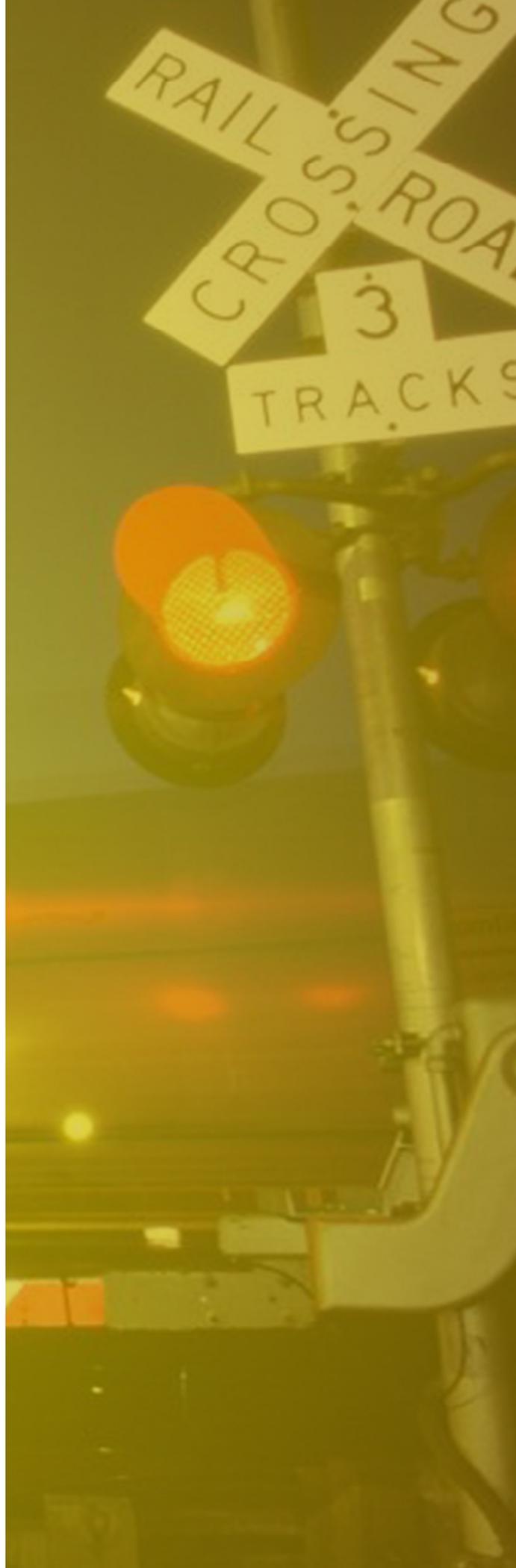
SAFETY

WEEK ✖

2021

September 20-26, 2021

For more information,
contact news@oli.org





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Rail Safety Education

425 Third Street SW, Suite 915
Washington, D.C. 20024

general@oli.org

oli.org

