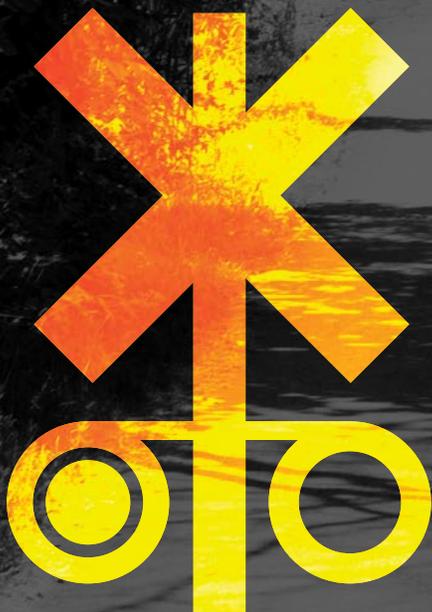


2021

RESULTS REPORT



RAIL 01.ORG
SAFETY
WEEK * 01.ORG



ABOUT RAIL

SAFETY WEEK



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 OBSERVED ACROSS NORTH AMERICA, LED BY OPERATION LIFESAVER, INC. (OLI), OPERATION LIFESAVER CANADA AND THE MEXICAN ASSOCIATION OF RAILROADS (AMF).

IN 2021 RSW WAS OBSERVED FROM SEPT. 20-26 IN THE U.S., CANADA AND MEXICO TO SHARE OLI'S LIFESAVING MESSAGE.



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INTRODUCTION

A STRONG #RAILSAFETYWEEK PARTNERSHIP TO #STOPTRACKTRAGEDIES

Rail Safety Week 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.



"WE ARE GRATEFUL TO OUR SAFETY PARTNERS AT THE U.S. DEPARTMENT OF TRANSPORTATION AND IN THE FIRST RESPONDER COMMUNITY AS WELL AS THE MANY OTHER ORGANIZATIONS WHO SHARE THE RAIL SAFETY MESSAGE THIS WEEK, BUT MORE IMPORTANTLY EACH AND EVERY DAY."

**RACHEL MALEH, EXECUTIVE DIRECTOR,
OPERATION LIFESAVER, INC.**



WHY IS RAIL SAFETY WEEK IMPORTANT?



every 3 hours

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



over 50%

of collisions occur at crossings with lights and/or gates

Photo, far left: Volunteers with Indiana Operation Lifesaver distributed bags with safety brochures and other items during a Rail Safety Week blitz for pro truck drivers.

Photo collage: Virginia Operation Lifesaver partnered with the Richmond Railroad Museum for a rail safety education event during Rail Safety Week.

RESULTS OVERVIEW

In 2021, Rail Safety Week was observed across the U.S., Canada, and Mexico, reaching millions through events, social media messaging and Public Service Announcements.

RAIL SAFETY WEEK - YEAR OVER YEAR RESULTS

| RSW RESULTS | 2018 | 2019 | 2020 | 2021 | % CHANGE, 2020-2021 |
|---|---------|---------|---------|----------|---------------------|
| Media Coverage Advertising Value Equivalent (AVE) | \$1.54M | \$4.86M | \$12.8M | \$17.05M | +32.3% |
| TV and Radio Stories, 9/1-10/4 | 399 | 696 | 330 | 828 | +151% |
| Website Pageviews, 9/1-10/4 | 115,565 | 138,961 | 112,234 | 215,507 | +92% |
| Social Media Engagement | 40,905 | 101,804 | 264,667 | 262,830 | -0.07% |
| Online, print, newswire stories, 9/1-10/4 | 990 | 1,118 | 1,962 | 1,410 | -28.1% |

The Advertising Value Equivalent of Rail Safety Week media coverage reached \$17M in 2021, up 32.3% from 2020. The number of television and radio news stories mentioning Rail Safety Week rose 151% from 2020.

Photo: A North Carolina law enforcement officer at a crossing with a train during an Operation Clear Track event on September 21, 2021.



DAILY THEMES

EACH DAY DURING RAIL SAFETY WEEK, MESSAGING FOCUSED ON A DIFFERENT THEME.

RAIL SAFETY WEEK - SCHEDULE OF THEMES & AUDIENCES

| DATE | THEME | AUDIENCES |
|---------------------------|---|---|
| MONDAY SEPTEMBER 20 | #STOPTrackTragedies | News Media, Government Officials, OLI Partners, General Public |
| TUESDAY SEPTEMBER 21 | Operation Clear Track | Law Enforcement and First Responders |
| WEDNESDAY SEPTEMBER 22 | Crossing Safety | General Public, Farmers, New Drivers, Outdoor Enthusiasts, People Experiencing Homelessness |
| THURSDAY SEPTEMBER 23 | Transit Safety Thursday & Professional Driver Safety | Transit and Commuter Riders, Professional Drivers, School Bus Drivers |
| FRIDAY SEPTEMBER 24 | Wear Red (Red Out) for Rail Safety | All Audiences |
| SATURDAY SEPTEMBER 25 | Trespass Prevention | General Public, Pedestrians, Cyclists, Joggers, Outdoor Enthusiasts, College Students, People Experiencing Homelessness |
| SUNDAY SEPTEMBER 26 | No Photo/Video/Selfie is Worth the Risk | Photographers (Professional and Amateur) |



MONDAY, SEPTEMBER 20
#STOPTRACKTRAGEDIES

Rail Safety Week 2021 kicked off on Monday, September 20 with video safety messages from officials at the Federal Railroad Administration, Federal Transit Administration, and the National Transportation Safety Board.

States and municipalities across the U.S. officially recognized Rail Safety Week with proclamations.

Images, left: Trespass prevention and crossing safety graphics were shared throughout the week on social media.



Image, above center: Mississippi Governor Tate Reeves issued a Rail Safety Week proclamation.

Photo, above right: Senator Richard Blumenthal, D-CT and Connecticut OL State Coordinator Kevin Burns (holding proclamation) at a press event in Wallingford announcing a Rail Safety Week proclamation by Governor Ned Lamont.



Photos, above bottom, left to right: Screenshots from the video safety messages released for Rail Safety Week by Amit Bose, Federal Railroad Administration; Gail Lyssy, Federal Transit Administration; Tom Chapman, National Transportation Safety Board.





Fort Lauderdale, Florida police handed out rail safety tips cards to motorists.



Gervais, Oregon police visited a middle school and provided rail safety information to students.



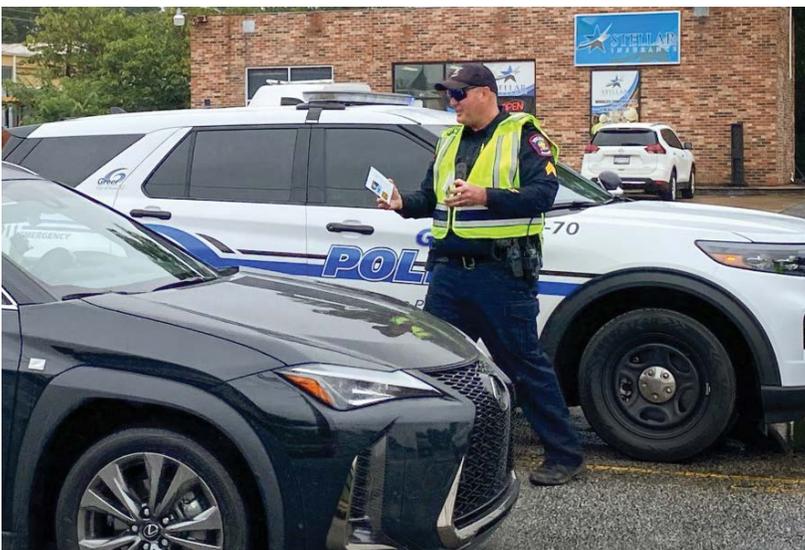
TUESDAY, SEPTEMBER 21 OPERATION CLEAR TRACK

Hundreds of law enforcement and first responders across the country delivered rail safety messages in person and online as part of Operation Clear Track on Tuesday, September 21.

Amtrak and Operation Lifesaver, Inc. carried out a two-pronged Operation Clear Track (OCT) effort, with law enforcement safety blitzes at railroad crossings as well as online rail safety messaging from first responders.

Officers in Greer, South Carolina distributed safety information to motorists at the University of South Carolina.

Houston, Texas Metro police conducted safety blitzes for passengers and others.





WEDNESDAY, SEPTEMBER 22 CROSSING SAFETY

Wednesday, September 22 focused on Crossing Safety to educate drivers.

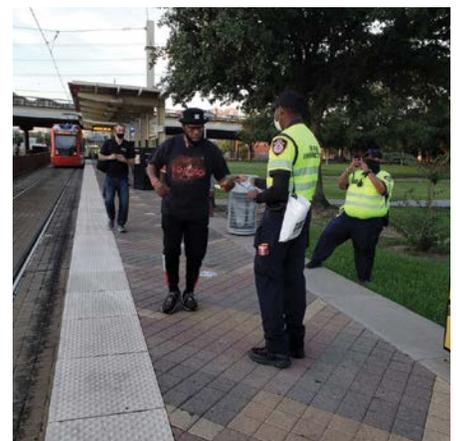
Photo: A U.S. Postal Service driver received a rail safety tips card during a positive enforcement event in South Carolina.



THURSDAY, SEPTEMBER 23 TRANSIT SAFETY THURSDAY & PROFESSIONAL DRIVER SAFETY

Thursday, September 23 was Transit Safety Thursday for cities and states with rail transit service.

Photo: Houston Metro officers handed out safety education materials to transit riders.





FRIDAY, SEPTEMBER 24
WEAR RED (RED OUT) FOR
RAIL SAFETY

Friday, September 24 was #RedOutForRailSafety day. Operation Lifesaver, Inc., its state programs and safety partners shared photos wearing red to support rail safety.

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

Photo collage: The Operation Lifesaver, Inc. (OLI) National Office Staff posed for a #RedOutForRailSafety day group photo.



SATURDAY, SEPTEMBER 25
TRESPASS PREVENTION

The theme for Saturday, September 25 was trespass prevention to underscore the importance of staying off railroad tracks.

SUNDAY, SEPTEMBER 26
NO PHOTO/VIDEO/SELFIE
IS WORTH THE RISK

Rail Safety Week wrapped up on Sunday, September 26 with a message for professional and amateur photographers: No photo, selfie, or video is worth the risk.



PSA CAMPAIGN

As part of Rail Safety Week 2021, two new video public service announcements (PSAs) were released to underscore the danger of trespassing on or near railroad tracks and trains.

The new PSAs are part of the ongoing #STOPTrackTragedies public awareness campaign, which features the personal stories of people directly affected by rail crossing or trespassing incidents.

WATCH THE ENTIRE #STOPTRACKTRAGEDIES PLAYLIST ON YOUTUBE.



Top Image: The "Selfie" Stop Track Tragedies PSA tells the heartbreaking story of three teens from Idaho.

Bottom Image: In the "Shortcut" Stop Track Tragedies PSA, Mark Kalina talks about the shortcut that changed his life.

MEDIA

DIGITAL AD CAMPAIGNS

Paid campaigns for Rail Safety Week encompassed national digital and social media ad placements with Stop Track Tragedies PSAs. State campaigns also incorporated Operation Lifesaver, Inc.'s new farmer and farm machine operator rail safety PSA. The national and state campaigns also included crossing and trespass prevention graphics on social media.

Top image: A screenshot from Operation Lifesaver, Inc.'s new farmer and farm machine operator rail safety PSA, which was released during Rail Safety Week.

Photo: A screenshot from one of two new trespass prevention Stop Track Tragedies PSAs that were produced by Amtrak and released during Rail Safety Week.



NATIONAL

A NATIONAL DIGITAL AD CAMPAIGN WITH THE #STOPTRACKTRAGEDIES PSAS AND GRAPHICS ON FACEBOOK, INSTAGRAM, SNAPCHAT, GOOGLE, REDDIT, SPOTIFY AND IHEART RADIO RAN DURING RSW.



3.2M

National campaign
combined impressions

STATE

STATE DIGITAL AD CAMPAIGNS WITH THE STOP TRACK TRAGEDIES PSAS AND GRAPHIC ADS RAN ON FACEBOOK, INSTAGRAM, SNAPCHAT, GOOGLE, REDDIT, SPOTIFY AND IHEART RADIO. THE STATE CAMPAIGNS INCLUDED A NEW FARMER AND FARM MACHINE OPERATOR RAIL SAFETY PSA IN VIDEO AND AUDIO FORMATS.



6.3M

State campaign
combined impressions

PRINT, ONLINE AND BROADCAST NEWS COVERAGE

While the total number of print media and newswire stories on Rail Safety Week in 2021 was below that of 2020, the Advertising Value Equivalent of the coverage reached \$17.5M in 2021, up 32%. The number of television and radio news stories mentioning Rail Safety Week more than doubled from 2020.

Print coverage included an opinion editorial in Winona, Minnesota by an Operation Lifesaver Authorized Volunteer. Radio hits included an interview with Operation Lifesaver Inc. Executive Director Rachel Maleh on the American Farm Bureau Federation's radio news service that was aired on farm radio affiliates across the U.S. She also was a guest on Sirius XM Radio's Road Dog Trucking News call-in show.



Photo: OLI Executive Director Rachel Maleh was interviewed live on September 20, 2021, from a Rail Safety Week kickoff event in Connecticut on the FreightWaves "What the Truck!?" show with hosts Dooner and the Dude. Image: A screenshot of the news website story featuring the American Farm Bureau Federation's radio network interview with Rachel Maleh.



Photos, below: Examples of billboards and posters created for Rail Safety Week.



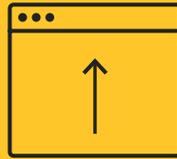
SOCIAL MEDIA AND WEBSITE RESULTS

THE RAIL SAFETY WEEK LANDING PAGE ON THE OPERATION LIFESAVER, INC. WEBSITE WAS THE MOST-VISITED PAGE ON OLI.ORG FROM SEPTEMBER 1-OCTOBER 4, 2021.



219,507

OLI.org Website
Pageviews



+ 92%

Increase in pageviews of
the Operation Lifesaver, Inc.
website from
Sept. 1-Oct. 4 over 2020



262,830

Social Media
Engagements

FOLLOW US ON SOCIAL



FACEBOOK



INSTAGRAM



LINKEDIN



PINTEREST



TWITTER



YOUTUBE

A TEAM EFFORT

THANK YOU TO OUR STATE PROGRAMS, VOLUNTEERS, BOARD MEMBERS, AND PARTNER ORGANIZATIONS WHO SUPPORTED THIS SUCCESSFUL RAIL SAFETY WEEK EFFORT. WE ARE ESPECIALLY GRATEFUL FOR THE FINANCIAL SUPPORT OF THE FEDERAL RAILROAD ADMINISTRATION AND THE FEDERAL HIGHWAY ADMINISTRATION.

Photos, clockwise from top left: Horry County, South Carolina law enforcement officers participated in Operation Clear Track on Sept. 21; Washington Operation Lifesaver distributed coffee sleeves with the "See Tracks? Think Train!" safety message during Rail Safety Week to coffee shops in targeted areas to raise awareness; Pennsylvania Operation Lifesaver participated in an event at a middle school in Mechanicsburg; A social media graphic featured three New Orleans Regional Transit Authority streetcar employees on #RedOutForRailSafety day; A screenshot from a CSX video on Rail Safety Week that featured Sean Douris, Chief of Police, Public Safety, and Infrastructure Protection and member of the Operation Lifesaver, Inc. board; This South Carolina Office of Regulatory Staff member wore red to show her support for rail safety on #RedOutForRailSafety day.





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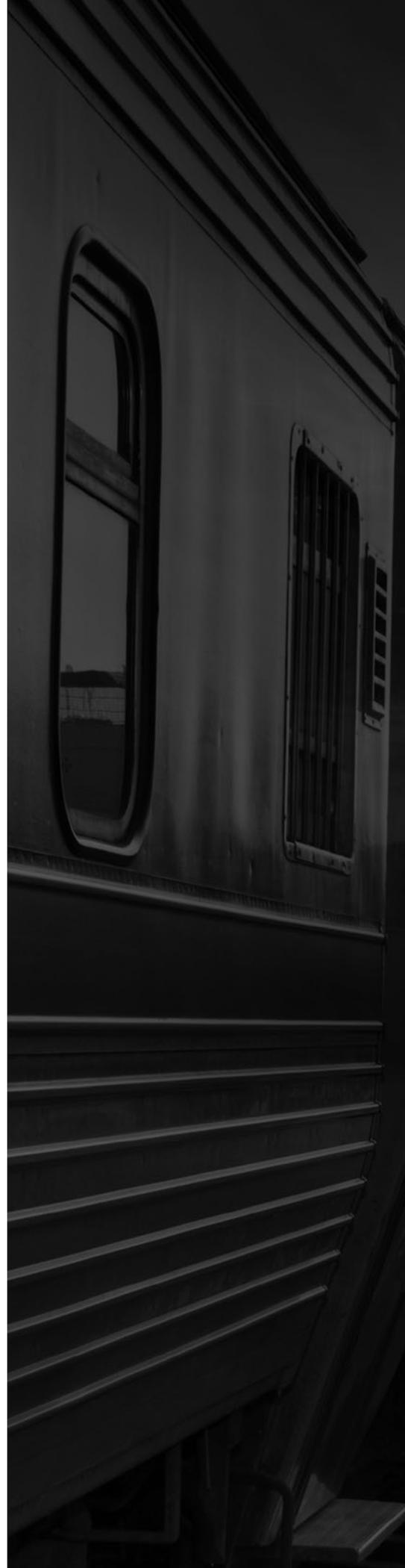
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SAVE

THE DATE



RAIL OLI.ORG
SAFETY
WEEK ✖

SEPT. 19-25, 2022

For more information,
contact news@oli.org



RAIL SAFETY WEEK

OLI.ORG

HELP STOP TRACK TRAGEDIES

Know the facts.
Make good decisions.
Share the message.

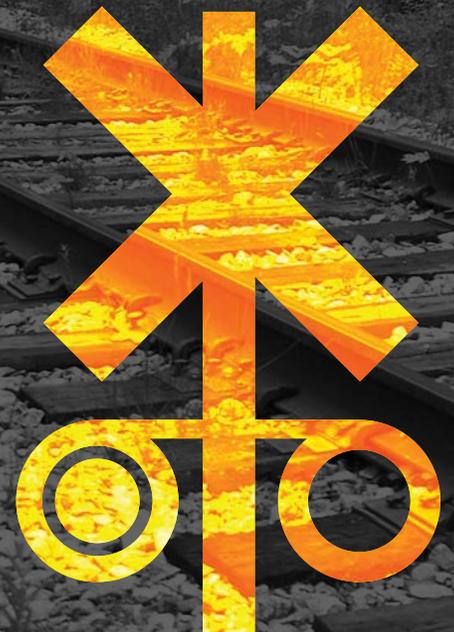
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