ABOUT

OPERATION LIFESAVER

OPERATION LIFESAVER IS A NATIONALLY RECOGNIZED RAIL SAFETY EDUCATION NON-PROFIT WITH THE GOAL OF ENDING COLLISIONS, DEATHS AND INJURIES ON AND AROUND RAILROAD TRACKS AND TRAINS.

A nationwide network of passionate state coordinators and equally dedicated Operation Lifesaver, Inc. volunteers provide free safety presentations and create 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 help people make safe choices around railroad tracks and trains.
TABLE OF CONTENTS

Executive Director’s Message 4
Event Highlights 6
Outreach and Volunteers 12
Rail Safety Week 14
Grant Projects 18
Making a Difference
Financial Overview 22
Board of Directors 23
National Advisory Council 24
NAC Materials Review Committee 25
Partnerships 26
Thank You 27
Contact 28
I WANT TO START BY THANKING ALL OF OPERATION LIFESAVER, INC.'S (OLI) PARTNERS — FROM OUR BOARD MEMBERS TO OUR STATE COORDINATORS TO OUR FEDERAL AND RAIL SAFETY PARTNERS.

Thanks to your active engagement and continued support, 2021 saw the organization thrive in the new normal. We implemented lessons learned during the previous year’s shutdown that allowed us to continue providing the rail safety message in unique and creative ways maximizing technologies and hybrid opportunities.

OLI’s first ever Virtual Leadership Conference, Safety Partnerships: Together Towards Tomorrow, continued the tradition of presenting high level speakers, quality sessions and networking opportunities — but in a virtual world. The two-day conference had over 300 rail safety partners registered, exceeding staff goals. Speakers represented the three E’s (Education, Enforcement and Engineering), and all sessions were highly rated and well attended.

AS RESTRICTIONS LIFTED AROUND THE UNITED STATES, IN-PERSON MEETINGS AND PRESENTATIONS RESUMED.

At the State Coordinator Summit, I presented the OL Champion Award to Georgia Operation Lifesaver State Coordinator Jennie Glasgow for her 40 plus year career dedicated to rail safety. The OL Champion Award, started in 2010, recognizes a person who consistently advances the organization’s community safety goals. Jennie’s many accomplishments are to be commended and the OLI family is lucky to have her involvement with the organization for 40 years!

WORKING COLLABORATIVELY WITH SUBJECT MATTER EXPERTS, SIX NEW TOOLS AND RESOURCES WERE CREATED AND RELEASED.

These assets included new public service announcements (PSAs) in English and Spanish targeted to shift workers, mature drivers and college students; a video and audio PSA in English and Spanish targeted to farmers and farm machinery operators; two new farm safety lesson plans for youth agricultural classes and clubs as well as a farm safety sticker.
Our active and engaged national Board of Directors continues to support our critical work as do OLI’s state programs. This grassroots effort is central to who we are. OLI awarded more than $600,000 in competitive grant funding to OL state programs and transit agencies in 22 states via our vital rail safety partnerships with the Federal Railroad Administration (FRA), Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA), along with our private funder, the Posner Foundation of Pittsburgh. This much-needed funding is appreciated and leveraged throughout the country.

WHILE OLI SHARES THE RAIL SAFETY MESSAGE ON A DAILY BASIS, RAIL SAFETY WEEK CONTINUES TO GROW IN DEPTH AND BREADTH.

This North American observance concentrates messaging to the public throughout the week on the importance of making safe choices around railroad tracks and trains. This year Amtrak produced two new Stop Track Tragedies videos as well as a trespass prevention video. Several federal agencies along with other rail safety partners participated in a variety of Rail Safety Week events, including Red Out for Rail Safety Day.

RAIL SAFETY WEEK METRICS AREN’T THE ONLY ONES INCREASING!

OLI’s social media remains an important way for us to reach a broader audience, drive people to our website and share the rail safety message. Social media engagement overall rose 66% over 2020. OLI also gained 3% more followers over the previous year to reach a total audience of 46.7K. Website visits were up 61% from 2020 and pageviews rose 25%.

This annual report shares our creative efforts and details our pivot to embracing technologies while continuing our upward trajectory in sharing the rail safety message in communities around the country. I am proud of OLI’s work and of the staff who made it happen.

As we look forward to our 50th Anniversary in 2022, I hope you will follow us on social media and join us in sharing the rail safety message in your community. Together we can stop track tragedies.

Rachel Maleh
Executive Director
IN 2021, OPERATION LIFESAVER, INC. (OLI) HOSTED OR PARTICIPATED IN A NUMBER OF VIRTUAL AND IN-PERSON TRAINING AND RAIL SAFETY EVENTS TO FURTHER OUR LIFESAVING MISSION.

Virtual Leadership Conference
OLI held a successful Virtual Leadership Summit in July.

Return to In-Person Meetings
OLI resumed hosting in-person meetings beginning in late July in compliance with CDC COVID-19 safety protocols to ensure participants’ safety.

Executive Director Speeches
OLI Executive Director Rachel Maleh participated in five U.S. virtual speaking opportunities and one virtual international event during 2021 to share the rail safety message.
The Federal Partners: Working Together to Improve Safety panel discussion was moderated by OLI Board Member Shayne Gill, Program Director for Multimodal Transportation, American Association of State Highway and Transportation Officials (top left in photo). Speakers, clockwise from top right: Cheryl J. Walker, Associate Administrator for Safety, Federal Highway Administration; Gail Lyssy, then Acting Associate Administrator for Transit Safety and Oversight and Chief Safety Officer, Federal Transit Administration (now Regional Administrator for FTA Region 6); and Amit Bose, then Deputy Administrator, Federal Railroad Administration (now FRA Administrator).

The session An Armchair Chat with Union Pacific CEO Lance Fritz (left in photo above) was moderated by OLI Board Chair Jo Strang, Senior Vice President, Safety, Regulatory and Environmental Policy, American Short Line and Regional Railroad Association (above right).

The Federal Partners: Working Together to Improve Safety panel discussion was moderated by OLI Board Member Shayne Gill, Program Director for Multimodal Transportation, American Association of State Highway and Transportation Officials (top left in photo). Speakers, clockwise from top right: Cheryl J. Walker, Associate Administrator for Safety, Federal Highway Administration; Gail Lyssy, then Acting Associate Administrator for Transit Safety and Oversight and Chief Safety Officer, Federal Transit Administration (now Regional Administrator for FTA Region 6); and Amit Bose, then Deputy Administrator, Federal Railroad Administration (now FRA Administrator).
The **Safety Partnerships: Sharing the Message panel discussion** was moderated by OLI Board Member Nicole Brewin, Senior Vice President, Government & Public Affairs, Railway Supply Institute, Inc. (top left in photo).

The **Community Partnerships: First Responders panel discussion** was moderated by OLI Board Member Stephen Covey, Chief of Police and Chief Security Officer, CN (top left in photo).

The **Engineering and Safety panel discussion** was moderated by OLI Board Member Katie Chimelewski, Director, Safety & Membership Engagement, American Road & Transportation Builders Association (top left in photo).

The **Transit Partnerships for Safety panel discussion** was moderated by OLI Board Member Polly Hanson, Senior Director of Security, Risk, and Emergency Management, American Public Transportation Association (top left in photo).

**OPERATION LIFESAVER, INC.’S FIRST-EVER VIRTUAL LEADERSHIP CONFERENCE CONTINUED THE TRADITION OF PRESENTING HIGH-LEVEL SPEAKERS, QUALITY SESSIONS AND NETWORKING OPPORTUNITIES — IN A VIRTUAL ENVIRONMENT.**
AS COVID CASES LESSENED, IN-PERSON MEETINGS RESUMED ACROSS THE U.S.

Five in-person Operation Lifesaver, Inc. (OLI) Regional Meetings were held in 2021. Regional meetings provide State Coordinators with current information and tools from the Operation Lifesaver, Inc. National Office and include briefings with Federal Railroad Administration officials in the region.

Region 4 State Coordinators met in Minneapolis, Minnesota. Left to right: Michigan State Coordinator Curtis Stewart; OLI Executive Director Rachel Maleh holding a laptop with Illinois State Coordinator Chip Pew, participating virtually; Minnesota Executive Director Sheryl Cummings; and Indiana Executive Director Jessica Feder.

Region 3 State Coordinators met in Charlotte, North Carolina. Left to right: OLI Vice President Wende Corcoran; Alabama State Coordinator Nancy Hudson; Tennessee Executive Director Jill McClintock; North Carolina Executive Director Margaret Cannell; Mississippi Executive Director Kim Sloan; and OLI Executive Director Rachel Maleh.

Region 6 State Coordinators met in Omaha, Nebraska. Left to right: Nebraska State Coordinator Carol Daley; Iowa State Coordinator Francis Edeker; Missouri Executive Director Tim Hult; Kansas Assistant State Coordinator Jessica Mays; Kansas State Coordinator Aaron Mays; and Colorado State Coordinator Mike McCoy.

Region 2 State Coordinators met in Washington, DC. Left to right: West Virginia State Coordinator John Perry; Ohio State Coordinator Alan Stouder; Pennsylvania State Coordinator Brock Kerchner; and OLI’s Rachel Maleh.

State Coordinators from Regions 7 and 8 met in San Diego, California. Left to right: Oregon Executive Director Steve Kreins; Washington State Coordinator Kathy Hunter; California Executive Director Nancy Sheehan; and Arizona State Coordinator Doug Farler.
EVENT HIGHLIGHTS CONT’D

TWO COACH CLASSES HELD

Operation Lifesaver Coaches play a vital role providing training for new Operation Lifesaver Authorized Volunteers (OLAVs.)

Attending the September Coach Class in Omaha, Nebraska were, left to right: Taylor Kelley, Nebraska; Louis DeKoster, Michigan; JP Furman, Indiana.

Attending the October Coach Class in Orlando, Florida were, left to right: Mike Kazerooni, Louisiana; Patty Donaldson, Texas; Jessica Devorsky, TX OL Executive Director; PB Rivera, Louisiana; Jenna Raymond, Florida; Jeff Medor, Vermont.

NEW STATE COORDINATOR TRAINING

In August, orientation training was held in Washington, DC for three new State Coordinators to review their responsibilities and provide tools for outreach and success. State Coordinators are an integral part of OLI and lead their Operation Lifesaver programs in 46 states across the U.S. plus Washington DC.

Participating in the State Coordinator Orientation were, left to right: Facilitator Janice Cowen Executive Director, South Carolina Operation Lifesaver; Curtis Stewart of Michigan Operation Lifesaver; OLI Executive Director Rachel Maleh; Barbara Foran of New Jersey Operation Lifesaver; Toni Clithero, Operation Lifesaver of Vermont; and Facilitator Alan Stouder of Ohio Operation Lifesaver.

STATE COORDINATORS MEET AT OMAHA SUMMIT

For the first time since 2019, State Coordinators from across the U.S. met in Omaha, Nebraska for a 2 ½ day Summit from September 29 to October 1 to share best practices, learn about volunteer recruitment and retention, and get updated on the newest Operation Lifesaver materials. In addition, OLI ED Rachel Maleh presented the OL Champion Award to Georgia Operation Lifesaver State Coordinator Jennie Glasgow for her 40 plus year career dedicated to rail safety.

Above (left to right): State Coordinators gather for a group photo at the Summit; OL Champion Award winner Jennie Glasgow.
TRAINING EVENTS INCREASE RISC INSTRUCTOR RANKS AND EDUCATE OVER 2,500 FIRST RESPONDERS

Throughout 2021, certification classes were held training Instructors and Instructor Trainers for Operation Lifesaver, Inc.’s (OLI) Railroad Investigation and Safety Course (RISC). RISC provides first responders with critical rail safety information allowing them to safely and effectively respond to and investigate rail-related incidents.

February RISC Instructor class, Valparaiso, Indiana
May RISC Instructor class, Schererville, Indiana
August RISC Instructor course, Chicago, Illinois
November 2021 RISC Instructor course, Richmond, Virginia

RAILROAD INVESTIGATION AND SAFETY COURSE (RISC) STATS

104
New RISC Instructors

2,819
First Responders

173
Total Classes

RISC received Police Officer Standards and Training (POST) Accreditation in 16 states: Arizona, California, Colorado, Georgia, Indiana, Kansas, Louisiana, Minnesota, Mississippi, Missouri, Nebraska, New Mexico, North Dakota, Oklahoma, Tennessee and Texas.

2021 RISC Class locations
2021 RISC Instructor locations
OUTREACH AND VOLUNTEERS

IN 2021, DESPITE A WORLDWIDE PANDEMIC THAT RESULTED IN BUSINESS AND SCHOOL CLOSINGS AS WELL AS EVENT CANCELLATIONS, OUTREACH RESULTS INCLUDED:

564,298 People reached across the U.S.  
+122% from 2020

8,312 Virtual and in-person presentations, training classes and events  
+77% from 2020

202 New Operation Lifesaver Authorized Volunteers (OLAVs)  
+30% from 2020

JOIN OUR RAIL SAFETY MISSION!

Learn more about becoming an Operation Lifesaver Authorized Volunteer:  
OLI.ORG/SAFETY-NEAR-TRAINS/VOLUNTEER

Curtis Stewart (left) and Sam Crawl of Michigan Operation Lifesaver participated in Railroad Days in Flint, reaching 1,400 people with the rail safety message over the 2-day August event.
NEW TOOLS DEVELOPED FOR VOLUNTEERS

The Operation Lifesaver, Inc. education team developed and released new tools and resources for its OLAVs (Operation Lifesaver Authorized Volunteers), Coaches, and RISC Instructors to include:

- Volunteer facilitation guides to use with Hybrid learning, including elementary school students
- Zoom Best Practices training for volunteers
- *Train Safety Savvy*, an online, interactive game for elementary-aged students
- Additional training resources and materials for State Coordinators, Coaches, RISC Instructors and OLAVs in the Operation Lifesaver, Inc. password-protected community area.

TOM ROBERTS VOLUNTEER AWARD
PRESENTED TO ASHWORTH, KITTENDORF

OLI named Debra Ashworth of Grand Island, Nebraska, and the late Delmar Kittendorf of Marietta, Georgia as co-winners of the F. Tom Roberts Memorial Volunteer Award in recognition of their rail safety education outreach efforts. The award honors an individual who has demonstrated outstanding dedication to rail safety as well as a personal contribution to the Operation Lifesaver program.

OLI RECOGNIZES AND HONORS VOLUNTEERS

A sampling of OLI volunteers across the nation were celebrated during National Volunteer Month in April via social media to recognize their dedication to sharing the rail safety message. These eight Operation Lifesaver Authorized Volunteers (OLAVs) were spotlighted during National Volunteer Week, April 18–24.

Adrian H., Kansas
Alan S., Ohio
Charles J., Louisiana
Chris K., Washington

Mike J., New York
Perry M., Vermont
Randy B., North Carolina
Sean R., Maryland
The week of September 20-26, Operation Lifesaver, Inc. (OLI) partnered with Operation Lifesaver Canada and the Mexican Association of Railroads as well as state programs and partners across the nation marking the 5th annual observance of Rail Safety Week (RSW) in North America.

The annual observance of RSW is a concentrated effort 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. RSW in 2021 was observed via both in-person events and virtually. Each day during Rail Safety Week focuses on a theme and specific audiences.

**SCHEDULE: 9/20-9/26**

<table>
<thead>
<tr>
<th>MON</th>
<th>#StopTrack Tragedies</th>
<th>News Media, Government Officials, OLI Partners, General Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>TUE</td>
<td>Operation Clear Track</td>
<td>Law Enforcement and First Responders</td>
</tr>
<tr>
<td>WED</td>
<td>Crossing Safety</td>
<td>General Public, Farmers, New Drivers, Outdoor Enthusiasts, People Experiencing Homelessness</td>
</tr>
<tr>
<td>THU</td>
<td>Transit Safety Thursday &amp; Professional Driver Safety</td>
<td>Transit and Commuter Riders, Professional Drivers, School Bus Drivers</td>
</tr>
<tr>
<td>FRI</td>
<td>Wear Red for Rail Safety</td>
<td>All Audiences</td>
</tr>
<tr>
<td>SAT</td>
<td>Trespass Prevention</td>
<td>General Public, Pedestrians, Cyclists, Joggers, Outdoor Enthusiasts, College Students, People Experiencing Homelessness</td>
</tr>
<tr>
<td>SUN</td>
<td>No Photo/Video/Selfie is Worth the Risk</td>
<td>Photographers (Professional &amp; Amateur)</td>
</tr>
</tbody>
</table>
Law Enforcement and First Responders Shared the Rail Safety Message

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

In September 2021, with COVID vaccines and testing allowing for more in-person activities, Operation Clear Track rail safety events were held across the U.S. with law enforcement partners. First responders across the nation were invited to share Rail Safety Week social media messaging and website resources to virtually connect with their communities sharing rail safety messages about making safe choices around trains and tracks.

More than 280 police departments and sheriff’s offices participated in in-person Operation Clear Track events. Additional first responders participated virtually across the U.S.

Florida DOT shared the “See Tracks? Think Train!” rail safety message via electronic signage during Rail Safety Week.

Proclamation Event

Rail Safety Week kicked off on Monday with events around the country, such as this proclamation event in Wallingford, Connecticut. Speakers included U.S. Senator Richard Blumenthal, Operation Lifesaver, Inc. Executive Director Rachel Maleh and Connecticut Operation Lifesaver State Coordinator Kevin Burns.

Left to right: Senator Blumenthal, OLI’s Rachel Maleh, CT OL’s Kevin Burns (holding proclamation).

Rail Safety Partners from the Federal Railroad Administration, Federal Transit Administration and National Transportation Safety Board released videos supporting Rail Safety Week and Operation Lifesaver’s efforts.

Amit Bose
Federal Railroad Administration
https://vimeo.com/609777092

Gail Lyssy
Federal Transit Administration
https://vimeo.com/609807515

Tom Chapman
National Transportation Safety Board
https://vimeo.com/609787517

OLI.ORG
#REDOUT FOR RAIL SAFETY EFFORT EXPANDS

Enthusiasm grew for #RedOutForRailSafety day on Friday, September 24, both in-person and virtually. Schools, companies, Operation Lifesaver state programs and partners joined in the fun by wearing red on Friday, September 24 to show their support for rail safety, sharing selfies and virtual group images to social media to raise awareness of the need for rail safety in their communities.

Horry County, SC law enforcement officers held a safety blitz on Tuesday, September 21.

CSX employees gathered for a spirited #RedOut photo.

Above left: Employees of the New Orleans Regional Transit Authority showed their #RedOut support in social media posts like this one.

Above right: The Operation Lifesaver, Inc. staff shared this virtual #RedOut photo.

RAIL SAFETY WEEK – YEAR OVER YEAR RESULTS

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<tbody>
<tr>
<td>Media Coverage Advertising Value Equivalent (AVE)</td>
<td>$1.54M</td>
<td>$4.86M</td>
<td>$12.89M</td>
<td>$17.05M</td>
<td>+32.3%</td>
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<tr>
<td>TV and Radio Stories, 9/1–10/4</td>
<td>399</td>
<td>696</td>
<td>330</td>
<td>828</td>
<td>+151%</td>
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<tr>
<td>Website Pageviews, 9/1–10/4</td>
<td>115,565</td>
<td>138,961</td>
<td>112,234</td>
<td>215,507</td>
<td>+92%</td>
</tr>
</tbody>
</table>

This chart shows an increase in 2021 media ad value, TV and radio stories and website pageviews over 2020.
NEW STOP TRACK TRAGEDIES VIDEO
AND AUDIO PSAs RELEASED

Videos: The new PSAs include “Selfie” and “Shortcut.”


Operation Lifesaver, Inc. partnered with Amtrak to produce two new video public service announcements (PSAs) in English and Spanish for Rail Safety Week as part of the ongoing #STOPTrackTragedies public awareness campaign, aimed at saving lives near railroad tracks. The public service announcements were distributed via social media and in digital ad campaigns. In addition to the PSAs, Amtrak produced a longer trespass prevention video called “Walking a Thin Line.” All of the #STOPTrackTragedies videos are available for viewing on Vimeo or at oli.org/about-us/public-awareness-campaigns.

RAIL SAFETY MESSAGING REACHES NEARLY 10 MILLION

The combined National and State Rail Safety Week paid campaigns reached 9.5M impressions.

A national digital ad campaign with the #STOPTrackTragedies PSAs and RSW graphics ran throughout the week on Facebook, Instagram, Snapchat, Google, Reddit, Spotify and iHeart Radio, yielding 3.2M impressions.

State digital ad campaigns with the Stop Track Tragedies PSAs and graphic RSW ads ran on Facebook, Instagram, Snapchat, Google, Reddit, Spotify and iHeart radio, yielding 6.3M impressions. The state campaigns included a new farmer and farm machine operator rail safety PSA in video and audio formats.

Social media graphics were used in organic and paid social media campaigns during Rail Safety Week.
SIX NEW TOOLS AND RESOURCES WERE CREATED AND RELEASED

Three new public service announcements (PSAs) were produced in English and Spanish to highlight the importance of making safe choices around railroad tracks and trains for specific audiences. Three additional resources were produced for farm audiences to provide important information to prevent devastating incidents at crossings.

OLI AWARDED $600K IN COMPETITIVE RAIL SAFETY PUBLIC GRANTS FROM FEDERAL AND PRIVATE PARTNERS

In 2021, we awarded more than $600,000 in competitive grant funding to OL state programs and transit agencies in 22 states through partnerships with the Federal Railroad Administration (FRA), Federal Highway Administration (FHWA), the Federal Transit Administration (FTA) and OL’s private funder, the Posner Foundation of Pittsburgh.

GRANT PROJECTS

MAKING A DIFFERENCE

MANY OPERATION LIFESAVER, INC. (OLI) PROJECTS AND ACTIVITIES ARE CARRIED OUT THROUGH GRANTS FROM OUR FEDERAL AND PRIVATE PARTNERS, INCLUDING THE FEDERAL RAILROAD ADMINISTRATION, FEDERAL HIGHWAY ADMINISTRATION, FEDERAL TRANSIT ADMINISTRATION AND THE POSNER FOUNDATION OF PITTSBURGH.

A screenshot from a new Public Service Announcement (PSA) in English and Spanish for farm equipment operators, one of the grant-funded materials produced in 2021.
SHIFT WORKERS PSA

[Image: Shift worker at warehouse]

[Narrator] You are the heart and soul of this country.

Audience: shift workers — people whose jobs include evening, night, and early morning work hours. https://vimeo.com/653752289

MATURE DRIVERS PSA

[Image: Older couple in car]

How are the kids.

Audience: mature drivers — drivers aged 50 and over. https://vimeo.com/654204970

DISTRACTED STUDENT PSA

[Image: Student looking at phone]

Yo! Where you at?

OMG! Taking a short cut through the park. Did it start yet?

and you are starting to realize what choices you have ahead.

Audience: distracted students — post-secondary students attending colleges and universities that include or are near railroad tracks. https://vimeo.com/654382324

FARM MACHINERY PSA

[Image: Farm machinery]

incluso en una propiedad privada.

Audience: farmers and farm machinery operators. https://vimeo.com/604334011

FARM SAFETY LESSON PLAN

Two new farm safety lesson plans were created for youth agricultural classes and clubs.

FARM SAFETY STICKERS

The English and Spanish farm safety stickers remind farm machinery operators to See Tracks? Think Train!
A total of $200,317 in competitive grant funding from the Federal Railroad Administration (FRA) was awarded by OLI to 12 state Operation Lifesaver programs for a variety of rail crossing safety and trespass prevention public education projects in Alabama, California, Georgia, Indiana, New Jersey, New York, North Carolina, North Dakota, Oregon, South Carolina, South Dakota and Tennessee. The grant awards funded creative community outreach and education projects in the states, many in conjunction with Rail Safety Week.

Additional competitive grant proposals for public awareness projects in four more states, Missouri, Ohio, Pennsylvania and Texas, as well as the balance of funding for New Jersey’s grant project were funded through $45K in grants from the Posner Foundation of Pittsburgh.

During its Rail Safety Month in September, California Operation Lifesaver used FRA Competitive grant funds for outreach to youth experiencing homelessness, donating backpacks with toiletries and socks with the “Choose Safety: Respect the Rails” message.
Operation Lifesaver, Inc. (OLI) also awarded $200K in competitive grant funding from the Federal Highway Administration (FHWA) to 11 state Operation Lifesaver programs for a variety of rail crossing safety public education projects in Arizona, California, Indiana, Kansas, Minnesota, North Carolina, New York, Pennsylvania, South Carolina, Tennessee and Washington. The grant awards funded a variety of highway-rail grade crossing safety public education projects, many in conjunction with Rail Safety Week.

OLI funded $107,000 in grant funds to six transit agencies in four states – Florida, Louisiana, Minnesota and New York – for rail transit safety public awareness and education projects and campaigns through a Federal Transit Administration (FTA) grant. The grants were awarded to Brightline Trains Florida, Long Island Rail Road, Metro-North Railroad, Metro Transit, New Orleans Regional Transit Authority Streetcar and SunRail.

South Carolina developed this poster with FHWA Competitive Grant funds as part of a campaign to reach workers in farm labor, construction and lawn care professions.

This rail safety pledge card was used in a Brightline transit safety campaign to connect with people in need by offering a free haircut while providing them with rail safety education and securing their signature on a safety pledge card.
FINANCIAL OVERVIEW

OPERATION LIFESAVER, INC. 2021 AUDITED FINANCIAL STATEMENT

2021 OPERATION LIFESAVER, INC. EXPENSES
$2.4M

- 71% Federal Grants
- 23% Other Programs and Grants
- 5% General and Administrative
- 1% Fundraising

OPERATION LIFESAVER, INC. STATEMENT OF ACTIVITIES
Year Ended Dec. 31, 2021

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<th>REVENUE AND SUPPORT</th>
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<td>Government Grants/Awards</td>
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<td>Foundation Grants</td>
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<td>Royalties</td>
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<td>Interest</td>
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<td><strong>Total revenue and support</strong></td>
<td><strong>2,700,281</strong></td>
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<th>EXPENSES</th>
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<td>Government Grants/Awards</td>
<td>1,690,129</td>
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<td>Other programs</td>
<td>555,144</td>
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<td>General and administrative</td>
<td>113,507</td>
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<td>Fundraising</td>
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<td><strong>Total expenses</strong></td>
<td><strong>2,381,623</strong></td>
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<td>Change in net assets</td>
<td>318,658</td>
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<tr>
<td>Net assets at beginning of year</td>
<td>912,772</td>
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<tr>
<td>Net assets at end of year</td>
<td>1,231,430</td>
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BOARD OF DIRECTORS

THE OPERATION LIFESAVER, INC. (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.

Jo Strang, Chair
Senior Vice President, Safety, Regulatory and Environmental Policy
American Short Line and Regional Railroad Association

Mark A. Schulze, Vice-Chair
Vice President, Safety, Training and Operations Support
BNSF Railway Company

John Walsh, Treasurer
Director of Hazardous Materials Programs, Short Line Safety Institute

Nancy Hudson, Secretary,
State Coordinator on the Board
Executive Director, Alabama Operation Lifesaver

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

Nicole Brewin
Senior Vice President, Government & Public Affairs, Railway Supply Institute, Inc.

Katie Chimelewski, National Advisory Council Co-Chair
Director, Safety & Membership Engagement, American Road & Transportation Builders Association

Kelly Clough
Deputy Chief of Police, Canadian Pacific Railway

Martin Conway
Deputy Chief, Amtrak Police Department

Stephen Covey
Chief of Police and Chief Security Officer, Canadian National

Sean Douris
Chief of Police, Public Safety, & Infrastructure Protection, CSX

Andy Elkins
Director of Hazmat Compliance, Bureau of Explosives, Association of American Railroads

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

Helen Hart
Assistant Vice President Safety & Environmental, Norfolk Southern Corporation

Barry E. Morton
Assistant Vice President Health & Safety, Kansas City Southern Railway Company

Emma Moser
Director, Safety & Reporting, Genesee & Wyoming Railroad Services, Inc.

Suzanne M. Rohde
Senior Vice President, Government Affairs and Policy, American Bus Association

Lawrence K. Wenko
Senior Manager Public Safety, Union Pacific Railroad
THE NATIONAL ADVISORY COUNCIL (NAC) IS AN ADVISORY BODY THAT ASSISTS OPERATION LIFESAVER, INC. (OLI) IN CREATING THE PROGRAMS AND MATERIALS USED TO DELIVER THE RAIL SAFETY MESSAGE TO THE PUBLIC, INCLUDING 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 subject matter experts in the three Es of safety—Education, Enforcement and Engineering. Representatives include employees from major railroads, federal agencies, State Coordinators and others knowledgeable about highway-rail grade crossing safety and railroad trespass prevention. Outside experts may supplement NAC project teams when additional knowledge is required.

Katie Chimelewski, Co-Chair
Director, Safety & Member Engagement, American Road & Transportation Builders Association

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Communications Manager, Caltrain

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Jason Bishop
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Jonathan Bondra
Police Inspector, CN Police Department

Kevin Burns, State Coordinator Region 1 Representative State Coordinator, Connecticut Operation Lifesaver

Rick Campbell
Senior Project Manager, Alfred Benesch & Company

Wende Corcoran
Vice President Operation Lifesaver, Inc.

Janice Cowen, State Coordinator Region 3 Representative State Coordinator, South Carolina Operation Lifesaver

Jessica Devorsky, State Coordinator Region 5 Representative Executive Director, Texas Operation Lifesaver

Doug Farler, State Coordinator Region 7 Representative State Coordinator, Arizona Operation Lifesaver

Scott Gabree
Engineering Psychologist, US DOT, Volpe Center

Tim Hull, State Coordinator Region 6 Representative Executive Director, Missouri Operation Lifesaver

Taylor Kelley
Manager of Safety, Training and Regulatory Compliance, Rio Grande Pacific Corp.

Nadji Kirby
Senior Program Manager, Domestic Road Safety, Safe Kids Worldwide

Steve Kreins, State Coordinator Region 8 Representative Executive Director, Oregon Operation Lifesaver

Danny Lites
Public Safety Director, Kansas City Southern Railway Company

Jeff Longman
Assistant Chief of Police, BNSF Railway Police

Will Miller
Public Safety Director, Norfolk Southern Corporation

James Payne
Staff Director, Grade Crossing and Trespass Prevention Program Division, Federal Railroad Administration

Barbara Petito
Lead Communications Specialist, Amtrak Police Department

Ryan Ringelman
General Director System Safety, BNSF Railway Company

Buck Russel
Senior Supervisor Public Safety, Union Pacific Railroad

Kimbler Sloan
Executive Director, Mississippi Operation Lifesaver

Alan Stouder, State Coordinator Region 2 Representative State Coordinator, Ohio Operation Lifesaver

Tamo Vahemets
Chairman of the Board, Estonia Operation Lifesaver
OPERATION LIFESAVER, INC.'S (OLI) MATERIALS REVIEW COMMITTEE, part of the National Advisory Council, is tasked with assisting Operation Lifesaver, Inc. in creating and updating rail safety education materials, ensuring that OLI's safety message, including the Three Es, is represented consistently.

Jessica Feder, Chair  
Indiana Operation Lifesaver

Tracy Bergerson  
CP Police

Rick Campbell  
Alfred Benesch & Company

Margaret Cannell  
North Carolina Operation Lifesaver

Katie Chimelewski  
American Road & Transportation Builders Association

Janice Cowen  
South Carolina Operation Lifesaver

Jennifer DeAngelis  
Operation Lifesaver, Inc.

Danny Lites  
Kansas City Southern Railway Company

Barb Petito  
Amtrak Police Department

Kim Sloan  
Mississippi Operation Lifesaver

Alan Stouder  
Ohio Operation Lifesaver
OPERATION LIFESAVER, INC. IS GRATEFUL TO THE PARTNERS WHO MAKE OUR EFFORTS POSSIBLE.

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RAIL SAFETY PARTNERS

Thank you to our rail safety partners for sharing the rail safety message, including 4-H, American Farm Bureau Federation, the National FFA Organization, Operation Lifesaver Canada, Mexican Association of Railroads, Railway Engineering-Maintenance Suppliers Association, Inc., TRANSCAER® (Transportation Community Awareness Emergency Response) and many more.

TO LEARN MORE ABOUT PARTNERING WITH OLI, REACH OUT TO EXECUTIVE DIRECTOR RACHEL MALEH.
This photo of the Operation Lifesaver booth at the 2021 North East Association of Rail Shippers conference in Portland, ME, shows the contributions of OL safety partners. From left: Wende Corcoran, OLI; Chris Harrington, Keolis; Norma Griffiths, FRA; Mark Rosa, Amtrak Police; Mike Grizkewitsch, FRA.

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.

WE ARE INDEBTED TO THE TEAM OF COMMITTED RAIL SAFETY PARTNERS AND SUPPORTERS ACROSS THE COUNTRY WHO CARRY OUT OPERATION LIFESAVER, INC.’S MISSION TO SAVE LIVES THROUGH RAIL SAFETY EDUCATION. OUR OPERATION LIFESAVER AUTHORIZED VOLUNTEERS (OLAVS) SPREAD THE RAIL SAFETY MESSAGE. WITHOUT THEIR EFFORTS, OUR WORK WOULD NOT BE POSSIBLE.

OLI STAFF

Rachel Maleh
Executive Director
D: (703) 739-1065
M: (301) 717-7553
rmaleh@oli.org

Jennifer DeAngelis
Director Communications & Marketing
D: (703) 739-0284
M: (202) 815-4340
jdeangelis@oli.org

Wende Corcoran
Vice President
D: (703) 739-9126
M: (703) 915-6764
wcorcoran@oli.org

Moriah Whiteman
Manager Education, Training & Volunteer Support
D: (703) 519-4502
M: (703) 915-6624
mwhiteman@oli.org

THANK YOU

YOU CAN HELP
#STOPTRACKTRAGEDIES.

APPLY TO BE A VOLUNTEER TODAY AT OLI.ORG.
HELP STOP TRACK TRAGEDIES

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

CONTACT

OLL.ORG
FOLLOW US ON SOCIAL
(800) 537-6224
GENERAL@OLL.ORG

PHYSICAL ADDRESS
Operation Lifesaver, Inc.
425 Third Street SW, Suite 915
Washington, DC 20024

MAILING ADDRESS
Operation Lifesaver, Inc.
P.O. Box 780
West Warwick, RI 02893