



OPERATION
LIFESAVER



2021

ANNUAL REPORT



**OPERATION
LIFESAVER[®]**

Rail Safety Education

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.**

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MAKING A DIFFERENCE IN UNCERTAIN TIMES



“I AM PROUD OF OLI’S WORK AND OF THE STAFF WHO MADE IT HAPPEN.”

RACHEL MALEH

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

SOCIAL MEDIA AND WEBSITE RESULTS

2021 vs. 2020

+3%

Social media followers

+66%

Social media engagement



+61%

Website visits

+25%

Website pageviews

EVENT

HIGHLIGHTS



Above: Operation Lifesaver state coordinators gathered at their 2021 Summit in Omaha.

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.

VIRTUAL LEADERSHIP CONFERENCE

July 14–15, 2021



VIRTUAL LEADERSHIP CONFERENCE HIGHLIGHTS

- Union Pacific Railroad CEO Lance Fritz armchair chat with OLI Board Chair Jo Strang
- Panel discussion with U.S. Department of Transportation Officials Amit Bose of FRA, Gail Lyssy of FTA, Cheryl Walker of FHWA
- Operation Lifesaver, Inc. Executive Director Rachel Maleh also made opening and closing remarks at the virtual event



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).

CONFERENCE

STATS

366

Registrants

9

Sessions

18

Speakers

6

Moderators



Overall Attendee Rating

EVENT HIGHLIGHTS CONT'D

VIRTUAL LEADERSHIP CONFERENCE HIGHLIGHTS CONT'D

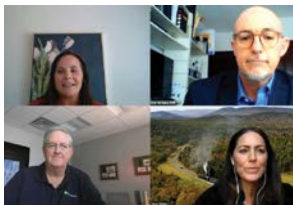
The **Safety Partnerships: Sharing the Message** panel discussion was moderated by OLI Board Member Nicole Brewin, Senior Vice President, Government & Public Affairs, Railway Supply Institute, Inc. (center photo).



Speakers, clockwise from upper left: Nancy Sheehan, Executive Director, California Operation Lifesaver; Nadji Kirby, Senior Program Manager for Domestic Road Safety, Safe Kids Worldwide; Isabelle Fonverne, Senior Advisor, Safety and Interoperability, International Union of Railways;

and Joshua Vance, Sr. Director of Safety, Intermodal, J.B. Hunt.

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).



Speakers, clockwise from top right: Dr. Iker de Luisa Plazas, Director General, Association of Mexican Railroads (AMF); Starr Kidda, PhD, Human Factors Division Chief, Federal Railroad Administration Office

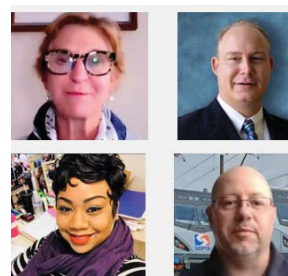
of Research, Development & Technology; and Rick Campbell, Senior Project Manager, Alfred Benesch & Company.

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).



Speakers, clockwise from top right: Tamo Vahemets, Chairman, Operation Lifesaver Estonia; Jessica Feder, Executive Director, Indiana Operation Lifesaver; and Mark Sexton, Executive Director, Oklahoma Operation Lifesaver.

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).



Speakers, clockwise from top right: Hilary Konczal, Chief Safety and Environmental Officer, Metra Commuter Rail; Ed Abel, Director of Operational Safety, Southeastern Pennsylvania Transportation Authority; and Tasha Bartholomew, Communications Manager, Caltrain.

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 LESSENERD, 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 Hull; 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 2½ 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**

- 23 training classes
- 14 virtual classes

2,819

First Responders

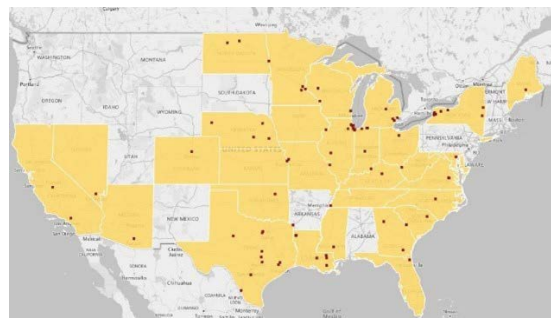
173

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:



Curtis Stewart (left) and Sam Crowl 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.



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](https://oli.org/safety-near-trains/volunteer)

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

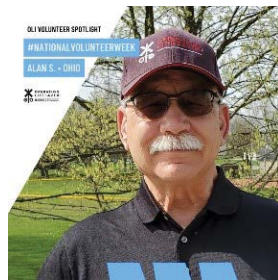
OLI named **Debra Ashworth** of Grand Island, Nebraska, and the late **Delmar Kittendorf** of Marietta, Georgia as co-winners of the F. Tom Roberts Memorial Volunteer Award in recognition of their rail safety education outreach efforts. The award honors an individual who has demonstrated outstanding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

OLI RECOGNIZES AND HONORS VOLUNTEERS

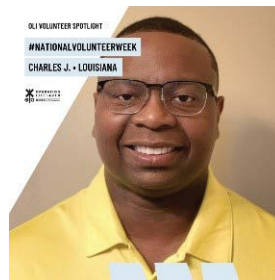
A sampling of OLI volunteers across the nation were celebrated during National Volunteer Month in April via social media to recognize their dedication to sharing the rail safety message. These eight Operation Lifesaver Authorized Volunteers (OLAVs) were spotlighted during National Volunteer Week, April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



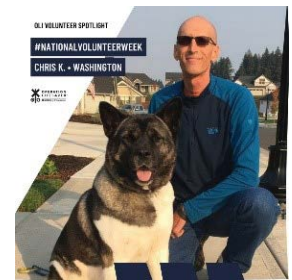
Adrian H., Kansas



Alan S., Ohio



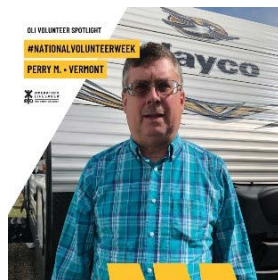
Charles J., Louisiana



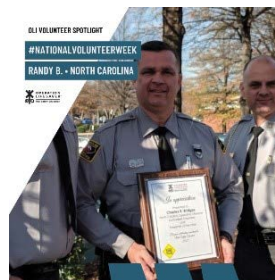
Chris K., Washington



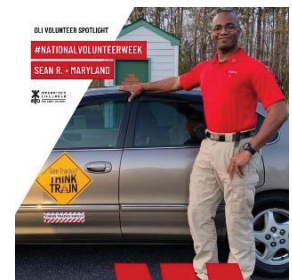
Mike J., New York



Perry M., Vermont



Randy B., North Carolina



Sean R., Maryland

RAIL SAFETY

WEEK



RAIL SAFETY WEEK OLI.ORG

Above: An MBTA railcar in Boston is wrapped in an Operation Lifesaver safety message.

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

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

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 OLI'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>

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.



RAIL SAFETY WEEK CONT'D

#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.



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.



CSX employees gathered for a spirited #RedOut photo.

RAIL SAFETY WEEK – YEAR OVER YEAR RESULTS

RSW RESULTS AS OF 10/4	2018	2019	2020	2021	% CHANGE, 2020-2021
Media Coverage Advertising Value Equivalent (AVE)	\$1.54M	\$4.86M	\$12.89M	\$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%

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.”



<https://vimeo.com/640901046>



<https://vimeo.com/640901046>

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.

GRANT PROJECTS

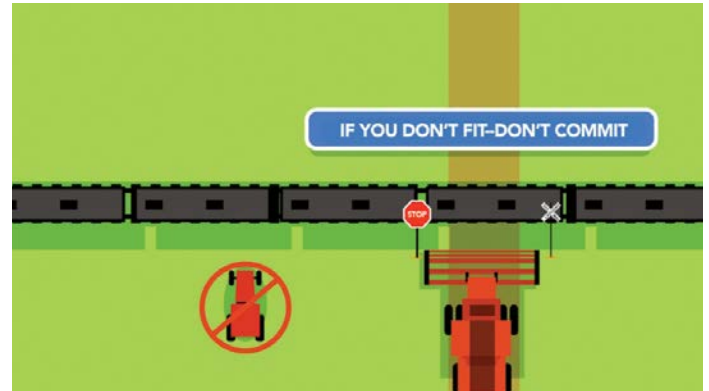
MAKING A DIFFERENCE

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.

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 OLI's private funder, the **Posner Foundation of Pittsburgh**.



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.

SHIFT WORKERS PSA



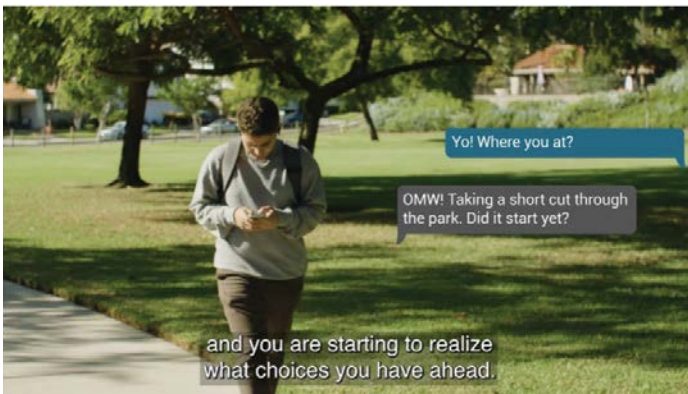
Audience: shift workers – people whose jobs include evening, night, and early morning work hours. <https://vimeo.com/653752289>

MATURE DRIVERS PSA



Audience: mature drivers – drivers aged 50 and over. <https://vimeo.com/654204970>

DISTRACTED STUDENT PSA



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

FARM MACHINERY PSA



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

FARM SAFETY LESSON PLAN

Approaching the Crossing

- ✓ Can you see?
 - Check down the track in BOTH DIRECTIONS.
- ✓ Can you hear?
 - Trains do not always have to blow their horns. Be sure that you are aware a train may be near even without a horn blowing
 - Trains are quieter and moving faster than you think!
- ✓ Are you paying attention to warning signs?



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!

GRANT PROJECTS CONT'D

OLI AWARDS \$60K INNOVATIVE SAFETY GRANT FOR MINNESOTA TRESPASS PREVENTION CAMPAIGN



Another partnership with the **Federal Railroad Administration (FRA)** made it possible for Operation Lifesaver, Inc. (OLI) to award its second Innovative Rail Safety Grant for \$60,000 to **Minnesota Operation Lifesaver** to fund a crossing safety education and trespass prevention campaign targeting 12- to 25-year-olds throughout the state.

The Innovative grant helped Minnesota OLI showcase trespass prevention PSAs for middle school audiences at several drive-in movie events.

FRA AND POSNER PROVIDE COMPETITIVE GRANT FUNDS FOR 16 STATE PROJECTS



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.

FHWA COMPETITIVE CROSSING GRANTS

FUND PROJECTS IN 11 STATES

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.



**If You Don't Fit,
Don't Commit!**

WHEN CROSSING RAILROAD TRACKS:

- ✓ REMEMBER THE LENGTH OF YOUR TRAILER
- ✓ MAKE SURE YOUR VEHICLE AND EQUIPMENT CLEAR THE TRACKS
- ✓ RAISE HITCHES AND CHAINS
- ✓ WATCH FOR HUMP CROSSINGS IF DRIVING LOW CLEARANCE VEHICLES
- ✓ ALWAYS EXPECT A TRAIN!

See Tracks? THINK TRAIN

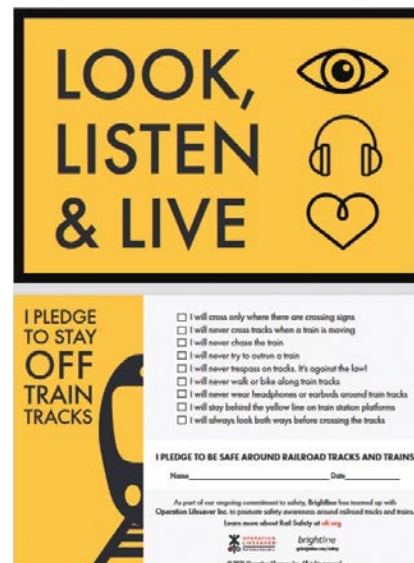
OPERATION LIFESAVER South Carolina

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.

FTA COMPETITIVE RAIL TRANSIT SAFETY

GRANTS FUND PROJECTS IN FOUR STATES

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**.



**LOOK,
LISTEN
& LIVE**

I PLEDGE TO STAY OFF TRAIN TRACKS

- I will cross only where there are crossing signs
- I will never cross tracks when a train is moving
- I will never chase the train
- I will never try to outrun a train
- I will never trespass on tracks. It's against the law!
- I will never walk or bike along train tracks
- I will never wear headphones or earbuds around train tracks
- I will stay behind the yellow line on train station platforms
- I will always look both ways before crossing the tracks

I PLEDGE TO BE SAFE AROUND RAILROAD TRACKS AND TRAINS

Name: _____ Date: _____

As part of our ongoing commitment to safety, Brightline has teamed up with Operation Lifesaver Inc. to promote safety awareness around railroad tracks and trains. Learn more about Rail Safety at oli.org

OPERATION LIFESAVER brightline

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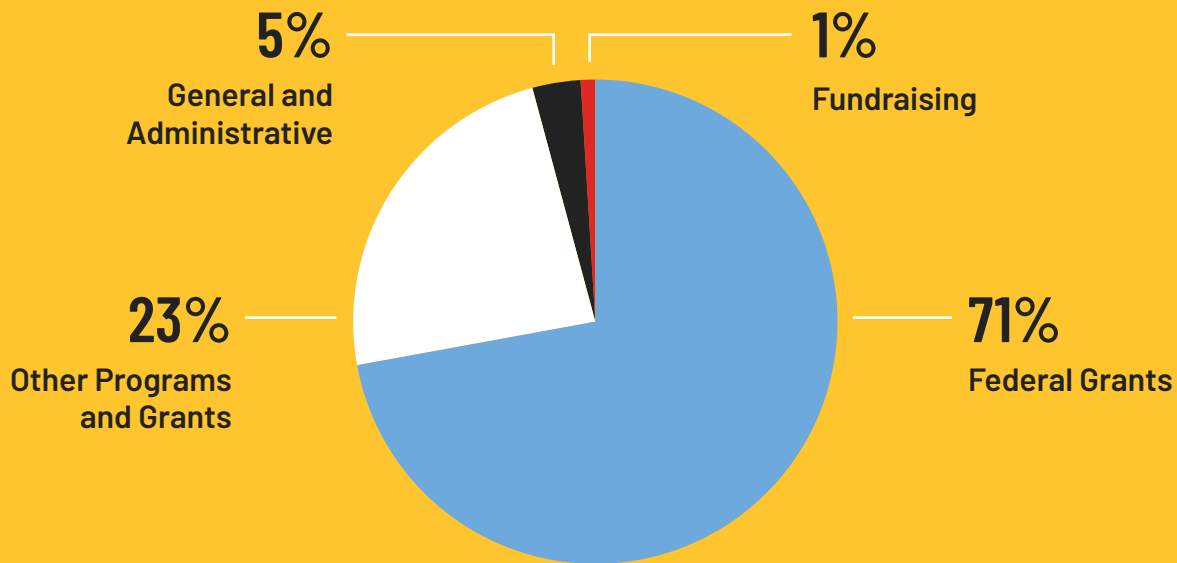
This rail safety pledge card was used in a Brightline transit safety campaign to connect with people in need by offering a free haircut while providing them with rail safety education and securing their signature on a safety pledge card.

FINANCIAL OVERVIEW

OPERATION LIFESAVER, INC. 2021 AUDITED FINANCIAL STATEMENT

2021 OPERATION LIFESAVER, INC. EXPENSES

\$2.4M



OPERATION LIFESAVER, INC. STATEMENT OF ACTIVITIES

Year Ended Dec. 31, 2021

REVENUE AND SUPPORT	
Contributions	782,742
Government Grants/Awards	1,690,129
Foundation Grants	200,000
Royalties	26,950
Interest	460
Total revenue and support	2,700,281

EXPENSES	
Government Grants/Awards	1,690,129
Other programs	555,144
General and administrative	113,507
Fundraising	22,843
Total expenses	2,381,623
Change in net assets	318,658
Net assets at beginning of year	912,772
Net assets at end of year	1,231,430

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

NATIONAL ADVISORY COUNCIL

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

Jessica Feder, Co-Chair, State Coordinator Region 4 Representative
Executive Director, Indiana Operation Lifesaver

Tasha Bartholomew
Communications Manager, Caltrain

Tracy Bergerson
Detective, CP Police

Jason Bishop
Regional Manager Community Affairs and Safety, CSX

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

NAC MATERIALS REVIEW COMMITTEE

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



PARTNERSHIPS

OPERATION LIFESAVER, INC. IS GRATEFUL TO THE PARTNERS WHO MAKE OUR EFFORTS POSSIBLE.

BOARD REPRESENTATIVES



ADDITIONAL FUNDING PARTNERS



U.S. Department of Transportation
Federal Highway Administration



U.S. Department of Transportation
Federal Railroad Administration



U.S. Department of Transportation
Federal Transit Administration



POSNER FOUNDATION
of Pittsburgh

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.

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.

THANK YOU

YOU CAN HELP

#STOPTRACKTRAGEDIES.

APPLY TO BE A VOLUNTEER
TODAY AT OLI.ORG.



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.

OLI STAFF



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HELP STOP TRACK TRAGEDIES

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

CONTACT

OLI.ORG

FOLLOW US ON SOCIAL

(800) 537-6224

GENERAL@OLI.ORG



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Washington, DC 20024

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