










SEE TRACKS? THINK TRAIN® WEEK 2024

Themes and Audiences



MONDAY 9/23	TUESDAY 9/24	WEDNESDAY 9/25	THURSDAY 9/26	FRIDAY 9/27	SATURDAY 9/28	SUNDAY 9/29
#STOPTrackTragedies	Operation Clear Track	Crossing Safety	Transit Safety, Professional Driver Safety	Volunteer with OLI, Wear Red for Rail Safety	Trespass Prevention	No Photo/Video/Selfie is Worth the Risk
						
News Media, Government Officials, OLI Partners, General Public	Law Enforcement and First Responders	General Public, Mature Drivers, Shift Workers, Professional and School Bus Drivers, New Drivers, Outdoor Enthusiasts, Transit Users, Farmers, Risk Takers, Those Working Near Tracks	Transit and Commuter Riders, Professional Drivers, School Bus Drivers	All Audiences	General Public, Pedestrians, Cyclists, Joggers, Outdoor Enthusiasts, College Students, Unhoused, Risk Takers, Those Working Near Tracks	Photographers (Professional and Amateur), Social Media Influencers

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