

**OPERATION
LIFESAVER®**

Rail Safety Education

2023

ANNUAL REPORT



ABOUT

OPERATION LIFESAVER, INC.

Operation Lifesaver, Inc. (OLI) supports the efforts of Operation Lifesaver State Programs in 47 states and the District of Columbia. A nationwide network of passionate State Coordinators and equally dedicated Operation Lifesaver Authorized Volunteers (OLAVs) provide free safety presentations and share education programs and public awareness campaigns with audiences of all ages.

Our safety partners include federal, state and local government agencies, other safety organizations and America's railroads. **Together, we are making a difference, one safe decision at a time.**

OLI and its State Programs promote the three Es – **Education, Enforcement and Engineering** – to help people make safe choices around railroad tracks and trains.



OLI seeks to **educate** individuals on the importance of making safe choices around tracks and trains – and what some of those choices might look like.



OLI promotes active **enforcement** of traffic laws related to crossing signs and signals and of private property laws related to trespassing.



OLI encourages continued **engineering** research and innovation to improve the safety of railroad crossings.

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

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MAKING A DIFFERENCE, ONE SAFE DECISION AT A TIME

I AM PLEASED TO PRESENT OPERATION LIFESAVER, INC.'S (OLI) 2023 ANNUAL REPORT.

Within these pages you'll discover the passionate individuals who make up the Operation Lifesaver (OL) family; see rail safety education efforts in their communities; learn about our funding; meet OLI's Board of Directors, National Advisory Council, some of our terrific safety partners and the OLI national office team.

"EVERY YEAR, WHEN I TAKE A STEP BACK AND REVIEW THE PREVIOUS YEAR'S SUCCESS, I AM IN AWE OF EVERYONE'S COMMITMENT, PASSION AND IMPACT!"

RACHEL MALEH



OLI's success is made possible thanks to these collaborative working relationships.

Every year, when I take a step back and review the previous year's success, I am in awe of everyone's commitment, passion and impact! And every year, I never think we can top the previous year's success – but we do!

Reading OLI's 2023 Annual Report you'll notice increases in a variety of metrics ranging from social media followers and impressions to requests for FREE rail safety presentations across the country and increases in traditional media stories.

OLI IS CONSTANTLY CREATING AND SHARING THE RAIL SAFETY EDUCATION MESSAGE IN NEW WAYS.

For example, traditional lesson plans with the rail safety message have expanded to include a one act play and a role-play exercise for OLI volunteers to help tweens and teens recognize and use the Emergency Notification System (ENS) sign at railroad crossings.

Expanding upon our successful Rail Safety Investigation Course (RISC) highlighting safety for first responders in the unique rail environment, a new module tailored to firefighters was developed this year. The rail safety message is shared with a variety of first responders helping those first upon the scene keep themselves and their communities safe while performing their critical tasks.

SOCIAL MEDIA AND WEBSITE RESULTS

2022 vs. 2023

642,710

Total website pageviews

+8.6% FROM 2022

+7%

Average website engagement time

VS. 2022

RAIL SAFETY WEEK CONTINUES TO BE A SHOWCASE FOR OLI'S WORK. METRICS CONTINUE TO EXCEED PREVIOUS YEARS.

A spectacular increase of 130% in broadcast coverage leads the continued upward trend. Additional successes during Rail Safety Week include a 60% increase in online/print and newswire stories as well as a 49.8% increase in broadcast media stories. OLI is also gaining new social media followers throughout the year – if you don't already follow us, please take a moment to do so.

New visually engaging brochures, posters and Public Service Announcements (PSAs) connect with a variety of audiences sharing our life-saving messages. Collaboration in creating these captivating materials is at the heart of their success with subject matter experts as well as members of the National Advisory Committee via working groups led by OLI staff.

THE OLI BOARD REMAINS ENGAGED AND COMMITTED TO THE ORGANIZATION AND PASSED A NEW FIVE (5) YEAR STRATEGIC PLAN TO GUIDE OUR EFFORTS THROUGH 2028.

We've had another spectacular year – take a moment and be impressed with this small organization's successes and pat yourself on the back for being a part of this critical lifesaving work. And if you aren't already involved with us on a national or local level – reach out! We'd love to have you join us.

Rachel Maleh
Executive Director

57K

Social media followers

+14% FROM 2022

29M

Social media impressions

+95% FROM 2022

5M

Social video views

+218% FROM 2022



EVENT

HIGHLIGHTS



IN 2023, OPERATION LIFESAVER, INC. (OLI) HOSTED OR PARTICIPATED IN PARTNER EVENTS, MEETINGS, PRESENTATIONS, TRAINING SESSIONS, AND OTHER ACTIVITIES ACROSS THE U.S., FURTHERING OUR LIFESAVING MISSION.

REGIONAL MEETINGS UPDATE STATE COORDINATORS, STRENGTHEN CONNECTIONS

Operation Lifesaver State Coordinators gathered in seven Regional Meetings held from January through May, sharing #RailSafetyEducation best practices and tools. Regional meetings provide State Coordinators with current information and materials from OLI and include briefings with safety partners at the Federal Railroad Administration (FRA) and Federal Highway Administration (FHWA).



Region 1 State Coordinators met in Windsor Locks, Connecticut. Pictured left to right: Chip Greiner, FRA; Barbara Foran, New Jersey; Norma Griffiths, FRA; Phil Merens, New York; Dana DeLorenzo, Massachusetts; Jeff Pitcher, Maine; Wende Corcoran, OLI; Kevin Burns, Connecticut and Greg Hart, FRA.



Region 2 State Coordinators met in Pittsburgh, Pennsylvania. Pictured left to right: Tracey Lamb, Virginia; Brock Kerchner, Pennsylvania; John Perry, West Virginia; Stacey Beckett, Maryland and Alan Stouder, Ohio.



Region 5 State Coordinators met in Albuquerque, New Mexico. Pictured left to right: Joanne Beer, New Mexico; Jennifer Grigsby, Louisiana; Jessica Devorsky, Texas and Mark Sexton, Oklahoma.



Region 3 State Coordinators met in Tampa, Florida. Pictured left to right: Rachel Maleh, OLI; Margaret Cannell, North Carolina; Brian Owens, Florida; Jill McClintock, Tennessee and Kim Sloan, Mississippi.



Region 6 State Coordinators met in Denver, Colorado. Pictured left to right: Francis Edeker, Iowa; Mike McCoy, Colorado; Tim Hull, Missouri; Jessica Mays, Kansas and Debra Ashworth, Nebraska.



Region 4 State Coordinators met in Detroit, Michigan. Pictured left to right: Curtis Stewart, Michigan; Sheryl Cummings, Minnesota; Gary Koerner, Wisconsin and Eric Graf, Illinois.



Regions 7 & 8 State Coordinators met in San Diego, California. Pictured left to right: Dale Davidson, FRA; Larry Hamilton, Nevada; Rachel Maleh, OLI; Darrell Real, Wyoming; Esther Strawder, FHWA; Kathy Hunter, Washington; Kevin Brown, Operation Lifesaver of The Dakotas; Steve Kreins, Oregon and Doug Farler, Arizona.

EVENT HIGHLIGHTS CONT'D

BOARD OF DIRECTORS, NATIONAL ADVISORY COUNCIL MEETINGS STRATEGIZE FOR SUCCESS

The OLI Board of Directors, National Advisory Council (NAC) and State Coordinator Regional Representatives meet each spring to establish priorities for developing new educational materials and programs. In March, these three groups held productive planning meetings in Charlotte, North Carolina to kick off the year.



State Coordinator Regional Representatives, who represent their region's interests on the NAC, participated in the Charlotte meetings.



NAC and OLI Staff members gathered after a productive meeting in Charlotte.



OLI Board Members met in Charlotte for their annual planning session.

WORLDWIDE SAFETY EFFORTS HIGHLIGHTED AT ILCAD CONFERENCE IN WARSAW, POLAND

In June, OLI staff took part in the annual International Level Crossing Awareness Day (ILCAD) conference in Warsaw, Poland. Executive Director Rachel Maleh and Vice President Wende Corcoran joined speakers representing countries around the world sharing best practices for improving crossing safety along with trespass and suicide prevention.



Pictured left to right: James Payne, FRA; Mike Long, FRA; Starr Kidda, FRA; Rachel Maleh, OLI; Wende Corcoran, OLI and Barbara Barr, FRA.



Pictured left to right: Rachel Maleh, OLI; Isabelle Fonverne, International Union of Railways (UIC) and Wende Corcoran, OLI.



ILCAD speakers and participants pose for a group photo at the conference venue.

NEW STATE COORDINATOR ORIENTATION PREPARES NEW PROGRAM LEADERS

In July, State Coordinator Orientation was held in Washington, DC for five new State Coordinators reviewing responsibilities and providing best practices for success. State Coordinators are an integral part of OLI and lead their State Programs in 47 states across the U.S. plus Washington, DC.



Participating in State Coordinator Orientation were, left to right: Kevin Brown, Operation Lifesaver of The Dakotas; Bridget Cowen, South Carolina; Stacey Inglis, Delaware; Aisha "AJ" Jackson, Illinois and John Althof, Montana.

VOLUNTEER TRAINING CLASS HELD AT ASLRRRA ANNUAL CONFERENCE

OLI expanded volunteer training opportunities working with existing partner organizations. During the April American Short Line and Regional Railroads (ASLRRRA) Conference and Exhibition in New Orleans, Louisiana, OLI held a Face-to-Face Class for 12 new Operation Lifesaver Authorized Volunteers (OLAVs). The event, held during National Volunteer Month, also raised OLI's visibility among conference participants.



First Row, left to right: Tom C., Connecticut; Crystal G., Virginia; Chloe P., Illinois; Miranda G., South Carolina; Barbara W., Florida; Moriah Whiteman, OLI and Katie B., Oregon. Back Row left to right: JoAnne M., Florida; Hali D., Missouri; Chelsea S., New York; Hervey E., Texas; Mike C., Colorado and Jeffrey B., New York.

RISC-LE INSTRUCTOR RANKS INCREASE: CLASSES REACH 6,500 FIRST RESPONDERS

OLI's Railroad Investigation and Safety Course for Law Enforcement (RISC-LE) provides first responders with critical rail safety information educating them on safely and effectively responding to and investigating rail-related incidents.

Throughout 2023, 318 courses were held for 6,563 first responders; two additional training sessions were held certifying eight RISC-LE Instructors and Instructor Trainers, bringing the total number of RISC-LE Instructors and Instructor Trainers to 275.



A RISC-LE course was held in June at the Indiana Law Enforcement Academy in Plainfield.

EVENT HIGHLIGHTS CONT'D



PILOT CLASSES LAUNCH FOR FIREFIGHTERS, RISC-FF INSTRUCTORS

OLI's Railroad Incident and Safety Course for Firefighters (RISC-FF) was developed for volunteer and career firefighters in the United States. This new course provides critical rail safety education information specific to firefighters arming them with information to safely and effectively respond to incidents around railroad tracks and trains. Several pilot RISC-FF classes were held in 2023, along with training for RISC-FF Instructors.

Photos, from top:

OLI RISC Consultant Charlie Mathewson conducted a pilot class for firefighters in Louisville, Kentucky.

A RISC-FF Instructor Trainer class was held in Washington, DC.



EXECUTIVE DIRECTOR SPEECHES EXPAND PARTNERSHIPS, REINFORCE SAFE DECISIONS

OLI Executive Director Rachel Maleh participated in 10 speaking opportunities held throughout the U.S. and abroad during 2023 sharing the rail safety education message.



Rachel Maleh shared an update on OLI outreach efforts and new materials at FRA's Eastern Crossing Conference in State College, Pennsylvania.



Rachel Maleh joined safety experts from across the nation in Chicago, Illinois sharing OLI resources for Metra's Railroad Trespasser & Suicide Prevention Symposium. Left to right: Hilary Konczal, Metra; Rachel Maleh, OLI; Shayla Blue, FRA and Scott Gabree, Volpe Center.



After speaking at the American Public Transportation Association Safety and Risk Management Seminar in Austin, Texas, Rachel Maleh joined OLI Transit Consultant Todd Hirt at the OLI information booth.

OUTREACH & VOLUNTEERS

OLI IS GRATEFUL FOR THE EFFORTS OF OUR DEDICATED VOLUNTEERS WORKING EVERY DAY IN COMMUNITIES ACROSS THE U.S. — MAKING A DIFFERENCE, ONE SAFE DECISION AT A TIME.

OPERATION LIFESAVER, INC.'S EDUCATION OUTREACH IN 2023 INCLUDED:



858,620

People reached across the U.S.
+8.4% from 2022



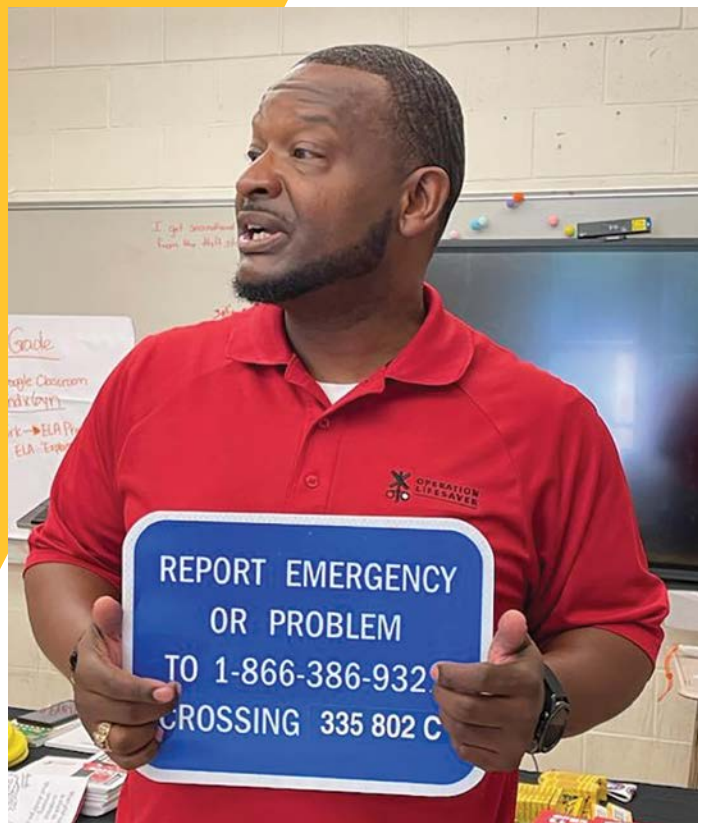
10,986

Virtual and in-person presentations, training classes, and events
+5.7% from 2022



299

New Operation Lifesaver Authorized Volunteers (OLAVs)
+11% from 2022



Louisiana OLAV Bobby B. explained the importance of the Emergency Notification System sign during a school presentation in Monroe, Louisiana.

JOIN OUR RAIL SAFETY MISSION!

Learn more about becoming an OLAV:
OLI.ORG/SAFETY-NEAR-TRAINS/VOLUNTEER

OUTREACH & VOLUNTEERS CONT'D

RECRUITING, TRAINING, AND RECOGNIZING VOLUNTEERS

Each year, Operation Lifesaver Authorized Volunteers (OLAVs) – the heart of Operation Lifesaver, Inc.'s (OLI) efforts – conduct free rail safety education programs across the United States.

OLAVs must complete online and face-to-face training with State Coordinators preparing them for sharing the rail safety message in their communities. Volunteers make presentations to community audiences, students in grades Pre-K through 12, truck driving schools and school bus driver training classes; they represent

Operation Lifesaver State Programs at special events, conferences, state fairs and much more! OLAV Coaches and OLAV Coach Trainers, who receive additional training, play a vital role in preparing OLAVs to share the rail safety message.



Photos, from top:

Nebraska OLAVs enthusiastically staffed a booth during the College World Series in Omaha.

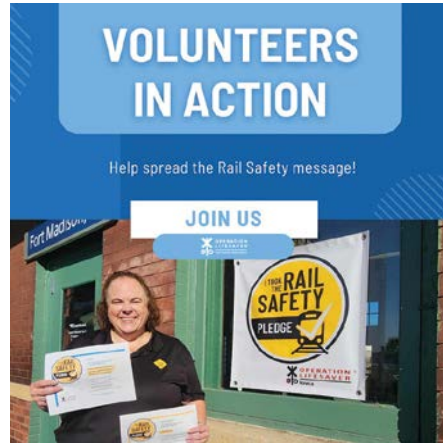
OLAV Coach Louis D., in red shirt at left, posed after a class with drivers-in-training at the Midwest Truck Driving School in Escanaba, Michigan.

SOCIAL POSTS HIGHLIGHT VOLUNTEERS IN ACTION

Twice a month throughout 2023 starting in April, OLI highlighted some of our amazing #VolunteersInAction with social media posts.



California OLAV Eric W. (right) delivered items for the Oak Park Homeless Project and shared the rail safety education message.



Iowa OLAV Amy L. contacted more than 100 people and shared the Rail Safety Pledge during the annual River & Rails weekend in Ft. Madison.



Washington OLAVs Gary E., Tony E. and Isaac G. shared the rail safety education message with commuters at an event in Puyallup.

EXPANDING OUTREACH TO COMMUNITIES



Minnesota OLAVs at a sidewalk painting event reminded pedestrians that when they see tracks, they should always think train, use caution and obey the signs and signals.



This enthusiastic group of high school driver education students learned how to safely drive across railroad tracks during a September rail safety presentation in North Carolina.

RAIL SAFETY

WEEK

SEPT. 18-24, 2024

THE WEEK OF SEPTEMBER 18-24, OPERATION LIFESAVER, INC. (OLI) ALONG WITH OPERATION LIFESAVER CANADA, THE MEXICAN ASSOCIATION OF RAILROADS AND OPERATION LIFESAVER STATE PROGRAMS AND PARTNERS ACROSS THE NATION MARKED THE 7TH ANNUAL OBSERVANCE OF RAIL SAFETY WEEK (RSW) IN NORTH AMERICA.

Since 2017, RSW has been educating and empowering the public to make safe decisions around trains and tracks. Beginning in 2024, RSW will be rebranded as **See Tracks? Think Train® Week (ST3Week)**.

RAIL OLI.ORG
SAFETY
WEEK 



This Massachusetts Bay Transportation Authority railcar, wrapped in OLI messaging, shared the rail safety education message during Rail Safety Week.

“WE ARE GRATEFUL FOR INCREASING PARTNER ENGAGEMENT EACH YEAR DURING RAIL SAFETY WEEK, EMPOWERING MORE COMMUNITIES TO MAKE SAFE CHOICES NEAR RAILROAD GRADE CROSSINGS AND ALONG RAILROAD RIGHTS-OF-WAY.”

RACHEL MALEH, EXECUTIVE DIRECTOR, OPERATION LIFESAVER, INC.

DAILY THEMES ENGAGE DIVERSE AUDIENCES



RSW focuses awareness and education activities around the country into seven days – each with a different theme and specific audiences. Rail safety education is highlighted throughout the week emphasizing crossing safety for drivers, trespass prevention for pedestrians, safe practices for transit riders and more.



RAIL SAFETY WEEK 2023 THEMES & AUDIENCES

	THEME	AUDIENCE
MON	#StopTrackTragedies	News Media, Government Officials, OLI Partners, General Public
TUE	Operation Clear Track	Law Enforcement, First Responders
WED	Crossing Safety	General Public, Mature Drivers, Shift Workers, Professional Drivers, School Bus Drivers, New Drivers, Outdoor Enthusiasts, People Experiencing Homelessness, Transit Users, Farmers
THU	Transit Safety Thursday & Professional Driver Safety	Transit and Commuter Riders, Professional Drivers, School Bus Drivers
FRI	Volunteer to #STOPTrackTragedies & Wear Red (Red Out) 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 and Amateur), Social Media Influencers

RAIL SAFETY WEEK CONT'D

WORKING TOGETHER TO STOP TRACK TRAGEDIES

Rail Safety partners from the Federal Railroad Administration (FRA), Federal Transit Administration (FTA), National Transportation Safety Board (NTSB) and National Highway Traffic Safety Administration

(NHTSA) released videos supporting Rail Safety Week and Operation Lifesaver, Inc.'s efforts. **Special thanks to these important federal safety partners for their video messages of support.**



AMIT BOSE

Administrator, Federal Railroad Administration (FRA)
<https://vimeo.com/865363390>



ANN CARLSON

Former Acting Administrator, National Highway Traffic Safety Administration (NHTSA)
<https://vimeo.com/867351747>



VERONICA VANTERPOOL

Acting Administrator, Federal Transit Administration (FTA)
<https://vimeo.com/865365217>



JOE DELORENZO

FTA Associate Administrator for Transit Safety and Oversight and Chief Safety Officer
<https://vimeo.com/865368900>

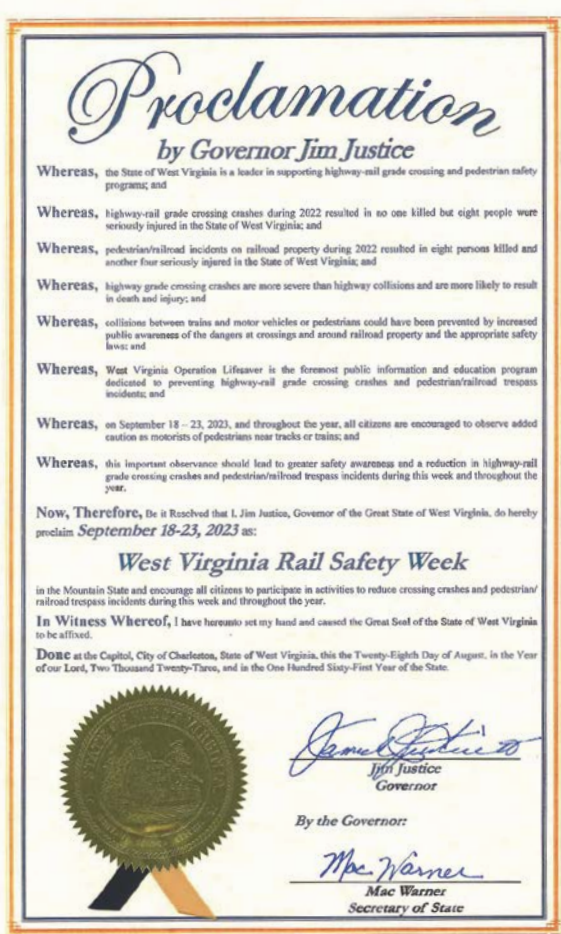


THOMAS CHAPMAN

Member, National Transportation Safety Board (NTSB)
<https://vimeo.com/866007234>

STATES AND LOCALITIES SHARED RAIL SAFETY WEEK PROCLAMATIONS

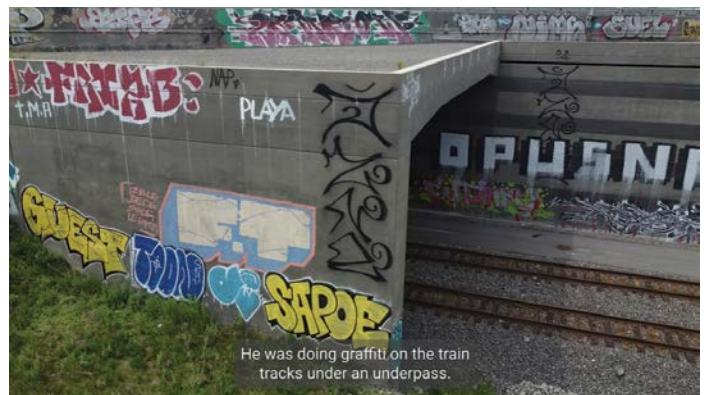
States and municipalities across the U.S. officially recognized RSW with proclamations, including Connecticut, Illinois, Michigan, Minnesota, Nebraska, Ohio, Washington, West Virginia and more.



West Virginia Governor Justice signed this Proclamation declaring Rail Safety Week in the state.

NEW #STOPTRACKTRAGEDIES PUBLIC SERVICE ANNOUNCEMENTS SHARED EMOTIONAL STORIES

Two new public service announcements (PSAs) were released during RSW. The PSAs are part of OLI's ongoing #STOPTrackTragedies public awareness campaign, featuring personal stories of people directly affected by trespassing or crossing incidents.



Dylan's mother tells the story of her son who was killed in a trespassing incident involving graffiti. Stay Off! Stay Away! Stay Safe!®
<https://vimeo.com/865646099>



Jacob's Story recounts what happened to a young man distracted at a railroad crossing. See Tracks? Think Train!®
<https://vimeo.com/865648024>

RAIL SAFETY WEEK CONT'D



LAW ENFORCEMENT, FIRST RESPONDERS SHARED THE RAIL SAFETY MESSAGE

Operation Clear Track – a national rail safety initiative with Amtrak, law enforcement and first responder agencies nationwide as well as state Operation Lifesaver programs – is conducted each year as part of Rail Safety Week. More than 149 law enforcement agencies, first responders and individuals in 26 states participated in in-person Operation Clear Track events with additional first responders participating virtually across the U.S.

Photos, from top:

Kansas state troopers talked with a truck driver during an Operation Clear Track positive enforcement crossing safety event, sharing the rail safety education message.

Wisconsin Operation Lifesaver scheduled activities throughout the state during Rail Safety Week including this law enforcement event in Wausau.



PARTNERS SHOWED SUPPORT ON #REDOUTFORRAILSAFETY DAY

On Friday, September 22, schools, companies, Operation Lifesaver state programs and partners wore red showing their support for rail safety education, sharing selfies and virtual group images across social media platforms raising awareness throughout their communities.



South Carolina Operation Lifesaver held a #RedOutForRailSafety awareness event with school bus drivers.

MOCK CRASH DROVE HOME THE CROSSING SAFETY MESSAGE, TRAINED FIRST RESPONDERS



New York Operation Lifesaver held a mock crash near Buffalo on Sunday, September 24, demonstrating the importance of using caution at railroad crossings to local media, while serving as a training event for local first responders.

RSW RESULTS CONTINUE UPWARD TREND

RAIL SAFETY WEEK - YEAR OVER YEAR RESULTS

SEPT. 1 - OCT. 4

RSW RESULTS AS OF OCT. 4	2018	2019	2020	2021	2022	2023	% CHANGE, 2022-2023
Total Broadcast Stories	399	696	272	828	446	668	+49.8%
Broadcast Coverage AVE (Ad Value Equivalent)	\$287,587	\$658,977	\$201,551	\$468,168	\$274,872	\$631,392	+130%
Social Media Impressions	1.01M	9.5M	12.3M	2.7M	8.8M	8.8M	0%
Online, Print, Newswire Stories	990	1,118	1,962	1,438	2,577	4,121	+60%
Paid Ad Campaign Impressions	8.0M	13.4M	13.1M	9.5M	11.4M	15.1M	+32.5%

This chart shows increases in 2023 RSW news media coverage, ad value and paid ad campaign impressions over 2022. Read more in the Rail Safety Week 2023 Results Report.

WHY IS RAIL SAFETY WEEK IMPORTANT?



EVERY 3 HOURS

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



OVER 60%

of vehicle-train collisions occur at
crossings with lights and/or gates

GRANT PROJECTS

WE ARE INDEBTED TO OUR SAFETY PARTNERS, WHOSE SUPPORT IS CRUCIAL TO FULFILLING OLI'S RAIL SAFETY EDUCATION MISSION.

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

NEW MATERIALS CREATED FOR RAIL TRANSIT AGENCY SAFETY PUBLIC AWARENESS AND EDUCATION CAMPAIGNS

OLI continued to work with five transit agencies in states that received Competitive Transit Safety Grants, developing rail transit safety public awareness and education materials for ongoing campaigns facilitated by the FTA grants. Materials produced for use included posters and station ads for the Charlotte Area Transit System (CATS) in Charlotte, North Carolina;

posters and ads for the Dallas Area Rapid Transit (DART) in Dallas, Texas; an event tent design for the Long Island Rail Road's safety outreach campaign in New York; billboards for the Massachusetts Bay Transportation Authority (MBTA) and South Coast Rail to use in several areas around the state as well as a transit safety research survey of drivers by SunRail in Sanford, Florida.

SunRail of Sanford, Florida created and conducted a Transit Safety Education Survey for riders to inform the creation of a targeted social media outreach campaign.





FTA FUNDS PRODUCE TRANSIT SAFETY PLEDGES, POSTERS AND KIDS' MATERIALS

OLI's partnership with the FTA enhanced transit safety, raised awareness and promoted safe travel through the creation and release of new materials targeting transit riders and communities with commuter rail, light rail, subway and streetcar systems. These exciting new transit safety materials include:

- Three impactful online transit safety pledges reinforcing transit rail safety education specifically tailored for **pre-readers, kids aged 5-12 and ages 13 to adult**. These colorful, engaging transit safety pledges are accessible at oli.org/passenger-rail-safety and include **printable certificates for all ages as well as a shareable social media option for adults**.
- Eye-catching **transit safety posters** for use in stations and on trains highlighting rail safety education messages reminding transit riders to make safe choices when traveling on transit and commuter trains. Posters are available horizontally and vertically in five designs and four versions in English and Spanish.

- OLI's See Tracks? Think Train!® mascot, ST3, shares transit safety messages in OLI's engaging educational materials for children:
 - An animated Public Service Announcement (PSA) in **75, 60 and 30-second** versions available in English and Spanish.
 - An exciting **coloring book** for Pre-K children with signs, trains and scenes to color available in English and Spanish.
 - An educational **activity book** for elementary-age children with a word search, crossword, matching game and more, available in English and Spanish.

Images, clockwise from top, left:

Transit safety posters remind riders to wait for trains to stop before boarding and never to bike, scooter or skateboard on platforms.

In the animated PSA, OLI's "See Tracks? Think Train!®" mascot comes to life and teaches a group of young riders how to make safe choices on transit platforms as well as when riding trains.

OLI's transit coloring book and activity book, available in English and Spanish, are filled with coloring pages and activities that entertain while reinforcing safety messages for children.



GRANT PROJECTS CONT'D

FRA FUNDING DELIVERS PSA FOR RISK-TAKING DRIVERS, PEDESTRIANS

FRA grant funding was used to produce new English and Spanish PSAs educating the public about risky decisions around railroad tracks and crossings. **The Risk is Real** targets messaging to people who think they will beat the odds and those who don't realize their choices are risky. The PSA highlights three risk-takers and the dangers they face: an impatient driver who attempts to drive around lowered crossing gates, a woman climbing through a train car and an athlete taking a shortcut across tracks.

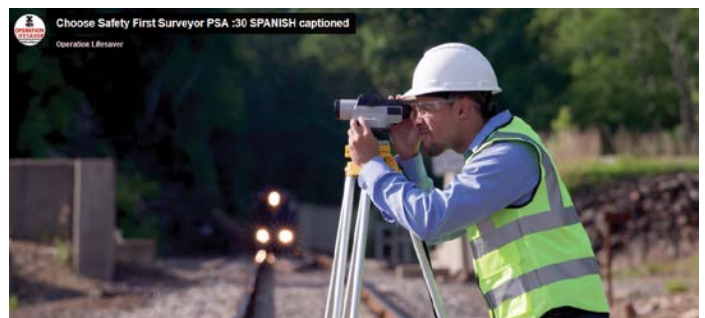
Screenshots from The Risk is Real PSA, below, illustrate three unsafe choices for drivers and pedestrians.



FHWA FUNDS PSA EDUCATING PEOPLE WORKING NEAR TRACKS

With funding from the FHWA, OLI developed new English and Spanish PSAs aimed at municipal workers, utility workers and others whose jobs bring them near railroad tracks and crossings. The PSA, **Choose Safety First**, encourages safe choices for these essential workers, showing three rail-related scenarios: a landscaping crew member mowing grass near railroad tracks, a worker whose vehicle stalls on the tracks and a surveyor attempting to get a specific line of sight. All three vignettes are included in the 70-second PSA; three shorter versions show the individual scenarios.

Screenshots from Choose Safety First PSA, below, show three scenarios for people working near tracks.



PARTNER FUNDING ENABLES NEW RISC MODULE FOR FIREFIGHTERS

Grant funding from the Posner Foundation of Pittsburgh and other safety partners allowed OLI to address an important need – expanding the successful Railroad Investigation and Safety Course for Law Enforcement (RISC-LE) beyond the law enforcement community to include a new course for firefighters. The **Railroad Incident and Safety Course for Firefighters (RISC-FF)** training, tailored for both career and volunteer firefighters, addresses the specific challenges that railroad-related incidents can pose.



The new RISC-FF for career and volunteer firefighters has four training modules.



Filming for the new School Bus Driver training video took place in August.

GRANTS FUND PRODUCTION OF NEW SCHOOL BUS DRIVER RAIL SAFETY TRAINING VIDEO

Development and production of a new *Decide Smart, Arrive Safe* school bus driver training video was accomplished with grant funding from FRA. The training includes four modules that familiarize bus drivers with important signs, facts about trains and 5 *Alive* safety steps as well as provide advice from real bus drivers. Resource guides and the training modules will be publicly released in 2024.

\$50K INNOVATIVE SAFETY GRANT TO NEW YORK OPERATION LIFESAVER SPURS INCREASED DEMAND FOR PRESENTATIONS

Operation Lifesaver, Inc. (OLI) awarded a \$50,000 Innovative Rail Safety Competitive Grant to **New York Operation Lifesaver** funding a targeted multifaceted education and outreach campaign to schools, school bus drivers, community groups, law enforcement agencies and other first responders spurring demand for rail safety presentations.

The project involved creating and distributing video greeting cards by mail that explained the Operation Lifesaver mission and offered free safety presentations. Follow-up contacts were made to recipients, scheduling rail safety presentations. The grant project resulted in increased demand for presentations.



The video greeting cards used in New York Operation Lifesaver's Innovative Grant Project had eye-catching packaging.

GRANT PROJECTS CONT'D

FRA AND POSNER FOUNDATION OF PITTSBURGH PROVIDE COMPETITIVE GRANT FUNDS FOR 12 STATE PROJECTS

A total of **\$230,925** in Competitive Rail Safety Awareness Grants was awarded to Operation Lifesaver Programs in 12 states. The FRA provided \$200,000 of the total funding to Operation Lifesaver organizations in California, Indiana, Missouri, New Jersey, New York, North Carolina, North Dakota, Ohio, Pennsylvania, South Carolina and South Dakota; funding from the Posner Foundation of Pittsburgh supported an additional Operation Lifesaver grant project in Minnesota and supplemented the New York and North Carolina projects. The grants funded a range of crossing safety and trespass prevention public education projects, many in conjunction with Rail Safety Week activities.



As part of its FRA-funded grant, New Jersey Operation Lifesaver wrapped delivery trucks with colorful rail safety education messages visible to drivers and pedestrians in local delivery areas, yielding 18M impressions.

COMPETITIVE CROSSING GRANTS FROM FHWA, POSNER FOUNDATION OF PITTSBURGH SUPPORT PROJECTS IN 12 STATES

An additional **\$214,075** in Competitive Crossing Safety Awareness Grants was awarded to Operation Lifesaver Programs in 12 states. The FHWA provided \$200,000 of the total funding to Operation Lifesaver organizations in California, Indiana, Minnesota, Mississippi, Missouri, New Jersey, North Carolina, Ohio, South Carolina, Tennessee, Texas and Washington. Funding from the Posner Foundation of Pittsburgh supplemented the Missouri Operation Lifesaver grant project. The grants were used for a variety of crossing safety public education projects and campaigns, many during Rail Safety Week.

Professional Drivers

Introduction



View in: [Español](#) or [Soomaali](#)

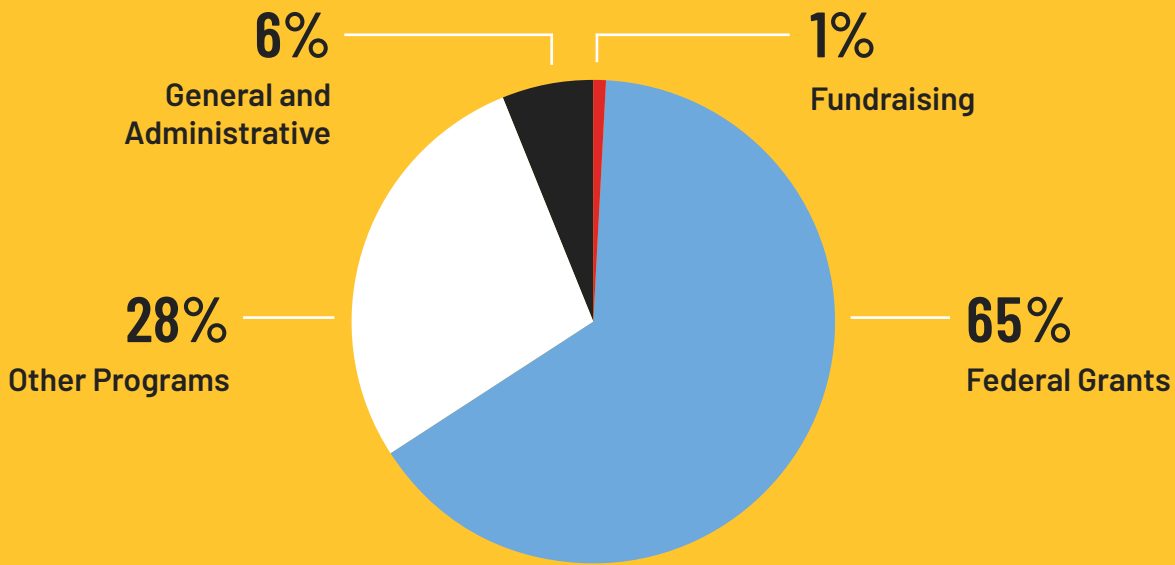
Minnesota Operation Lifesaver's grant project created Spanish and Somali voice-over versions of their professional driver videos and distributed them via their website and targeted social media ads.

FINANCIAL OVERVIEW

OPERATION LIFESAVER, INC. (OLI) 2023 AUDITED FINANCIAL STATEMENT

2023 OLI EXPENSES

\$2.6M



STATEMENT OF ACTIVITIES

YEAR ENDED DEC. 31, 2023

REVENUE AND SUPPORT

Contributions	815,494
Government Grants/Awards	1,715,404
Foundation Grants	200,000
Royalties	44,429
Interest	40,557
Total revenue and support	2,815,884

EXPENSES

Federal Grants	1,715,404
Other Programs	757,513
General and Administrative	169,926
Fundraising	19,847
Total expenses	2,662,690
Change in net assets	153,194
Net assets at beginning of year	1,434,470
Net assets at end of year	1,587,664

PARTNERSHIPS

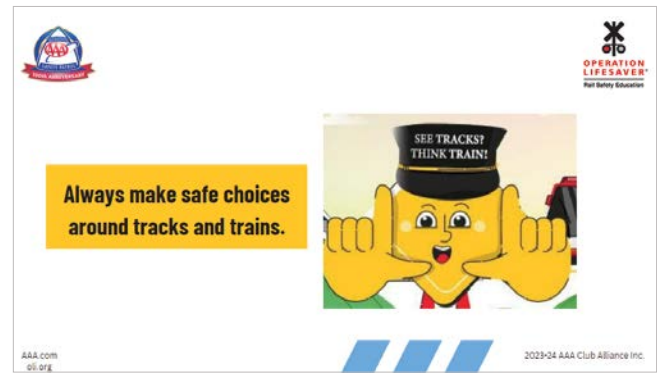
YOU CAN HELP

#STOPTRACKTRAGEDIES.

TO LEARN ABOUT PARTNERING WITH OLI,
REACH OUT TO EXECUTIVE DIRECTOR
RACHEL MALEH AT RMALEH@OLI.ORG.

OLI PARTNERED WITH AAA SHARING RAIL SAFETY EDUCATION WITH SCHOOL SAFETY PATROLLERS

Operation Lifesaver, Inc. (OLI) partnered with AAA Club Alliance sharing the rail safety education message with School Safety Patrol leaders, teachers and families across 13 states in the Mid-Atlantic region in fall 2023. OLI's rail safety education materials were shared at 3,200 schools with a potential reach of 80K students.



AAA Club Alliance School Safety Patrols at 3,200 schools across 13 states received OLI rail safety education information.



MANDATORY COURSE FOR NEW OKLAHOMA DRIVERS INCLUDES RAIL SAFETY EDUCATION

New drivers across Oklahoma now receive rail safety education as part of a required online course prior to receiving their driver's license. Oklahoma Operation Lifesaver announced a partnership with Work Zone Safe, a 45-minute online course that all new drivers in Oklahoma are required by law to pass before receiving a driver's license. The curriculum incorporates OLI materials and messaging educating Oklahoma drivers aged 15 to 19 about driving safely around work zones and around railroad tracks and trains.

Left to right: Oklahoma Operation Lifesaver Board Chair Brandon Friesen along with Edmond, Oklahoma City Council Chair Tom Robins announced their partnership with Work Zone Safe at the Safe Oklahoma Summit in October.

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



REMSA

RAIL SAFETY PARTNERS

Thank you to our rail safety partners for sharing the rail safety message, including AAA Club Alliance, International Union of Railways (IUR), L.B. Foster, Mexican Association of Railroads, Mineta Transportation Institute, Operation Lifesaver Canada, TRANSCAER® (Transportation Community Awareness Emergency Response) and many, many more.

LEADERSHIP

& STAFF

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 and Environmental
Regulatory Policy,
American Short Line
and Regional Railroad
Association (ASLRRA)

Mark A. Schulze, Vice Chair

Vice President, Safety,
Training and Operations
Support, BNSF
Railway Company

Suzanne M. Rohde, Secretary

Senior Vice President,
Government Affairs
and Policy, American
Bus Association

John Walsh, Treasurer

Director of Hazardous
Materials Programs, Short
Line Safety Institute

Margaret Cannell, State Coordinator on the Board

Executive Director,
North Carolina Operation
Lifesaver

Rachel Maleh, Ex-Officio, Non-Voting

Executive Director,
Operation Lifesaver, Inc.

Kelly Clough

Chief of Police, U.S.
Operations, Canadian
Pacific Kansas City (CPKC)

Martin Conway

Deputy Chief, Amtrak
Police Department

Andy Elkins

Executive Director of
Hazmat Compliance,
Association of
American Railroads (AAR)

**Jessica Feder, National
Advisory Council Co-Chair**
Executive Director, Indiana
Operation Lifesaver

John Fleps

Vice President Safety
& Environment, Norfolk
Southern Corporation (NS)

Shayne Gill

Program Director for
Multimodal Transportation,
American Association
of State Highway
and Transportation
Officials (AASHTO)

Polly Hanson, Transit Representative

Senior Director of Security,
Risk, and Emergency
Management, American
Public Transportation
Association (APTA)

Emma Moser, National Advisory Council Co-Chair

AVP, Compliance &
Safety, Genesee &
Wyoming Railroad
Services, Inc. (G&W)

Brandon Myers

Assistant Chief of
Police, Canadian
National Railway (CN)

Robert Rohauer

Senior Manager of
Strategic Projects and
Community Affairs, CSX
Transportation (CSX)

Lawrence K. Wenko

Senior Manager Public
Safety, Union Pacific
Railroad (UP)

OLI STAFF



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Executive Director

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M: (301) 717-7553
rmaleh@oli.org



Wende Corcoran
Vice President

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Director Communications
& Marketing

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Moriah Whiteman
Manager Education,
Training & Volunteer Support

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M: (703) 915-6624
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JOIN OUR RAIL SAFETY MISSION!

**LEARN MORE ABOUT BECOMING AN OPERATION
LIFESAVER AUTHORIZED VOLUNTEER (OLAV):**

[OLI.ORG/SAFETY-NEAR-TRAINS/VOLUNTEER](https://oli.org/safety-near-trains/volunteer)

NATIONAL ADVISORY COUNCIL

THE OPERATION LIFESAVER, INC. (OLI) NATIONAL ADVISORY COUNCIL (NAC) IS AN ADVISORY BODY THAT ASSISTS OLI IN CREATING THE PROGRAMS AND MATERIALS USED IN OLI'S PUBLIC RAIL SAFETY EDUCATION EFFORTS.

Jessica Feder, Co-Chair

Executive Director, Indiana Operation Lifesaver

Emma Moser, Co-Chair

AVP, Compliance and Safety, Genesee & Wyoming Railroad Services, Inc. (G&W)

Tasha Bartholomew

Communications Manager, Caltrain

Tracy Bergerson

Detective, Canadian Pacific Kansas City (CPKC) Police

Jason Bishop

Regional Manager Community Affairs and Safety, CSX Transportation (CSX)

Shayla Blue

Engineering Psychologist, Federal Railroad Administration

Kevin Burns, State Coordinator Region 1 Representative

State Coordinator, Connecticut Operation Lifesaver

Rick Campbell

Senior Technical Manager, Alfred Benesch & Company

Kelley Carr

Sr. Manager, Locomotive Operations Safety, Amtrak

Jessica Devorsky, State Coordinator Region 5 Representative

Executive Director, Texas Operation Lifesaver

Doug Farler, State Coordinator Region 7 Representative

State Coordinator, Arizona Operation Lifesaver

Leslie Gorman

Director Safety Reporting and Support, BNSF Railway Company

Nancy Hudson, State Coordinator Region 3 Representative

State Coordinator, Alabama Operation Lifesaver

Tim Hull, State Coordinator Region 6 Representative

Executive Director, Missouri Operation Lifesaver

Kathy Hunter, State Coordinator Region 8 Representative

State Coordinator, Washington Operation Lifesaver

Ernest "Leon" Jackson

Manager Public Safety, Safety and Environmental Dept., Norfolk Southern Corporation (NS)

Taylor Kelley

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

Jeff Longman

Assistant Chief of Police, BNSF Railway

Jeffrey Price

Special Agent/CRO, Canadian National Railway (CN)

Buck Russel

Senior Supervisor Public Safety, Union Pacific Railroad (UP)

Alan Stouder, State Coordinator Region 2 Representative

State Coordinator, Ohio Operation Lifesaver

MATERIALS REVIEW

COMMITTEE

THE OPERATION LIFESAVER, INC. (OLI) MATERIALS REVIEW COMMITTEE (MRC) ASSISTS OLI IN REVIEWING AND UPDATING RAIL SAFETY EDUCATION MATERIALS.

Jennifer DeAngelis

Co-Chair
Operation Lifesaver, Inc. (OLI)

Alan Stouder

Co-Chair
Ohio Operation Lifesaver

Tasha Bartholomew

Caltrain

Tracy Bergerson

Canadian Pacific Kansas City (CPKC) Police

Rick Campbell

Alfred Benesch & Company

Margaret Cannell

North Carolina Operation Lifesaver

Janice Cowen

Former State Coordinator, South Carolina Operation Lifesaver

Jessica Feder

Indiana Operation Lifesaver

Taylor Kelley

Rio Grande Pacific Corp.

Emma Moser

Genesee & Wyoming Railroad Services, Inc. (G&W)

Kim Sloan

Mississippi Operation Lifesaver

THANK YOU

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



OPERATION LIFESAVER, INC. (OLI) IS INDEBTED TO THE TEAM OF COMMITTED RAIL SAFETY PARTNERS AND SUPPORTERS ACROSS THE COUNTRY WHO CARRY OUT OLI'S MISSION TO SAVE LIVES THROUGH RAIL SAFETY EDUCATION.

Our OLAVs (Operation Lifesaver Authorized Volunteers) spread the rail safety education message. Without their efforts, our work would not be possible.

Images, from top:

In November, OLI Executive Director Rachel Maleh (center) joined a volunteer from Metro-North and Connecticut Operation Lifesaver State Coordinator Kevin Burns for a week-long rail safety education effort that reached nearly 600 students and teachers in the state with rail safety education helping students make safe decisions near railroad tracks and trains

Photographers at the January Imaging USA conference in Nashville, Tennessee received critical rail safety education information about the dos and don'ts of photographing near railroad tracks at the OLI booth.

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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