2018 RAIL SAFETY WEEK
RESULTS REPORT
SUMMARY

RAIL SAFETY WEEK (RSW) IS AN ANNUAL OPERATION LIFESAVER, INC. (OLI) EVENT TO RAISE AWARENESS OF THE NEED FOR RAIL SAFETY EDUCATION AND EMPOWER PEOPLE TO KEEP THEMSELVES SAFE NEAR RAILROAD GRADE CROSSINGS AND RIGHTS-OF-WAY. IN 2018, CANADA AND THE U.S. JOINTLY OBSERVED RAIL SAFETY WEEK.

LEFT:
Employees from Georgia’s Department of Transportation wear red clothing to show their support for Rail Safety Week.

RIGHT:
This digital billboard shared the #STOPTrackTragedies message in Wisconsin.
Each day during Rail Safety Week, events were held across the U.S. to EDUCATE CITIZENS ABOUT SAFETY NEAR TRACKS AND TRAINS. The events highlighted crossing safety and rail trespass prevention in high-incident areas, including Operation Clear Track, Transit Safety Thursday, and Red Out for Rail Safety Day.

LEFT: Pedestrians in the Houston area were targeted during safety blitz events.

EVENTS & INITIATIVES

More than 18 states worked with government officials to issue RAIL SAFETY WEEK proclamations. Specific audiences targeted for safety presentations included:

- Students of all ages
- Professional truck drivers and school bus drivers
- Driver education instructors
- Members of law enforcement and other first responders
- Homeless communities

RIGHT: The Texas Operation Lifesaver team worked with Union Pacific Railroad and the Texas Highway Patrol on an enforcement event.
Amtrak and Operation Lifesaver, Inc. hosted **OPERATION CLEAR TRACK** on the Tuesday of Rail Safety Week. More than 527 police departments, sheriff’s offices, and other agencies participated across 48 states. During the safety detail, police enforced their state grade crossing and trespassing laws at nearly 1,200 high-incident crossings. Operation Lifesaver Clear Track events generated media coverage in more than 30 states.

**RIGHT:** Oldham County Deputy Sheriff Michael L. Meece handed out safety materials to pedestrians during a trespass blitz event in Kentucky.

**OPERATION CLEAR TRACK**

45,204 railroad safety cards distributed

4,313 verbal warnings given

2,501 citations issued

34 arrests made

**LEFT:** The Storey County Sheriff’s Office and Nevada Operation Lifesaver participated in enforcement efforts at crossings.
The #STOPTrackTragedies campaign released during Rail Safety Week included social media graphics for each of the video stories. Trespass incident survivor Scott Sackaney is pictured.

Operation Lifesaver, Inc. and Operation Lifesaver Canada joined forces in 2018 to launch the #STOPTrackTragedies campaign. Seven videos tell the personal stories of people affected by rail crossing or trespassing incidents — including victims, friends and family members, locomotive engineers, and first responders. One video was released each day through social media during Rail Safety Week. The full campaign can be viewed at STOPTRACKTRAGEDIES.CA and OLI.ORG.
# Schedule of Events

## Unifying Theme: Stop Track Tragedies

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### Theme
- **9/23/2018 (Sun)**: Lasting Impact
- **9/24/2018 (Mon)**: No Photos/Videos on Tracks
- **9/25/2018 (Tues)**: Law Enforcement Partnerships
- **9/26/2018 (Wed)**: Trespass Prevention
- **9/27/2018 (Thurs)**: Transit Safety
- **9/28/2018 (Fri)**: Crossing Safety
- **9/29/2018 (Sat)**: Community Connection

### Actions & Events

#### Local News Media, Railroad Partners, OLAVs, Coaches, College/University Sports Teams, Chambers of Commerce, Local Businesses and Organizations

- **9/23/2018 (Sun)**: All partners
- **9/24/2018 (Mon)**: Local school districts, school sports teams, safety organizations, railroads, professional photographer associations, other photographers including news media
- **9/25/2018 (Tues)**: State, local, county law enforcement agencies, sheriff’s association, chiefs of police, other emergency response organizations
- **9/26/2018 (Wed)**: OL volunteers and state programs, USDOT and Transport Canada, state/provincial/local governments, RR gov’t affairs reps, labor unions, high school and college administrators and students, other nonprofit groups
- **9/27/2018 (Thurs)**: Light rail, streetcar, commuter rail systems, rail transit and rail passenger nonprofit organizations
- **9/28/2018 (Fri)**: State, Provincial DOTs and highway depts., OL Authorized Volunteers, FRA Crossing Managers, School Bus Transportation Directors, charter bus operators, trucking companies and professional truck drivers, emergency responders
- **9/29/2018 (Sat)**: Safety Blitzes & other community awareness events, sidewalk chalk safety events, sidewalk ST3 stencils

### Stakeholders

- **9/23/2018 (Sun)**: All partners
- **9/24/2018 (Mon)**: Local school districts, school sports teams, safety organizations, railroads, professional photographer associations, other photographers including news media
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## Left:

- The winning entry in the sidewalk chalk event hosted by Georgia Operation Lifesaver.

## Left:

- South Carolina Operation Lifesaver’s outreach event to the homeless community.
OLI ran two YouTube campaigns:

- A #STOPTRACKTRAGEDIES video PSA, for a national audience
- A crossing safety video PSA, “Find the Blue and White ENS Sign to Save Your Life,” in 60 markets and 20 states.

Total YouTube Impressions

8 MILLION

Video Views

3.3 MILLION

Top Demographic

MEN–AGES 18-24

Participating states included:

ALABAMA // ARKANSAS // ARIZONA // CONNECTICUT // FLORIDA // IDAHO
INDIANA // KANSAS // KENTUCKY // MICHIGAN // MISSISSIPPI // MINNESOTA
NEW MEXICO // NORTH CAROLINA // SOUTH CAROLINA // TENNESSEE // TEXAS
WASHINGTON // WEST VIRGINIA // WYOMING
OLI ran 47,824 "FIND THE BLUE AND WHITE ENS SIGN TO SAVE YOUR LIFE" radio PSAs on 1,911 stations in 26 states.

Many OL state programs used GEOFENCING to target key audiences with mobile phone advertising in high trespass areas.

PARTICIPATING STATES INCLUDED:
ARKANSAS // ARIZONA // CALIFORNIA // COLORADO // CONNECTICUT // GEORGIA // INDIANA
ILLINOIS // FLORIDA // KANSAS // MASSACHUSETTS // MICHIGAN // MISSISSIPPI
NEVADA // NEW YORK // NORTH DAKOTA // OHIO // OKLAHOMA // OREGON // PENNSYLVANIA
SOUTH CAROLINA // TENNESSEE // TEXAS // UTAH // WASHINGTON // WEST VIRGINIA
Total news stories generated by RSW: 1,389

Total reach: 266.7 MILLION

Total publicity value/AVE: $2.7 MILLION

RIGHT: Missouri Operation Lifesaver State Coordinator Tim Hull conducts a media interview during an Officer on the Train event.

EARNED MEDIA RESULTS

399 TV & RADIO BROADCAST STORIES in 31 states and the District of Columbia

Total Local Viewership: 4.7 MILLION
Total Local Market Publicity Value: $274,000

Online print, newswire and broadcast media coverage 990 STORIES in 36 U.S. states and 11 other countries with a reach of 262 million and average of 2.4 million
Owned Media Results

Social Media - Organic, or non-paid, social media posts on Twitter and Facebook added 112K impressions to the buzz created by rail safety partner social media posts from September 1 - October 11.

736,000 Facebook Impressions
386,000 Twitter Impressions

126,000 Pageviews of the website, oli.org, between September 1 and October 11, 2018. That’s a 45% increase over the previous period.
THANK YOU TO OUR STATE PROGRAMS, PARTNERS AND IN-KIND SUPPORTERS WHO MADE RAIL SAFETY WEEK A SUCCESS BY HELPING SPREAD LIFESAVING MESSAGES TO MILLIONS OF PEOPLE IN COMMUNITIES ACROSS THE COUNTRY.

PARTNERS

U.S. Department of Transportation
Federal Transit Administration

U.S. Department of Transportation
Federal Railroad Administration

U.S. Department of Transportation
Federal Highway Administration

DuPage Railroad Safety Council

IN-KIND SUPPORTERS

ASSOCIATION OF AMERICAN RAILROADS

ASLRA

BNSF RAILWAY

CSX

CN

CP

G&W

KANSAS CITY SOUTHERN Lines

NORTHLAND SOUTHERN

SAFE KIDS WORLDWIDE

UNION PACIFIC