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ABOUT RAIL SAFETY WEEK

Rail Safety Week (RSW) is an annual week-long event spearheaded by nonprofit rail safety education organizations Operation Lifesaver, Inc. (OLI) and Operation Lifesaver Canada. **RSW is held during the last week of September in the U.S. and Canada.** The goal of Rail Safety Week (RSW) is to raise awareness of the need for rail safety education and empower the public to keep themselves safe near highway-rail grade crossings and railroad rights-of-way.

College students show their support for saving lives with “Red Out” for rail safety t-shirts at an event in Mississippi

What our Partners Say about RSW

“The Federal Highway Administration supports the mission of Operation Lifesaver and urges travelers not to take shortcuts when they are near trains and tracks.”

**NICOLE R. NASON, FEDERAL HIGHWAY ADMINISTRATOR**

“Every day, millions of people ride and work on rail transit systems, and Rail Safety Week is an important opportunity to highlight the need to be safe and alert if walking near commuter trains, light rail or streetcars.”

**RONALD BATORY, FEDERAL RAILROAD ADMINISTRATOR**

“The Federal Railroad Administration is pleased to partner with Operation Lifesaver and others in observing Rail Safety Week. Raising awareness about the dangers at crossings and along rail lines is important because preventable injuries or deaths still occur.”

**K. JANE WILLIAMS, ACTING FEDERAL TRANSIT ADMINISTRATOR**

A Collaborative #RAILSAFETY Effort

**Rail Safety Week (RSW)** is a collaborative effort among Operation Lifesaver, Inc., state Operation Lifesaver programs, and rail safety partners across the U.S. and Canada. The outreach events increase visibility and awareness to the need for safe behavior near railroad tracks and crossings.

TOP to BOTTOM: OLI Executive Director Rachel Maleh was with Pennsylvania Operation Lifesaver State Coordinator Brock Kerchner and his team at an event at the Strasburg Rail Road in Ronks, PA during Rail Safety Week. // Georgia Governor Brian Kemp (center) holds the official proclamation of Rail Safety Week in Georgia with Georgia Operation Lifesaver State Coordinator Jennie Glasgow (left) and GA OL Board Chair Franklin Brown. **RSW proclamations were obtained in a total of 18 states across the U.S.**
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, specifically in high-incident areas with an increased risk of unsafe behavior around tracks and trains.

TOP: Volunteers hand out Operation Lifesaver materials during a Rail Safety Week event in Jacksonville, Florida.

RIGHT: Metro employees share safety information during a Rail Safety Week event in Houston, Texas.
Law Enforcement participates in Rail Safety Week during the Operation Clear Track safety initiative

Amtrak and Operation Lifesaver, Inc. hosted Operation Clear Track, the largest railroad safety detail in the United States, on Tuesday during Rail Safety Week. More than 645 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 and distributed more than 70,000 railroad safety cards at 1,680 high-incident crossings and other locations in the U.S.

2019 was the first year Operation Lifesaver Canada participated in Operation Clear Track.

TOP: Law enforcement officers hand out safety cards during an Operation Clear Track event in Minnesota.

ABOVE, clockwise from left: An officer hands a rail safety information card to a pedestrian. A drone captures an aerial view of an Operation Clear Track event in Greer, South Carolina. A motorist receives safety information from an officer.
The numbers show:
Operation Clear Track Events Drove Media Coverage During Rail Safety Week

Operation Clear Track Stories as % of total media coverage
60

Non-OCT media coverage of Rail Safety Week
40

Operation Clear Track 2019 results showed an increase compared to 2018

22% Increase in participating agencies over 2018
40% Increase in number of locations across the U.S.
56% Increase in safety cards distributed
56% Increase in OCT-related news stories

LEFT to RIGHT: An officer with the Maywood, Illinois police department participates in a local safety event. // A group of officers pose during a break in the action. // A volunteer with Metro North Railroad prepares to hand out safety information at a crossing.
The #STOPTrackTragedies Public Service Announcement (PSA) campaign tells the stories of people affected by rail crossing or trespassing incidents — including victims, friends and family members, locomotive engineers, and first responders. In 2019, five new videos were produced and released over the course of Rail Safety Week.

Watch all of the #STOPTrackTragedies videos on the OLI website.

In the U.S., a social media ad campaign and messaging with the #STOPTrackTragedies video campaign took place each day during Rail Safety Week, including Facebook, Instagram, YouTube and SnapChat. In Canada, the #STOPTrackTragedies campaign was promoted through Facebook, Instagram, YouTube and Twitter ads, and through digital billboard ads in 17 communities across the country. Visitors to stoptracktragedies.ca and oli.org were asked to join OL’s campaign by sharing the videos and other messaging on social media using the hashtags #STOPTrackTragedies and #railsafetyweek.

The five 2019 #STOPTrackTragedies videos are below.

**Ashley’s Story**

She survived a semitruck-passenger train crash but lost her leg; family members were killed.

[bit.ly/STT-Ashley](bit.ly/STT-Ashley)

**John-John’s Story**

He was killed in an incident while taking photos on train tracks.


TOP: Kennedy survived a train-hopping incident in Canada, but lost part of her leg. Now she speaks out about her experience to warn others of the dangers of trespassing on railroad tracks and property.
Kailynn’s Story
She was killed in a distracted driving incident at a railroad crossing.
bit.ly/STT-Kailynn

Kennedy’s Story
She survived a train hopping incident but lost part of her leg.
bit.ly/STT-Kennedy

Chris’ Story
He was killed in a bicycle-train incident.
bit.ly/STT-Chris

PSAs with safety messages for drivers and pedestrians were also promoted via paid digital campaigns during Rail Safety Week. The two videos are below.

“Find the Blue and White ENS Sign” PSA
How to find the Emergency Notification System signs drivers can use to report problems at railroad crossings.
bit.ly/ENS-Sign-PSA

“Near Miss - Headphones” PSA
Launched during Rail Safety Week, it shows the dangers for pedestrians walking on railroad tracks and the issue of distraction.
bit.ly/Near-Miss-PSA
Grant funding from Operation Lifesaver safety partners amplified and expanded Rail Safety Week efforts in 2019.

Eighteen state Operation Lifesaver programs in 2019 received grants for RSW projects from the Federal Railroad Administration and the Posner Foundation of Pittsburgh. In addition, Federal Transit Administration grants funded RSW-focused campaigns and projects for 10 transit agencies in eight states.

TOP: SunRail in Central Florida received Federal Transit Administration funding for rail safety campaigns during Rail Safety Week, including outreach events with local residents like those pictured.

“We are privileged to be in a position to support OLI and its grassroots corps of volunteers and do so in the spirit of encouraging others to join us.”

HENRY POSNER III, TRUSTEE, POSNER FOUNDATION OF PITTSBURGH
RESULTS OVERVIEW

In 2019, Rail Safety Week was observed across the U.S. and Canada, reaching tens of millions through events, materials, social media messaging, and PSAs with information on staying safe near railroad tracks and crossings. Overall, results surpassed those of 2018 in Paid Media (digital and broadcast campaign impressions), Earned Media (news media coverage), and Owned Media (social media engagement and website visits).

Steady Growth Since 2017

Each year since Rail Safety Week started in the U.S. in 2017 the rail safety awareness effort has expanded. Rail Safety Week’s impact and Operation Clear Track results from 2017-2019 show the initiative is growing in importance and reach every year.

Rail Safety Week Results 2017-2019

<table>
<thead>
<tr>
<th>RSW Results</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>% Change '17-'19</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV and Radio Stories</td>
<td>398</td>
<td>399</td>
<td>696</td>
<td>+75%</td>
</tr>
<tr>
<td>Online, print, newswire stories</td>
<td>1,320</td>
<td>990</td>
<td>1,148</td>
<td>-13%</td>
</tr>
<tr>
<td>Local Broadcast Viewership</td>
<td>5.9M</td>
<td>4.7M</td>
<td>8.5M</td>
<td>+44%</td>
</tr>
<tr>
<td>Social Media Engagement</td>
<td>17.9K</td>
<td>17.7K</td>
<td>74.4K</td>
<td>+316%</td>
</tr>
<tr>
<td>Website Pageviews</td>
<td>114.9K</td>
<td>115.6K</td>
<td>138.6K</td>
<td>+20%</td>
</tr>
</tbody>
</table>

Operation Clear Track Results 2017-2019

<table>
<thead>
<tr>
<th>OCT Results as of 11/15/19</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>% Change, 2017-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total registered Law Enforcement agencies/other</td>
<td>246</td>
<td>527</td>
<td>645</td>
<td>+162%</td>
</tr>
<tr>
<td>Total # of locations staffed</td>
<td>49K</td>
<td>1,200</td>
<td>1,660</td>
<td>+237%</td>
</tr>
<tr>
<td>Number of rail safety cards distributed</td>
<td>55K</td>
<td>45K</td>
<td>70.9K</td>
<td>+28.9%</td>
</tr>
<tr>
<td>Total # of OCT-related news stories</td>
<td>219</td>
<td>380</td>
<td>614</td>
<td>+180%</td>
</tr>
</tbody>
</table>
OLI ran a NATIONAL DIGITAL AD CAMPAIGN with #STOPTrackTragedies videos and the crossing and trespass prevention PSAs during the month of Rail Safety Week on Facebook, Instagram, Snapchat and YouTube. Total impressions for the campaign increased by 17.5% since 2018.

A TARGETED DIGITAL AD CAMPAIGN was also placed in Boston, Chicago, Long Island, New Orleans and San Diego markets leading up to and during RSW on Facebook, Instagram and Snapchat. Those markets serve as the top areas for commuter rail and transit crossing and trespass incidents.

9.4M Impressions from the national digital ad campaign

4M Impressions from the transit safety digital ad campaign
Through a partnership with the American Farm Bureau Federation, Operation Lifesaver’s RSW op ed received coverage in farm publications across the U.S. including the Capital Press in Salem, Oregon.

This screenshot from a television news story in Terre Haute, Indiana, highlights the importance of law enforcement partnerships during RSW.

TOP: Law enforcement officials participated in a press conference in Lansing, Michigan to kick off Rail Safety Week.

**ONLINE, PRINT & NEWswire**

- Stories about RSW increased by 6% since 2018.

**BROADCAST TV & RADIO**

- Stories about RSW increased by 74% since 2018.
OWNED MEDIA

SOCIAL MEDIA
Combined engagement on Facebook, Instagram, LinkedIn, and Twitter during RSW increased 320% since 2018.

WEBSITE PAGEVIEWS
Pageviews of oli.org between September 1 and October 4 increased 20% since 2018.

TOP: a screenshot from the “Kailynn’s Story” Stop Track Tragedies PSA shows Kailynn and her mom in happier times.
PARTNERS

2019 Rail Safety Week Partners

Operation Lifesaver, Inc.’s rail safety partners at the Federal Highway Administration, Federal Railroad Administration and Federal Transit Administration provided federal grant funding that contributed to the creation and distribution of materials, digital and PSA campaigns for Rail Safety Week 2019. The Posner Foundation of Pittsburgh provided supplemental grant funding to support federal grants. Amtrak and Operation Lifesaver Canada helped plan and execute the Operation Clear Track initiative and #STOPTrackTragedies campaign.

2019 RSW In-Kind Supporters

Operation Lifesaver’s in-kind rail safety supporters helped share the Rail Safety Week message. Supporters included the Association of American Railroads, American Short Line and Regional Railroad Association, AASHTO, the American Farm Bureau Federation, and Safe Kids Worldwide. These partners produced op eds, blog posts, email blasts, radio podcasts and other materials sharing the RSW message with key audiences across the country. Major freight railroads, many short lines, rail supply companies, and transit and commuter systems also contributed to the fantastic RSW results in states across the U.S.

RIGHT: American Short Line and Regional Railroad Association staff helped share the Rail Safety Week message.
It Takes a Village

**Thank you** to all of the State Operation Lifesaver Program Leaders, Rail Safety Partners and Supporters for making Rail Safety Week 2019 a big success! It’s a collaborative effort that takes the help and support of our rail safety partners and supporters across the country.

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**Join us for Rail Safety Week in North America:**

**September 21-27, 2020**

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TOP: a #RedOutForRailSafety Day event at Caltrans Headquarters in Sacramento, California.

ABOVE, clockwise from top left: Georgia DOT employees in Atlanta show their enthusiasm for Rail Safety Week by wearing red on #RedOutForRailSafety Day. // Alabama Operation Lifesaver State Coordinator Nancy Hudson talks about rail safety for first responders at a Grade Crossing Collision Investigation course for law enforcement in Alabama. // A law enforcement officer with a Michigan State University fan pose during an MSU football game safety event in Lansing. // Meridian, Mississippi Community College students show their support with #RedOutForRailSafety t-shirts. // Lt. Governor Adam Gregg presents a proclamation of Rail Safety Week in Iowa to Iowa Operation Lifesaver State Coordinator Francis Edeker with Operation Lifesaver, Inc. Executive Director Rachel Maleh looking on at the Trains on the Farm Museum in Clarksville, Iowa. // MTA/Metro-North Railroad safety passports with rail safety activities and messages were given out during Rail Safety Week.