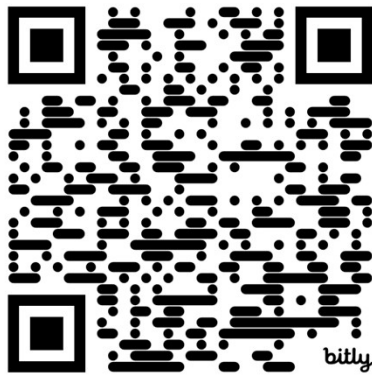


National Highway-Rail Grade Crossing Safety Conference

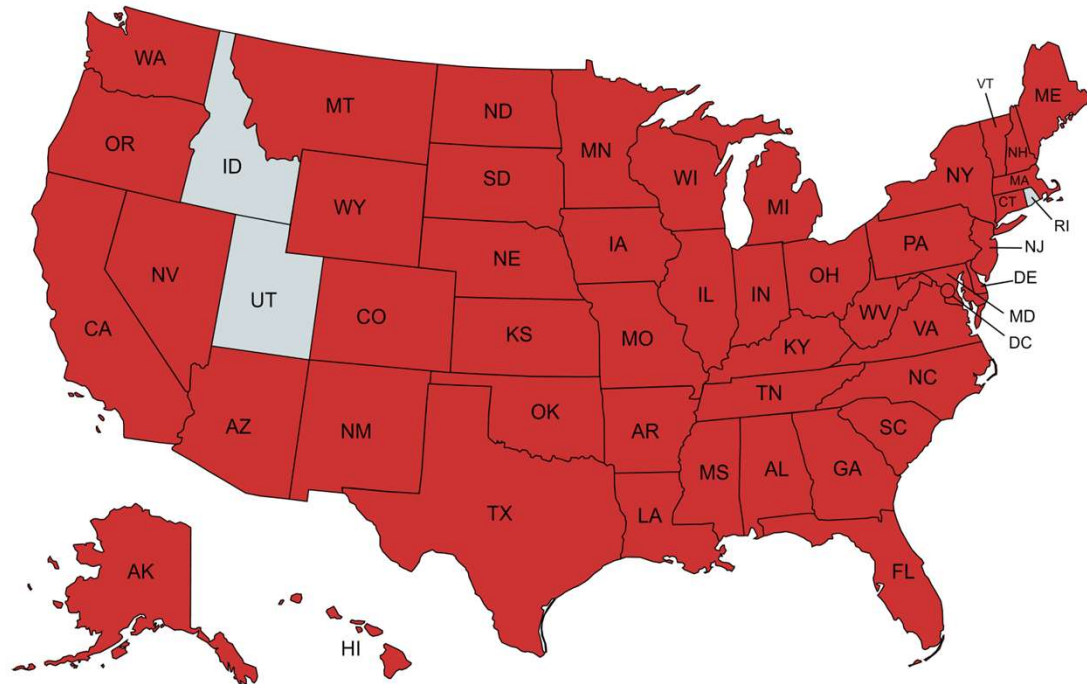
OPERATION LIFESAVER, INC. UPDATE
Rachel Maleh, Executive Director, OLI



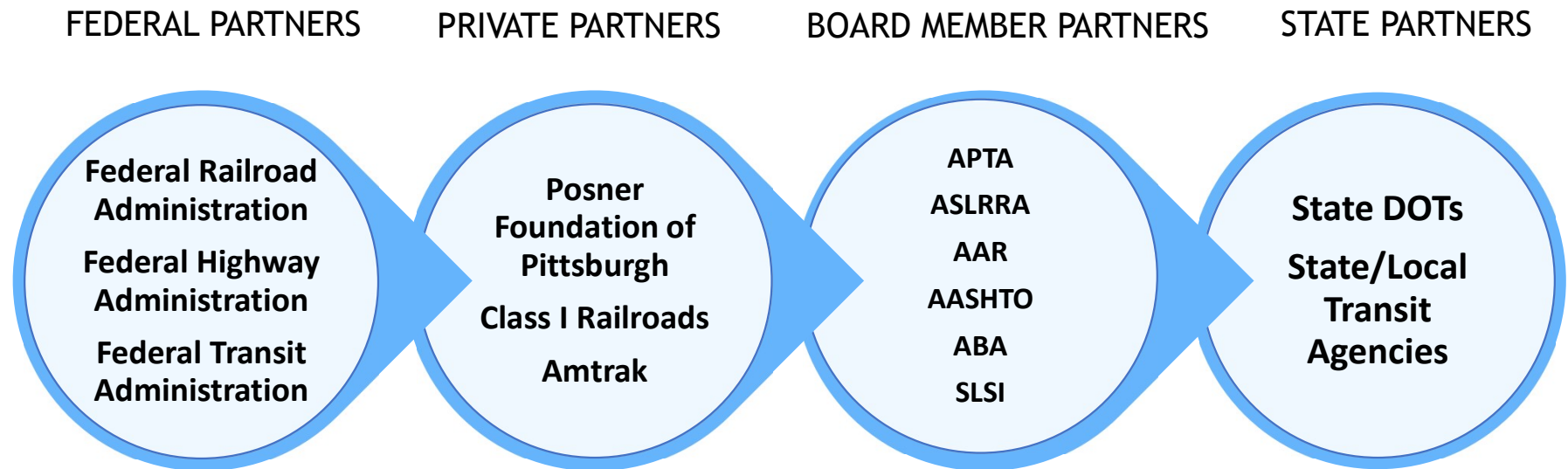
Operation Lifesaver Programs – 47 States and DC



Scan for State Contacts



Partnerships are Key to Operation Lifesaver's Efforts



Volunteers – The Heart of Operation Lifesaver



A Wisconsin OL volunteer giving a presentation to students

- OLAVs (Operation Lifesaver Authorized Volunteers) provide free rail safety presentations to audiences across the U.S.
- Volunteer activities include:
 - In-person and virtual presentations
 - Helping with special events
 - Training classes for specific audiences like new drivers, professional drivers, and first responders
- Learn more and apply to volunteer at oli.org/volunteer

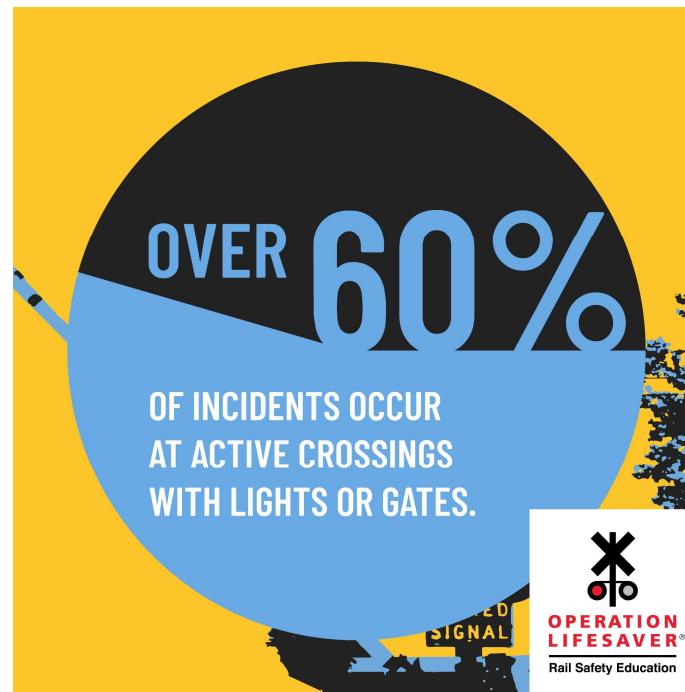


Crossing Statistics Show Improvement in 2023

- In 2023, preliminary Federal Railroad Administration statistics show, there were **2,192 crossing incidents** nationwide, a drop of **0.9%** from 2022.
- **Crossing-related fatalities in 2023 fell 9.1%** from the previous year to 247.
- **Crossing-related injuries in 2023 were down 9.9%** from 2022 to 766.



Despite Gains, Still Work to Do

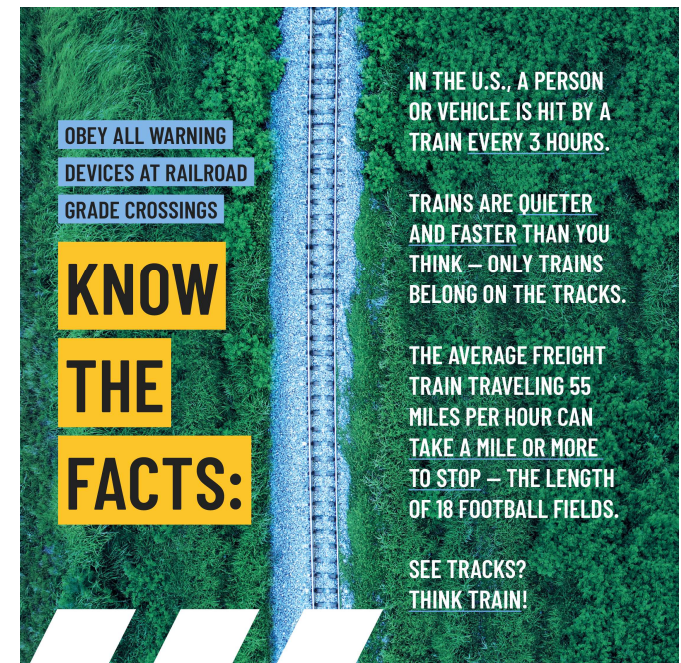


Rail Safety Resources for Kids, Adults and More!

- Online Games, Videos and other Materials for Kids in Grades Pre-K to 12
- Teacher Lesson Plans
- Resources for Adults, including Public Service Announcements, Brochures, Social Media Graphics, Awareness Campaigns and Billboards
- Specialized Materials and Training for First Responders, New Drivers, Professional Drivers, School Bus Drivers, Farm Equipment Operators
- And much more!



Find them all
at oli.org



Brochure excerpt

Public Service Announcements For All Audiences

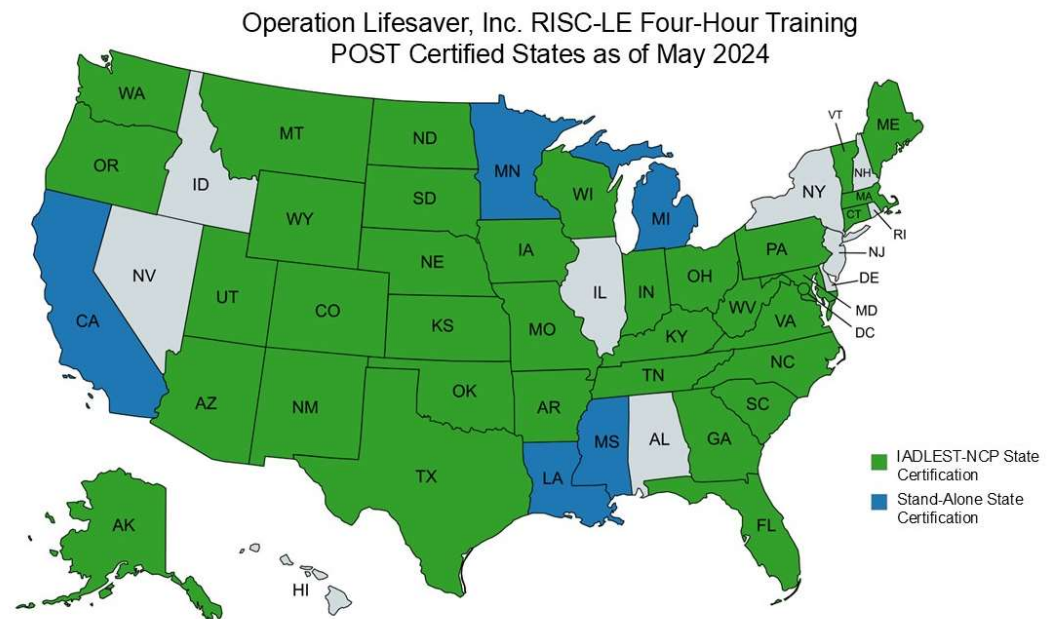


<https://vimeo.com/323775614>



OLI RISC Training for First Responders

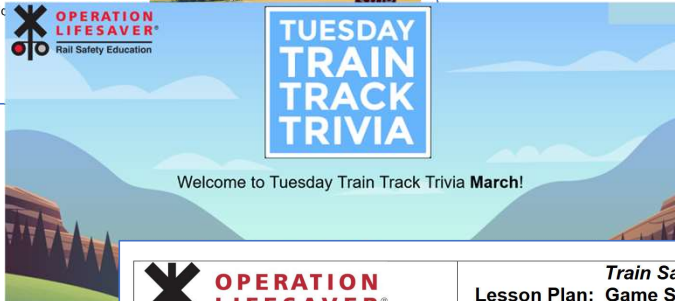
- Emergency responders are a critical rail safety partner
- Operation Lifesaver, Inc.'s (OLI) Railroad Investigation and Safety Course for Law Enforcement (RISC-LE) prepares first responders to effectively and safely respond to and investigate rail incidents
- The four-hour RISC-LE training is now **accredited in 40+ states** across the U.S.



Resources for Teachers and Parents

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?



Train Safety Savvy
Lesson Plan: Game Show Script
Audience: Educators

Operation Lifesaver, Inc.'s *Train Safety Savvy* presentation teaches children in grades 3-5 or between the ages of 8-11 general safety messages, signs and signals, and defines trespassing.

The following is a play in one act for use with Operation Lifesaver, Inc.'s lesson plan *Train Safety Savvy*. The script can be adapted and developed for your individual class needs including:

- Lesson Plans for Grades Pre-K through 12
- STEM-related curriculum, including new Pi Day lesson plan
- Train Track Trivia online games
- 4-H and FFA Groups - lesson plan, interactive presentation and handout materials
- One-act play based on our Train Safety Savvy Game



PSA Educates Municipal, Utility Workers



<https://vimeo.com/862420547>



PSA Targeted to Risk-Takers



School Bus Driver Training Videos, Materials



<https://oli.org/safety-near-trains/driving-safely-near-tracks/school-bus-drivers>



New PSA to Focus on Vulnerable Populations



Save the Date!



September 23-29

Email news@oli.org to
receive free assets and
get involved










See Tracks? Think Train!® Week Themes



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

oli.org



Red Out for Rail Safety Day – Friday, Sept. 27



Maryland DOT staff



Washington DOT staff



Federal Highway Administration staff



Federal Transit Administration social post



2024 FHWA OLI Competitive Grants

- 10 States were awarded grants totaling \$200,000



U.S. Department
of Transportation
**Federal Highway
Administration**

- California
- Illinois
- Indiana
- Missouri
- New York
- Ohio
- Pennsylvania
- South Carolina
- Tennessee
- Texas



2024 FRA OLI Competitive Grants

- 11 States were awarded Rail Safety Awareness Grants totaling \$220,000



- California
- Connecticut
- Illinois
- Indiana
- Montana
- New York

- Ohio
- Tennessee
- Washington
- Missouri
- South Carolina



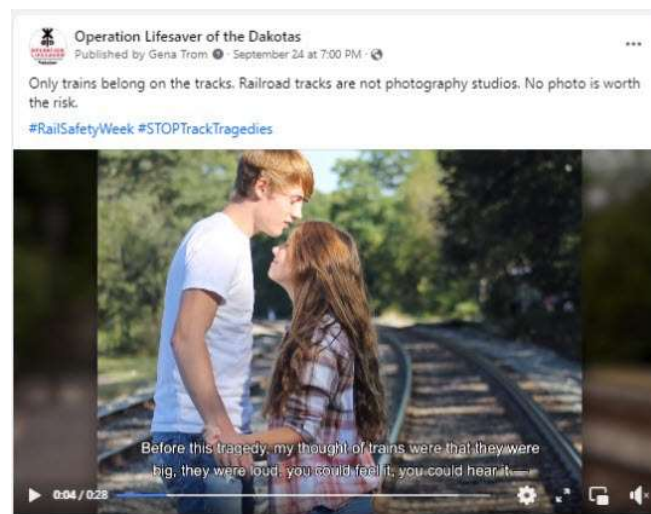
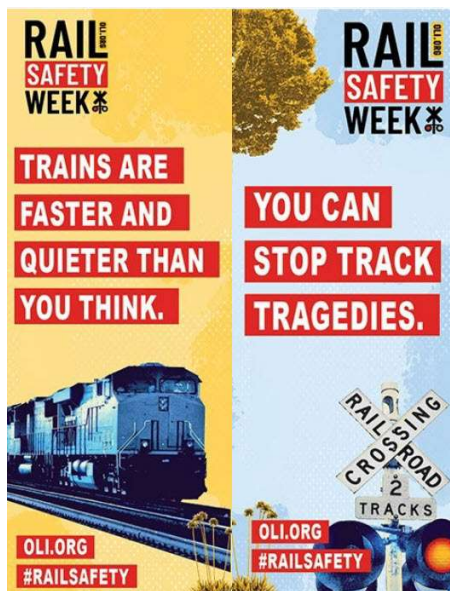
State OL Programs, Projects Making a Difference



Operation Lifesaver State programs work every day in communities sharing the rail safety education message.



OL of the Dakotas Expands Reach with Campaign



Operation Lifesaver of the Dakotas reached 1.5 million people with digital billboards, social media, Geofencing and Spotify ads



Louisiana OL's Creative Messaging and Outreach



Louisiana Operation Lifesaver efforts included New Orleans Streetcar ads, billboards and presentations to drivers at sugar cane harvest time



New York OL FRA Campaign on Long Island

- New York OL's FRA Grant Campaign on Long Island will include:
 - A rail safety education banner towed by an airplane over the beaches during the summer
 - Digital Geofencing ads like these to target commuter and transit riders



**NEVER TRY TO
BEAT A TRAIN**

LEARN ABOUT RAILROAD CROSSING
SAFETY BY VISITING OLI.ORG



Oklahoma OL Educates Teen Drivers



Oklahoma Operation Lifesaver Board Chair Brandon Friesen (left) and Edmond, Oklahoma City Council Chair Tom Robins announced Operation Lifesaver Oklahoma's Work Zone Safe partnership the Safe Oklahoma Summit in 2023

Work Zone Safe, a free online course required for Oklahoma teens aged 15-19 to obtain their intermediate license, integrates OLI materials and emphasizes safe driving practices around work zones, railroad tracks, and trains



California Operation Lifesaver – Together We Can Save Lives



2023 – 2024

Together We Raise Awareness

To Save Lives

California Operation Lifesaver Overview

California:

- **# 1 Trespass Casualties**
2 Grade Crossing Incidents
- Highest number of fatalities both Trespassing & Grade Crossing
- CAOL Independent and Grant Funded Geofence Rail Safety Ed Ad Campaigns with successful reach statewide
- CAOL Rail Safety ED via In-Person and Virtual Presentations/Events
- CAOL Year-round Social Media Awareness
- CAOL Raising Awareness – CAOL Blogs
<https://caoperationlifesaver.com/news-updates/>

CAOL 2023 Total All Digital and Geofence Campaign Results

CAOL 2023 All Geofence – CTV – Digital Ad Campaigns (4 Campaigns)

- **24,920,357** Total All Campaigns Impressions delivered
- **2,751,921** Total Video Completes for All Campaigns (includes Mobile and CTV Video)
- **1,667,443** Total Audio Completes All Campaigns

CAOL included Geofencing around Selected High Schools

GOAL: Reach the 13-18-year age group, parents, and teachers.

Geofence Reach Around High Schools in high-incident counties

Total High School Geofence Reach: 2,781, 841

No demographic information under age 18

THANK YOU, FRA FHWA & OLI

**Grant Funding Opportunities during September
Rail Safety Month & See Tracks Think Train Week**



2023 Rail Safety Awareness – All Formats – All Campaigns

CAOL Total All Rail Safety Education Awareness: 29,640,335 Reached

In-Person Presentation & Event

In-Person Presentation/Events: **Total individuals reached: 37,912**

CAOL Combined Presentations/Events/Social Media/ Digital Geofence Ad Campaigns

All Presentation/Event/Geo & Digital Campaigns:	24,958,269
Social Media Posts and Impression Reach:	262,702
Sum PSA AD View /Audio AD Completes:	4,419,364

California Counties Reached With CAOL Rail Safety Messaging:

Alameda, Contra Costa, Fresno, Kern, Kings, Madera, Marin, Merced,
Monterey, Napa. Los Angeles, Orange, Placer, Plumas, Riverside,
Sacramento, San Bernardino, San Diego, San Francisco,
San Joaquin, San Luis Obispo, San Mateo, Santa Barbara,
Santa Clara, Shasta, Sonoma, Stanislaus, Tehama,
Tulare, Yolo



September Rail Safety Month/See Tracks Think Train Week



2024: Kick Off Rail Safety Month (RSM)/See Tracks Think Train (ST3)

Amtrak- Capitol Corridor-Union Pacific Railroad - CAOL

CAOL & Rail Safety Partners Join:

"Together to Raise Awareness to Respect The Rails and Save Lives"

CA September Rail Safety Month/ ST3 Week (9/23-9/29):

Help Raise Rail Safety Awareness

- * Plan Events, Share Rail Safety Messages, Partner with CAOL
- * Work together to create Rail Safe California Communities

Officer On The Train /Operation Clear Track (OCT)Events:

- * Encourage/ Promote local Law Enforcement Involvement
- * Tues. 9/24 Plan Rail Safety Enforcement Events
- * If 9/24 Doesn't Work: Chose another date during ST3 or RSM.



September Rail Safety Month/See Tracks Think Train Week



Proclamations: RSM /See Tracks Think Train Week

Cities, Counties, Towns, Community Organizations

Events:

Red Out For Rail Safety: Help Raise Awareness

Pacific Surfliner/LOSSAN Los Angeles A's

9/21 – 9/22 San Bernardino Railroad Historical Society (SBHRS)

Los Angeles Event Union Station

Partners Raising Public Rail Safety Awareness

Community Involvement: Help Create “California Rail Safe Communities”

Plan and engage Cities, Counties, Towns, Communities

Social Media Increase Awareness:

CAOL RSM /ST3 Partner Messaging

Tag Like Share



California September Rail Safety Month – Raising Awareness to Save Lives



CAOL Rail Safety Month Webpage

<https://caoperationlifesaver.com/rail-safety-month/>

PARTNERS JOINED IN OUR RAIL SAFETY MONTH INITIATIVE

**“RAIL SAFETY PARTNERS RAISING AWARENESS TO ALWAYS
RESPECT THE RAILS & SAVE LIVES”**

Join Rail Safety Month /ST3 Efforts

**GET INVOLVED – PARTNER –
SPREAD THE WORD**

**PARTICIPATE – RED OUT FOR RAIL SAFETY
HOST AN EVENT**

**LEARN MORE, VISIT OUR CAOL
RAIL SAFETY MONTH PAGE**

Includes See Tracks? Think Train! Week (ST3Week)

Information / Links

Visit ST3 Week Page

Never Too Late to Partner

**Add Your Commitment – Send CAOL Your Logo
Support our Geofence/Digital campaigns with matching
funds to increase our Rail Safety Awareness Reach!**

Join Us Rail Safety Month /ST3 Week Awareness



SHSP – Strategic Highway Safety Plan

California Operation Lifesaver's crucial involvement in the SHSP (Strategic Highway Safety Plan) is focused on two key areas: Pedestrian and Intersection Sections.

Executive Director Nancy Sheehan-McCulloch: Action Lead for the rail-related actions in the Pedestrian and Intersection Sections.

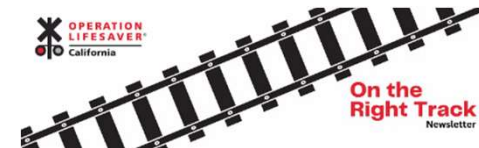
CAOL will work with participants and lead rail safety-specified actions to increase rail safety education, awareness, and outreach in these two sections for 2024 and 2025.



CAOL News And Updates Visit: caoperationlifesaver.com

[On The Right Track Newsletter | California Operation Lifesaver – Subscribe and Share](#)

- Rail Safety Awareness Tips To Stay Safe Near Railroad Tracks. Share!
- Volunteer Highlight
- Partner Spotlight
- Updates, Support, and Follow
- Subscribe



[California Operation Lifesaver Blog – Read / Follow - Share](#)

**SUMMERTIME
RAIL-SAFE CHOICES
HELP SAVE LIVES!**



**TEAMING UP
TO SAVE LIVES!
RAIL SAFETY PARTNERS
& VOLUNTEERS!**



**WHAT YOU SHARE CAN
SAVE LIVES!**



CAOL PARTNERSHIPS

- **CAOL partners with many entities throughout the year.**
- Cities, counties, transit districts, driver education schools, trucking companies, professional driver trainers, driver's education and associations, first responders, law enforcement, school districts, rail groups/museums
- California State Railroad Museum, Safe Routes to School, California Highway Patrol, California Public Utilities Commission, Zenith Insurance, National Night Out, AgVenture School Coordinators, and more
- **Rail Safety Partners; includes Railroads Statewide, Caltrans Division of Rail**
 - Law Enforcement
 - City and County Governments
 - Local Community Groups

Rail Safety Partner Shout Out

Thank You, CCJPA/Capitol Corridor, for Matching Funds to our FRA, FHWA, OLI Grants, which increase Rail Safety Awareness with our Digital/Geofence Campaigns.

Partner with California Operation Lifesaver

To learn more, Visit:

<https://caoperationlifesaver.com/contact-us>



CAOL Statewide Rail Safety Year-Round - Presentations – Events - Campaigns

Tehama



Visalia - Tulare



San Luis Obispo Co.



SBD Statewide



Orange



Los Angeles



Ventura Co.



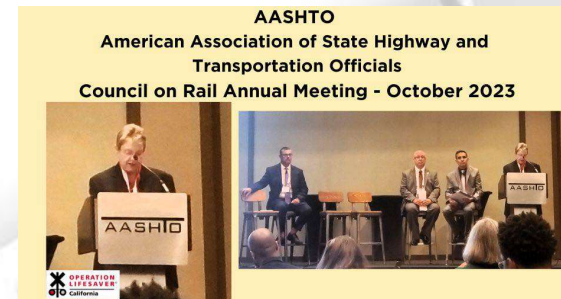
Alameda – Contra Costa



Merced Co.



San Diego



CALIFORNIA OPERATION LIFESAVER – CONTACT US

Executive Director: Nancy Sheehan – McCulloch

Phone: 530-832-0683

Email: nsheehan.caol@sbcglobal.net

Website: <https://caoperationlifesaver.com>

**Share Rail Safety Tips with your loved ones.
Tell 5 of your family and friends, ask those 5
to tell 5, and those 5 to tell 5...**

**Help them stay safe near railroad tracks and
keep the message going!**

**Together, we can change the numbers and
save lives.**



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TOGETHER, WE CAN #STOPTrackTragedies

OLI.ORG

FOLLOW US ON SOCIAL

(800) 537-6224

