

2014

ANNUAL REPORT



PRESIDENT'S REPORT



See Tracks? Think Train!

2014 was an exciting year for Operation Lifesaver, Inc., as we launched a new national safety education campaign, "See Tracks? Think Train!" The "ST3" campaign's goal is to increase awareness of the need for caution near train tracks among pedestrians, drivers, and

passenger rail and transit riders. The campaign underscores that **"it's no contest"** when a person or vehicle goes up against a train.

The campaign, which won six MarCom Awards by the Association of Marketing and Communication Professionals, features video and radio PSAs, billboards and posters, a dedicated microsite, SeeTracksThinkTrain.org, and social media-friendly banner ads and infographics. Our campaign spokespersons, Mark Kalina, Jr., who lost his legs in a trespassing incident, and Russ Fletcher, an active-duty locomotive engineer, help personalize the consequences of pedestrians and drivers making unsafe choices around train tracks and railroad crossings. The campaign launch on April 8, 2014 in Washington, DC generated dozens of radio and TV interviews, reaching 3.5 million people in the first week!

We are **thankful for the safety partners** who participated in the ST3 campaign, including the U.S. Department of Transportation, the Association of American Railroads, major freight railroads, Amtrak, and transit agencies.

Since the campaign launched, state Operation Lifesaver programs and safety partners have spread the "See Tracks? Think Train!" message in many ways: through television, radio, and movie theater PSAs, billboard campaigns, professional sports event sponsorships, and targeted outreach to key audiences like professional and school bus drivers. The results have been tremendous: the PSAs alone have reached a **total potential audience of 225 million people**, with more than 75,000 broadcasts on over 430 TV and radio stations.

I am gratified by this successful team effort, and excited about continuing this much-needed campaign in 2015.

Sincerely,

Joyce Rose, President



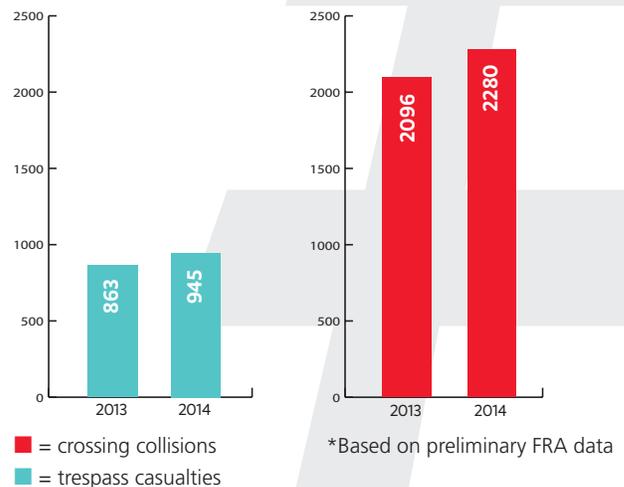
Our Mission

Operation Lifesaver's mission is to end collisions, deaths and injuries at highway-rail grade crossings and on rail property through a nationwide network of volunteers who work to educate people about rail safety. With programs in all 50 states, Operation Lifesaver's award-winning education programs and public awareness campaigns reach audiences of all ages.

Our safety partners include federal, state and local government agencies, highway safety organizations and America's railroads to promote the three E's—education, enforcement and engineering—to keep people safe around tracks and railway crossings.

Rail-related Incidents

2013 vs. 2014*



Education Reach Overview:

In 2014, Operation Lifesaver reached **2.3 million** people directly via **24,000** safety presentations, **560** training sessions and **1,600** special events conducted by state programs nationwide.

2014 EVENTS



OLI Leadership Conference

In May, approximately 200 Operation Lifesaver state coordinators and other leaders, international safety partners, and representatives from federal and state governments, freight railroad and transit agencies gathered in Albuquerque, NM for the biennial OLI Leadership Conference. The purpose of the meeting was to learn about innovations in rail safety education, engineering, and enforcement, and to generate support for Operation Lifesaver's national safety campaign, "See Tracks? Think Train!"

OL State Coordinators first met for a day of updates, education, and information exchange, and Operation Lifesaver Authorized Volunteer (OLAV) Coaches participated in a half-day training session. Leadership Conference keynote speakers were former FRA

Administrator Joe Szabo and then-NTSB Vice Chairman Christopher Hart, and a highlight session featured ST3 spokesman Mark Kalina, Jr. and premiered a new OLI video about the national public awareness campaign.

The conference featured informative panels on trespassing research initiatives, engineering developments, successful social media practices, transit safety, international rail safety activities, new OLI educational products, and effective law enforcement practices. At the closing banquet, Allen Pepper, a long-time member of the National Advisory Council, was awarded the OL Champion Award, and Ron Hale of North Little Rock, AR received the F. Tom Roberts Award for his prodigious rail safety education efforts.



National Train Day

Operation Lifesaver partnered with Amtrak for its 7th annual National Train Day on May 10, 2014. This widespread event, which was created to celebrate America's love of trains and train travel, provided a strong platform for OL to share its rail safety education messages, under the theme "Why Trains Matter."

OL state coordinators, volunteers, and staff promoted Operation Lifesaver's mission through in-person interactions at 24 events in 16 states. In addition, OL promotional materials were distributed at over 150 National Train Day event locations across the country with "See Tracks? Think Train!" merchandise and safety messages to expand the reach of the campaign. A special "See Tracks? Think Train!" locomotive photo backdrop (pictured below) was used at a number of Amtrak events to promote social media sharing of OL's safety message.

Operation Lifesaver also leveraged Amtrak and National Train Day's digital presence to reach new audiences through the NationalTrainDay.com website, in a widely circulated press release, and on social media platforms. With 2.1 billion media impressions, National Train Day proved a successful event to showcase Operation Lifesaver's rail safety education message.

ILCAD 2014



Operation Lifesaver was pleased to join 43 countries around the world to promote its rail safety mission through International Level Crossing Awareness Day (ILCAD) on June 3, 2014. Twenty-three state OL programs worked closely with partners from the railroads, state government agencies, and law enforcement to plan and execute

successful education and public awareness events, including a Twitter contest in California (participants pictured), a safety blitz in North Carolina, and an officer on the train event in Texas.

ILCAD was featured in articles and news broadcasts across the country, reaching more than 418,000 people. Rail crossing safety and anti-trespass messages were strategically posted on Facebook, reaching more than 92,000 viewers the week of ILCAD, and OLI's Twitter followers rose 1.5% as a result of Operation Lifesaver mentions from partners and supporters of the rail safety education mission.





OLAV Program Accelerates in 2014

The transition from Operation Lifesaver's Certified Presenter program to the Operation Lifesaver Authorized Volunteer (OLAV) program continued throughout 2014, and the number of people applying to become OLAVs increased. In 2014, a total of 1,150 OLAV applicants successfully completed the online classroom and face-to-face sessions with their state coordinator or OLAV coach and became OLAVs.

In 2014, approved Operation Lifesaver materials for OLAVs were made available online through the www.oli.org website at <http://oli.org/education-materials>, allowing both OLAVs and the general public access to OLI's safety messages. OLAVs log in to a secure website to access facilitation guides that they use when making free safety presentations across the country. They also access their secure online dashboard to record all presentations and volunteer hours on behalf of state programs. Operation Lifesaver's national office and state program leaders access reports in the national database, allowing OLI to track safety activities nationwide.

2014 Website Results

656,476

Pageviews, up **+15%** from 2013

2014 Social Media Results



Twitter:

1.4 M impressions,
followers up **72%**



Facebook:

5.8 M impressions,
likes up **47%**



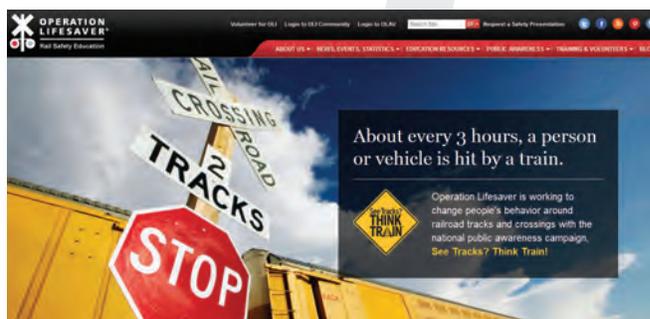
Pinterest:

40 K impressions,
followers up **61%**



Instagram

Followers up **312%**



A New Look for oli.org

In October, the redesigned www.oli.org homepage was unveiled, with the goal to quickly convey what OLI is and does to new visitors, improve navigation, and retain the most-used information for existing audiences. The new design also highlights the ST3 campaign to underscore the critical importance of safe behavior around tracks. Links to the "Volunteer for OL," page and logins for internal audiences are prominently displayed. The redesign also includes links to OLI's new blog, "Train of Thought," and social media profiles. Funding for the redesign was provided by the Federal Railroad Administration.



School Bus e-Learning Debuts

In 2014, Operation Lifesaver's free school Bus Driver e-Learning program, which won three major creative awards for education and interactive multimedia training, became available at <http://oli.org/schoolbusdriver>. The e-Learning program is an interactive online experience for public and private school bus drivers to demonstrate safe operating practices at railroad crossings. Drivers learn to safely navigate nine crossing scenarios on three routes at the controls of a virtual school bus. More than 1,800 users have accessed the online program; 70 percent are school bus drivers. The e-Learning program will help ensure that millions of children across the U.S. who ride school buses each day are safe at railroad crossings.

GRANTS

2014 OLI Grants Spread the “See Tracks? Think Train!” Message

In 2014, OLI provided grants to states in a three-tiered effort to spread safety messages and multiply the impact of the “See Tracks? Think Train!” (ST3) campaign across the U.S. Below are details of the three grant programs, which provided a total of \$650,000 for campaign activities nationwide.



1. The first wave of grants were provided to each of eight regions, based on coordinated regional proposals for carrying out the ST3 campaign during a designated two-month focus period. These grants, which provided \$35,000 per region for trespass prevention, railroad crossing safety, and transit safety ST3 activities, totaled \$280,000.
2. Secondly, OLI awarded competitive State Grants for innovative ST3-based state-managed public education and awareness projects, including PSA and billboard campaigns, special events, enforcement blitzes, and other outreach activities. Out of 26 applicants, 21 States received grant awards totaling \$208,000.
3. Finally, Transit Safety Education Grants were awarded on a competitive basis to OL state programs and transit agencies. Eleven of 14 applicants received grant awards totaling \$162,000 for ST3-based PSA campaigns and safety education programs at the transit agency level. These projects featured ST3 campaign messages and materials, including train wraps, station posters, and signs inside rail cars. Some awardees also created new video PSAs and artwork that reflected the transit system’s own trains, light rail vehicles, or streetcars, including the Atlanta Streetcar’s campaign pictured above.

PARTNERSHIPS

Operation Lifesaver’s Message is Multiplied by Safety Partners



The Association of American Railroads

partnered with Operation Lifesaver, Inc. to develop and carry out the national “See Tracks? Think Train!” safety awareness campaign. AAR was instrumental in ensuring a successful launch of the ST3 campaign.



The American Public Transportation Association

invited OLI to provide OLAV face-to-face training sessions for transit agency and industry attendees at the June Rail Conference in Montreal. Thirteen new OLAVs were approved, including representatives from Operation Lifesaver Canada.



OLI and the Association of Mexican Railroads (AMF)

signed a new

international cooperative agreement to implement an expanded Operation Lifesaver Mexico rail safety education program. AMF’s membership includes freight and passenger railroads, as well as rail industry suppliers in Mexico.



The U.S. Department of Transportation

provides the majority of funding for OLI’s programs and projects, with the Federal Railroad Administration as the largest single funding partner. Additionally, the Federal Transit Administration supports OLI’s transit safety education efforts. OLI was pleased to enter into a new cooperative agreement with the Federal Highway Administration in 2014, which will focus on OL state program support, educational materials development, and public awareness for highway-rail grade crossing safety.

PEOPLE

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