THE GOAL OF U.S. RAIL SAFETY WEEK IS TO RAISE AWARENESS ACROSS THE UNITED STATES OF THE NEED FOR RAIL SAFETY EDUCATION AND EMPOWER THE GENERAL PUBLIC TO KEEP THEMSELVES SAFE NEAR HIGHWAY-RAIL GRADE CROSSINGS AND RAILROAD RIGHTS-OF-WAY.

LEFT:
A strong law enforcement presence at highway-rail grade crossings during U.S. Rail Safety Week raised awareness of the need for drivers to be alert and adhere to rail warning signs.

RIGHT:
Mother of young man killed on railroad tracks, Nancy Kenyon Richardson spoke at the U.S. Rail Safety Week Kick-off Press Conference about the loss of her son Kevin and her commitment to helping other families avoid similar tragedies.
THANK YOU
TO THE SPONSORS & PARTNERS WHO MADE U.S. RAIL SAFETY WEEK A SUCCESS BY HELPING SPREAD LIFESAVING MESSAGES TO MILLIONS OF PEOPLE IN COMMUNITIES ACROSS THE COUNTRY.

CHAMPIONS
U.S. Department of Transportation
Federal Transit Administration

AMTRAK®

(IN-KIND)

U.S. Department of Transportation
Federal Highway Administration

PARTNERS
DuPage Railroad Safety Council™

ALLIES
NATIONAL SAFETY COUNCIL

IN-KIND SUPPORTERS
ASSOCIATION OF AMERICAN RAILROADS
ASLRA
BNSF® RAILWAY
CSX HOW TOMORROW MOVES
CN
CP
G&W RAILROAD
KANSAS CITY SOUTHERN
NORFOLK SOUTHERN
UNION PACIFIC
# Schedule of Events

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<thead>
<tr>
<th>Theme</th>
<th>Actions/Events</th>
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<tbody>
<tr>
<td><strong>US Rail Safety Week Launch</strong></td>
<td>Share the #USRailSafetyWeek general hashtag; safety partners will be encouraged to share new campaign infographics and RSW logo throughout the week, starting today.</td>
</tr>
<tr>
<td><strong>Proclamation &amp; Media Kickoff</strong></td>
<td>National, state, local proclamation signing ceremonies. Set up interviews with national and state OL reps with national/state media; pre-created social media posts will have been distributed to stakeholders for mass posting.</td>
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<tr>
<td><strong>Law Enforcement Partnerships</strong></td>
<td>Officer on the Train events, positive enforcement events, “Operation Clear Track” coordinated police presence at crossings across US.</td>
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<tr>
<td><strong>Crossing Safety</strong></td>
<td>Ads and events to promote Emergency Notification System (ENS) awareness; presentations on crossing safety; share links to e-Learning programs for school bus drivers, professional drivers and first responders.</td>
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<tr>
<td><strong>Transit Safety Thursday</strong></td>
<td>Station events, announcements and posters (all week), transit safety digital ad campaign.</td>
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<tr>
<td><strong>Trespass Prevention</strong></td>
<td>Promotions/tables at school athletic events to share the message; safety organizations, railroads and other employers promote “Red Out for Rail Safety” (wear red to support rail safety awareness); presentations on trespass prevention.</td>
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<tr>
<td><strong>Community Connection</strong></td>
<td>Safety blitzes &amp; other community awareness events; sidewalk chalk safety events &amp; sidewalk stencils; college/university athletic events.</td>
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### Stakeholders

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<td>US Rail Safety Week Launch</td>
<td>All partners</td>
<td>OL State programs, USDOT, state/local governments, RR gov’t affairs reps, labor unions, trucking partners, transit agencies, school transportation leaders, other nonprofit groups</td>
<td>State, local, county law enforcement agencies, sheriff’s association, chiefs of police</td>
<td>State DOTs/highway depts., Operation Lifesaver Authorized Volunteers, FRA Crossing Managers, school bus transportation directors, charter bus operators, trucking companies, agricultural contacts, emergency responders</td>
<td>Light rail, streetcar, commuter rail systems throughout the U.S.</td>
<td>Local school districts, school sports teams, safety organizations, railroads, other employers, Operation Lifesaver Authorized Volunteers</td>
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Rail safety partners across the country participated in **RED OUT FOR RAIL SAFETY DAY** by encouraging schools, teams, and stakeholders to wear red and post images on social media with the hashtag #RedOutforRailSafety

**LEFT:** Georgia OL volunteers and Georgia Department of Transportation employees “Red Out for Rail Safety.”

**EVENTS & INITIATIVES**

Several Operation Lifesaver (OL) State Member Programs ran **AWARENESS CAMPAIGNS** in university and college towns with railroad tracks running through or near campus. This targeted approach combats high trespassing rates and maximizes student engagement with the campaign.

**RIGHT:** Restaurants and bars near college campuses promoted the “See Tracks? Think Train!” rail safety message to their customers.
Amtrak and Operation Lifesaver launched **OPERATION CLEAR TRACK**, a coordinated crossing enforcement event run in partnership with 246 law enforcement agencies in 48 states. Resulting in:

- **75,000** crossing safety tip cards distributed
- **573** citations written
- **1,029** warnings issued
- **19** arrests

**RIGHT:** South Carolina OL partnered with Federal Railroad Administration, CSX, Norfolk Southern and University of South Carolina police to enforce crossing safety on campus during Operation Clear Track.

Many OL programs used **GEOFENCING** to target key audiences with mobile phone advertising in high trespass areas.
OL programs encouraged high school students to learn about rail safety by sponsoring poster, radio ad or video contests, including the #MNOFFTHERAILS CONTEST in Minnesota schools near tracks, which spurred 29 entries and invaluable amplification of lifesaving messages.

LEFT: A rail safety contest kick-off session at Coon Rapids High School.

OPERATION LIFESAVER PROGRAMS ACROSS THE COUNTRY partnered with State DOT offices, Class I and shortline railroads, law enforcement, safety councils, advertisers and others to spread the rail safety message during the first annual awareness week.

RIGHT: Cosumnes Oaks High School driver’s ed students learned how to drive safely near railroad crossings from members of the California Highway Patrol.
1320 STORIES in print and digital outlets in 47 states and Washington D.C.

Total reach surpassed 239 MILLION

$2.2 MILLION advertising value equivalent.

RIGHT: Cameras and news media covered the Washington, DC U.S. Rail Safety Week Kick-off Press Conference featuring speakers from Federal Railroad Administration, Amtrak, Association of American Railroads and OLI, as well as Nancy Kenyon Richardson, whose son was killed in a trespass incident.

399 TV & RADIO BROADCAST STORIES in 33 states and Washington D.C.

National Viewership: 1,229,859
Local Viewership: 5,962,543
Total Local Market Publicity Value: $404,873.50
Operation Lifesaver, Inc. (OLI) ran a transit safety campaign in 13 cities determined by areas in need of increased awareness.

**7,000,277 IMPRESSIONS**

**288,771 TOTAL ENGAGEMENT**

- Los Angeles
- Houston
- Boston
- Minneapolis-St Paul
- New Orleans
- Sacramento
- San Francisco
- Phoenix
- Seattle
- Baltimore
- Long Island
- Chicago
- South Florida
OLI ran local campaigns in 26 states, featuring trespass prevention videos on Snapchat and YouTube, as well as crossing safety graphics on Facebook.

3,473,888
IMPRESSIONS

418,704
TOTAL ENGAGEMENT

View video at
OLI.ORG/ASTORYTOTELL
PAID DIGITAL ADVERTISING
RESULTS CONT’D

OLI ran paid 23,828 radio public service announcements from the “See Tracks? Think Train!” campaign on 1702 stations in 28 states.

23,368,800 IMPRESSIONS

OLI’s organic, or non-paid social media posts on Twitter and Facebook added

719,493 IMPRESSIONS

to the buzz created by rail safety partner social media posts from September 19 – October 2.