OLI Overview and Legislative Requests

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Operation Lifesaver, Inc.

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OLI Overview

• Our mission: to reduce collisions, fatalities and injuries at railroad crossings and trespassing on or near railroad tracks through education, engineering and enforcement

• We have a network of active state programs across the country

• Our public education and awareness campaigns use innovative marketing and digital communications to educate people about staying safe near tracks and trains
Making a Difference

- Crossing collisions have dropped more than 80% since Operation Lifesaver was formed in 1972

- The reduction in collisions comes from the "3 E's"—Engineering, Education & Enforcement
OLI Successes 2018

- Developed and distributed a new Emergency Notification System Sign video PSA with a robust marketing campaign
- Created and released a new Driver's Ed training curriculum and video
- Awarded 16 State Competitive Grants (Federal Railroad Administration)
- Completed a successful Rail Safety Week, working with state programs and our partners in Canada
- Continued outreach on Bad Ads/Bad Photos

Poster for “Drive Safe Near Trains” driver’s ed videos

“Find the Blue and White” ENS sign PSA

Georgia DOT employees support Rail Safety Week 2018
Rail Safety Week

- Rail Safety Week (RSW) is OLI’s largest communications and marketing effort each year

- RSW is a week-long focused campaign stressing the importance of rail safety with the general public

- The 2018 observance was our second annual event and first joint observance with Operation Lifesaver Canada

- The Operation Clear Track enforcement effort is part of RSW, led by our partner, Amtrak

- A 2018 RSW results report is available on our website – oli.org
Rail Safety Week 2018 Highlights

OL State Programs across the U.S. orchestrated a wide range of events, including:

- Officer on the Train events
- Homeless outreach
- Positive Enforcement for drivers and pedestrians
- Transit agency participation
- Outreach to K-12 students and college campuses
Rail Safety Week 2019

- Dates: **September 22-29, 2019**
- Producing new Stop Track Tragedies videos, working with Operation Lifesaver Canada
- Canada will participate in Operation Clear Track enforcement events
Operation Lifesaver Grants – Federal Funders

- Federal Railroad Administration
- Federal Transit Administration
- Federal Highway Administration
Operation Lifesaver 2019 Competitive Grants

Federal Railroad Administration
State OL programs may apply for these grants

Federal Transit Administration:
Transit agencies, local governments, and state OL programs may apply for these grants
Operation Lifesaver Grants – Other Funders

New $100,000 Posner Foundation of Pittsburgh Grant will support four projects:

- Research on communicating about suicide prevention initiatives
- Further distribution of the Emergency Notification System Sign PSA
- Additional support for FRA competitive grants to state OL programs
- New program to support OL state program volunteer safety efforts
2019 Education Projects

- Develop rail crossing safety materials for dump truck, garbage truck and cement truck drivers
- Create PSA on near-miss incidents involving pedestrians using earbuds near tracks and trains
- Produce materials to educate news media on safe reporting practices around tracks and trains
- New First Responder course launching in late fall
- Work with safety partners to observe Rail Safety Week
- New oli.org website launches by September 30
State Operation Lifesaver Programs

Contact information:

oli.org/state_coordinators

Operation Lifesaver State Coordinators at 2019 Summit in Salt Lake City, Utah
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