



# Operation Lifesaver - Rail Safety Resources for Bus, Tour, and Travel Operators



Rachel Maleh, Executive Director, Operation Lifesaver, Inc.



American Bus Association

Bus Industry Safety Council Meeting, June 23, 2020

# OLI Overview

- **Operation Lifesaver's mission: to save lives** by reducing collisions, fatalities, and injuries at railroad crossings as well as trespassing on or near railroad tracks.
- We do this through 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



Louisiana OL Volunteers

See Tracks?  
**THINK  
TRAIN™**



Illinois high school presentation

# OLI Staff Contact Information



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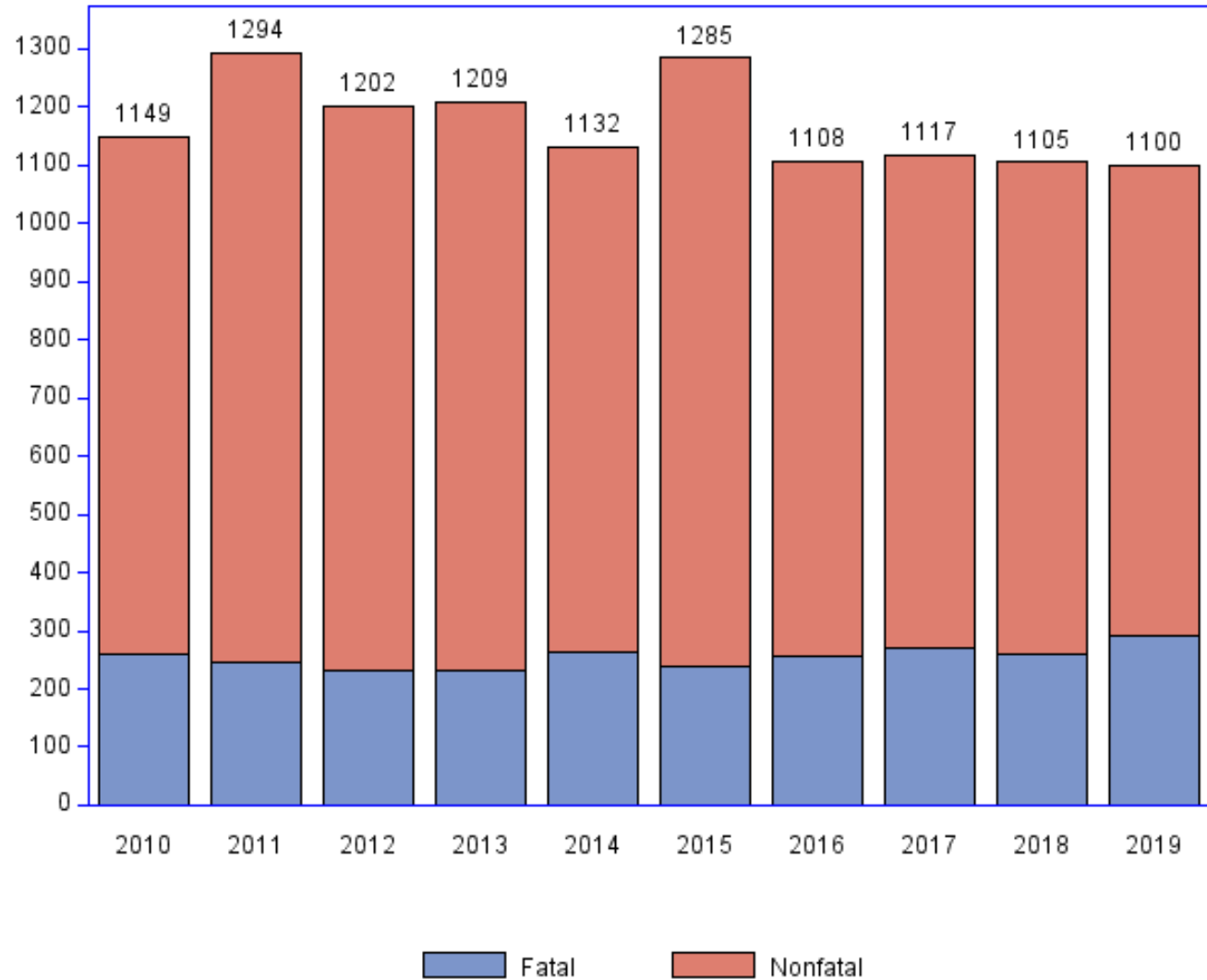
# Statistics Tell the Story



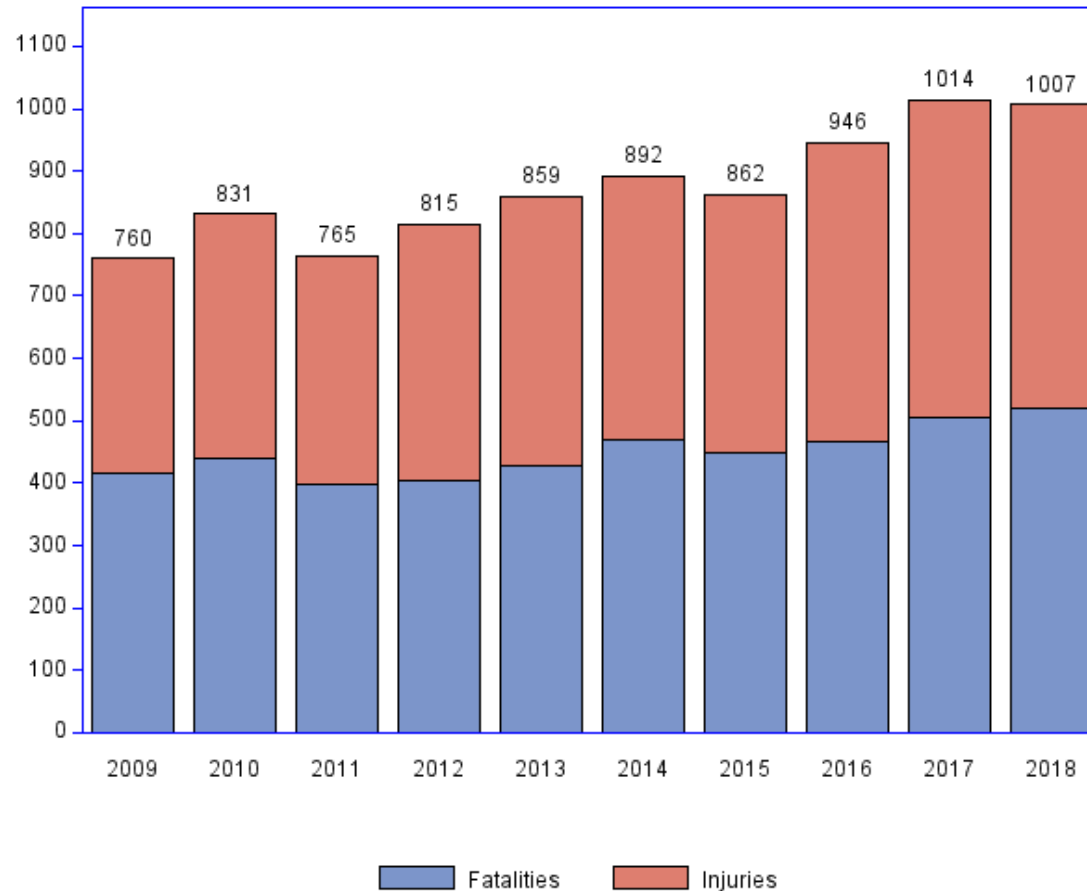
**83% drop** in U.S. grade crossing collisions since Operation Lifesaver started in 1972.

# Last 10 years – U.S. Highway-Rail Casualties

Deaths and injuries at crossings have stabilized in the last 5 years



# Last 10 years – U.S. Trespass Casualties



Trespassing Deaths and injuries stabilized in 2017 and 2018 (2019 statistics not yet comparable)



# PARTNERSHIPS are the key to Operation Lifesaver's success

- **State Operation Lifesaver Programs**
- **Federal Government Partners**
- **Private Sector Partners**

# Federal Railroad Administration Partnership



## 2020 grant funding from FRA for 15 state Operation Lifesaver programs

- California
- Indiana
- Michigan
- Minnesota
- Missouri
- Mississippi
- Montana
- New Jersey
- New York
- North Dakota
- Pennsylvania
- South Carolina
- South Dakota
- Tennessee
- North Carolina



# Posner Foundation of Pittsburgh Partnership



**POSNER  
FOUNDATION**  
*of Pittsburgh*

**2020 grant funding for 3 additional state  
Operation Lifesaver programs, plus  
supplemental funds for North Carolina's grant**

- Arizona
- Texas
- Washington

# Federal Highway Administration Partnership



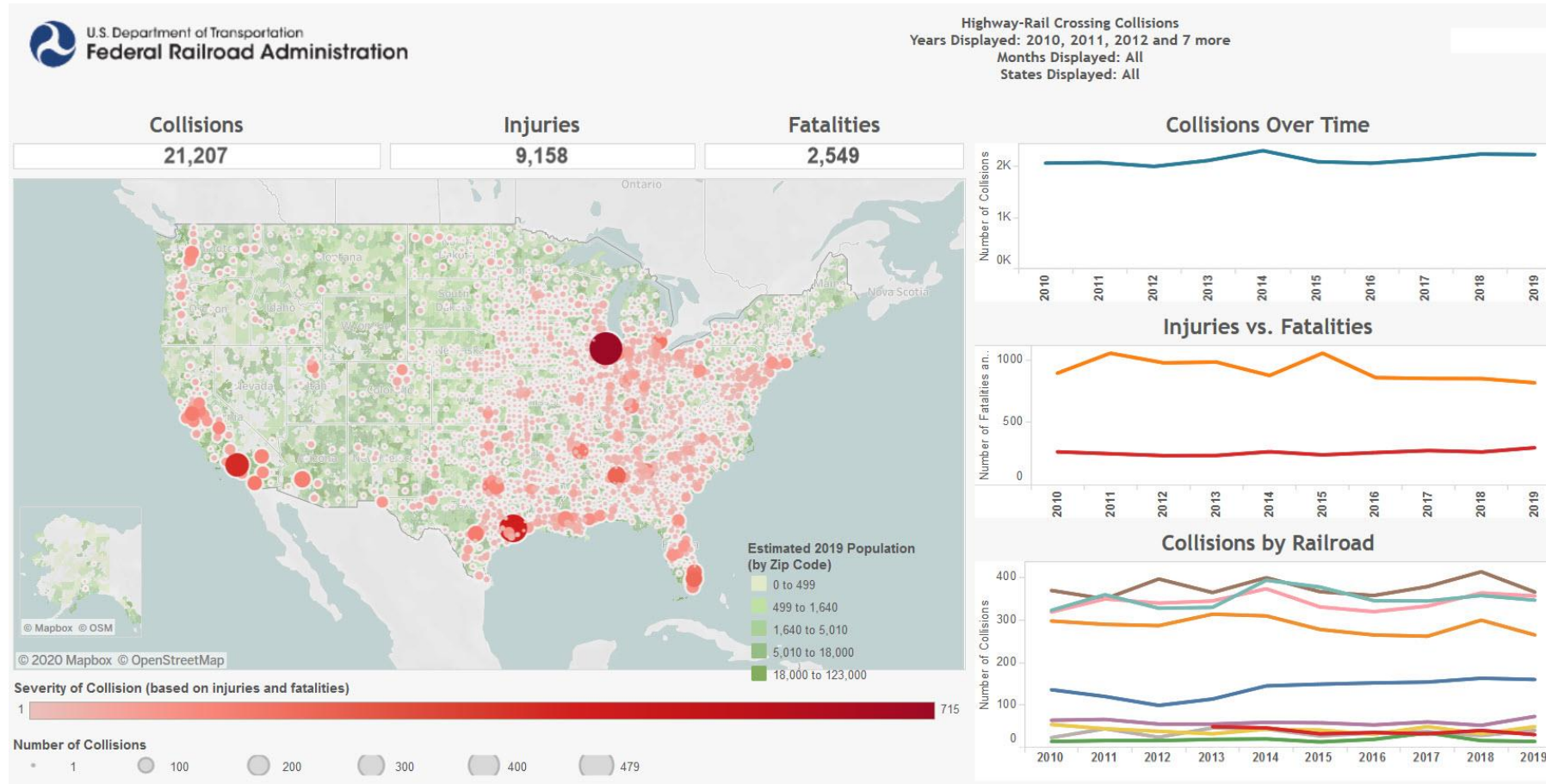
U.S. Department  
of Transportation

Federal Transit  
Administration

## 2020 grant funding from FHWA for 14 state Operation Lifesaver programs

- Arizona
- California
- Indiana
- Louisiana
- Minnesota
- Missouri
- Mississippi
- North Carolina
- New Jersey
- New York
- Ohio
- Pennsylvania
- South Carolina
- Washington

# Federal Railroad Administration Crossing Data



<https://www.fra.dot.gov/gxdash>

# “Find the Blue and White ENS Sign” PSA



<https://oli.org/media/find-blue-and-white-ens-sign-psa-30-version>

# More ENS Sign Safety Messaging



IF YOUR CAR WAS **STOCK** ON TRAIN TRACKS...

**WOULD YOU KNOW WHAT TO DO?**

1. GET OUT OF YOUR CAR!
2. CALL THE # ON THE BLUE SIGN.

VISIT [oli.org](http://oli.org) FOR MORE SAFETY TIPS

REPORT EMERGENCY OR PROBLEM TO 1-800-555-5555 CROSSING 836 597 H

REPORT EMERGENCY OR PROBLEM TO 1-800-555-5555 CROSSING 836 597 H

The advertisement features a black background with white and yellow text. A yellow car icon is integrated into the word 'STOCK'. The bottom right section shows a photograph of a railroad crossing signpost with a blue emergency sign and a red banner above it.

ENS Sign PSA Print Ad

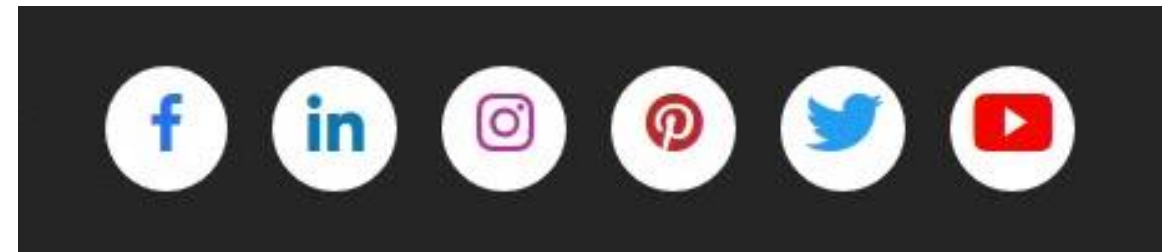
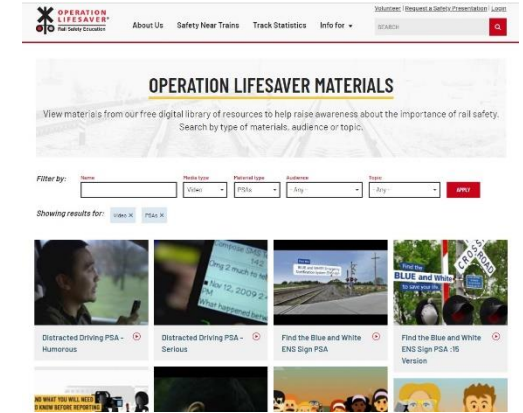
# Video for Professional Drivers



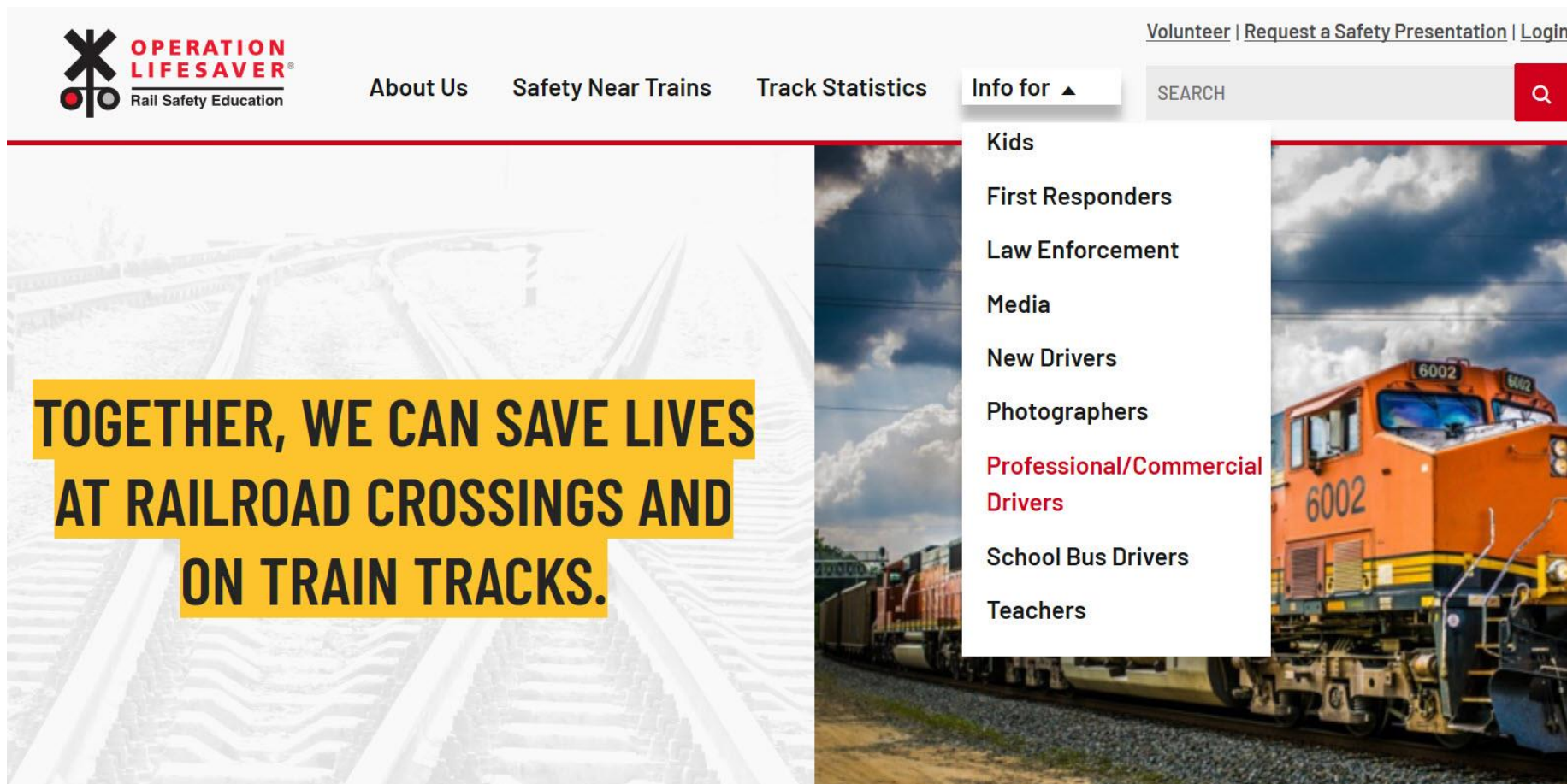
<https://oli.org/media/rail-safety-cement-dump-and-garbage-truck-drivers>

# Redesigned oli.org Website

- Mobile-friendly design
- New Materials area lets you filter results by media type, audience or topic.
- Social media channels are just a click away via links at the bottom of every page.



# Oli.org Driver Resources



The screenshot shows the top navigation bar of the Operation Lifesaver website. On the left is the logo, which consists of a stylized 'X' with a circle at the bottom left and the text 'OPERATION LIFESAVER® Rail Safety Education'. To the right of the logo are navigation links: 'About Us', 'Safety Near Trains', 'Track Statistics', and 'Info for ▲'. Further right is a search bar with the text 'SEARCH' and a magnifying glass icon. In the top right corner, there are links for 'Volunteer | Request a Safety Presentation | Login'. Below the navigation bar, the main content area features a large banner with a background image of railroad tracks. Overlaid on the tracks is a yellow text box containing the message: 'TOGETHER, WE CAN SAVE LIVES AT RAILROAD CROSSINGS AND ON TRAIN TRACKS.' To the right of the banner, there is a vertical menu under the 'Info for' dropdown, listing various user groups: 'Kids', 'First Responders', 'Law Enforcement', 'Media', 'New Drivers', 'Photographers', 'Professional/Commercial Drivers' (highlighted in red), 'School Bus Drivers', and 'Teachers'. On the far right of the banner area, there is a photograph of an orange locomotive with the number '6002' on its side, moving along tracks under a cloudy sky.



# Videos, ProDriver Challenge, and More

## Take the ProDriver challenge!

Stay safe and avoid potentially deadly incidents at highway-rail grade crossings with our interactive ProDriver Challenge!

GET STARTED NOW >



## Five Safety Tips for Truck Drivers

1. It can take the average freight train traveling at 55 mph a mile or more to stop.
2. At crossings, don't stop any closer than 15 feet. If you're in traffic, don't go forward if you can't safely clear the crossing. Keep in mind there's an overhang, both for your truck and a train, of 3 feet or more.
3. Make sure that trailer jacks are in the up position; non-retracted trailer jacks can cause trailers to become stuck on crossings.
4. If you get stuck at the crossing, get out and call the 800 number posted at the crossing, or call local police to alert trains of your position.
5. Cell phones are the top distraction for all drivers; many states prohibit the use of hand-held devices while driving.

[Know your railroad crossing signs and signals](#)

# Signs Before the Crossing

## ADVANCE WARNING Sign

Warns drivers that the road crosses railroad tracks ahead.

Reminds the driver to slow down, look and listen for a train.



## NO TRAIN HORN Sign

A Quiet Zone has been established and normally the train will not sound the horn.

The locomotive engineer can still sound the horn in emergency situations or if workers are near the tracks



## LOW GROUND CLEARANCE Grade Crossing Sign

Alerts drivers of long wheelbase vehicles or trailers of a potential hang-up situation at the crossing.

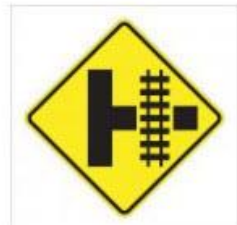
All drivers need to make sure that their vehicle has cleared the tracks once they cross over.



## ADVANCE WARNING Signs for side streets

Warns that a highway-rail intersections will appear immediately after making either a right or a left turn.

Reminds the driver to be prepared to stop if a train is approaching.



# Critical Signs Before the Crossing

# Rail Safety Week – Growing in Importance

## Rail Safety Week Results 2017-2019



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

- From 2017-2019, growth in:
- Media Coverage
- Social Media Engagement
- Website Pageviews

# Join us for Rail Safety Week, Sept. 21-27, 2020!



## Online and social media focus for 2020

Date	Monday 9/21	Tuesday 9/22	Wednesday 9/23	Thursday 9/24	Friday 9/25	Saturday 9/26	Sunday 9/27
Theme	Proclamations, Media Outreach	Law Enforcement	Crossing Safety	Commuter and Transit Safety	Wear Red for Rail Safety	Trespass Safety	Photographer Safety



# State OL Efforts and Projects



Georgia OL Event



Colorado OL Event

OL State Programs across the U.S. take part in projects and events, including:

- Positive Enforcement for drivers and pedestrians
- Community Events
- Outreach to K-12 students and college campuses



Minnesota OL Event



New Jersey OL Event

# Colorado OL Highlights



Pre-Prom Safety Presentation

- Safety presentation at Grand Valley High School reached teen drivers with safety message before their annual prom night
- Other activities include outreach to K-8 school students

# Connecticut Highlights



Dept. of Motor Vehicles  
exhibit

- Community safety blitzes at all main branches of state DMVs, more than 3,500 contacts
- Three-day community safety outreach in advance of resumption of freight service, FRA partnered

# South Carolina Highlights



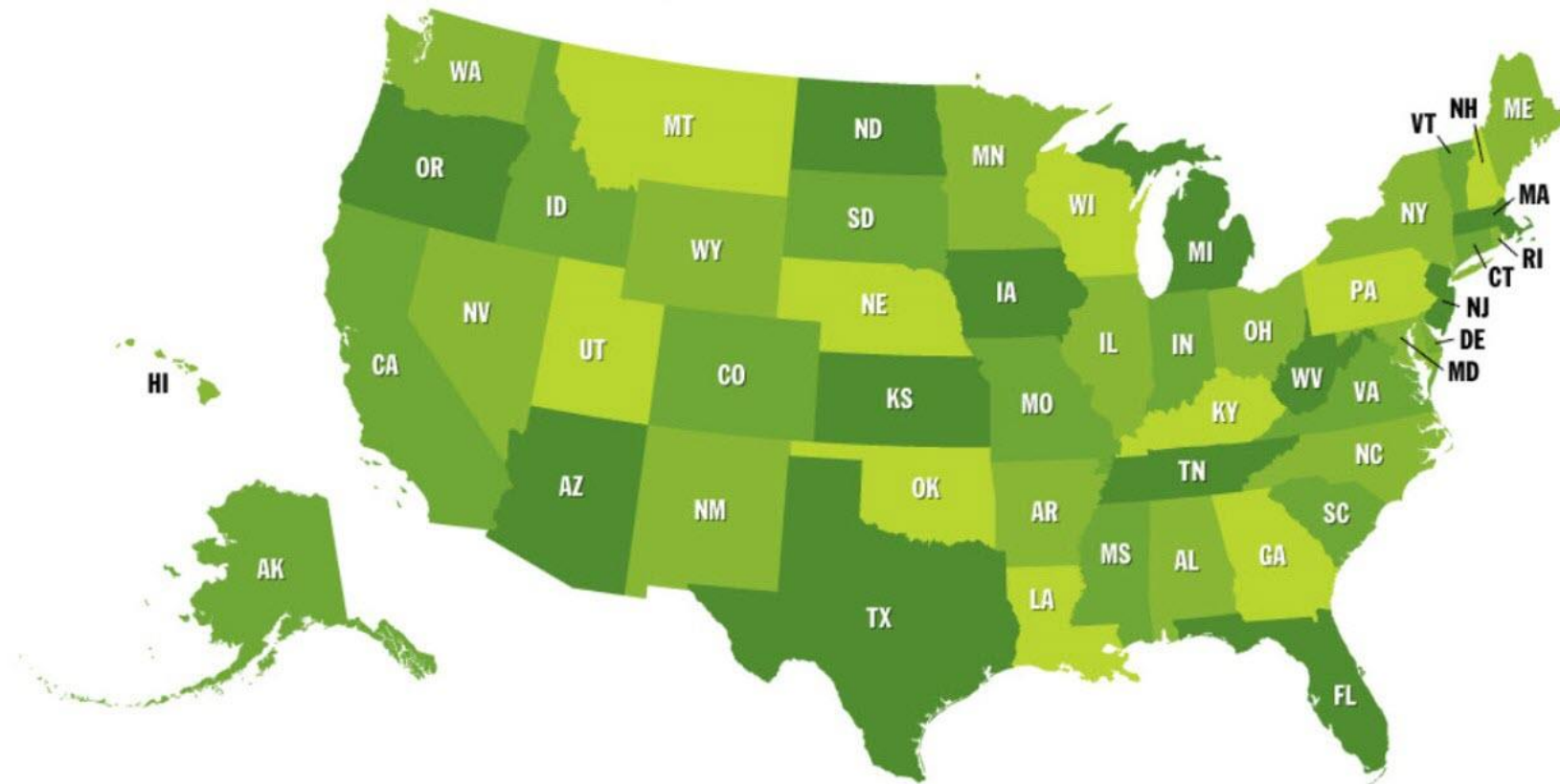
SC Dept. of Education Office of Transportation conference exhibit

- SC OL celebrating its 40<sup>th</sup> Anniversary, highlighting 83% reduction in crossing collisions
- Statewide outreach to school bus drivers to share safe practices, attend Dept. of Education Office of Transportation annual conference



# Contact Your State OL Coordinator

<https://oli.org/state-coordinators>



# Our Mission

*Operation Lifesaver is a nonprofit public safety education and awareness organization dedicated to reducing collisions, fatalities, and injuries at highway-rail crossings and trespassing on or near railroad tracks.*

# Join Us on Our Mission!

[oli.org](http://oli.org)



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