



Preventing Rail-Related Injuries and Fatalities through Public Education and Outreach

APTA Annual Conference
September 25, 2018

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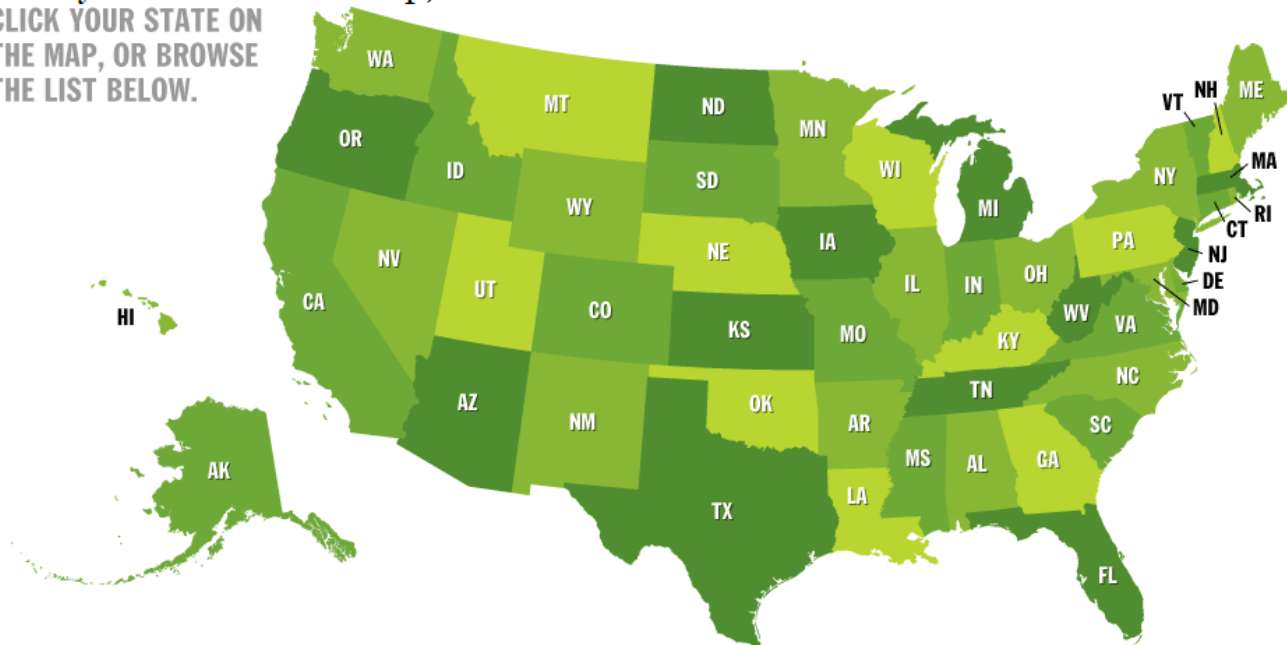
OLI: Who We Are

Operation Lifesaver, Inc. (OLI) is a national nonprofit rail safety education organization, with the mission to prevent collisions, injuries and fatalities on and around railroad tracks and grade crossings, including rail transit.

CONTACT YOUR STATE COORDINATOR

Click your state on the map, or browse the list below.

CLICK YOUR STATE ON
THE MAP, OR BROWSE
THE LIST BELOW.



The Need for Safety Education

Alarming statistics
from Federal Railroad
Administration data

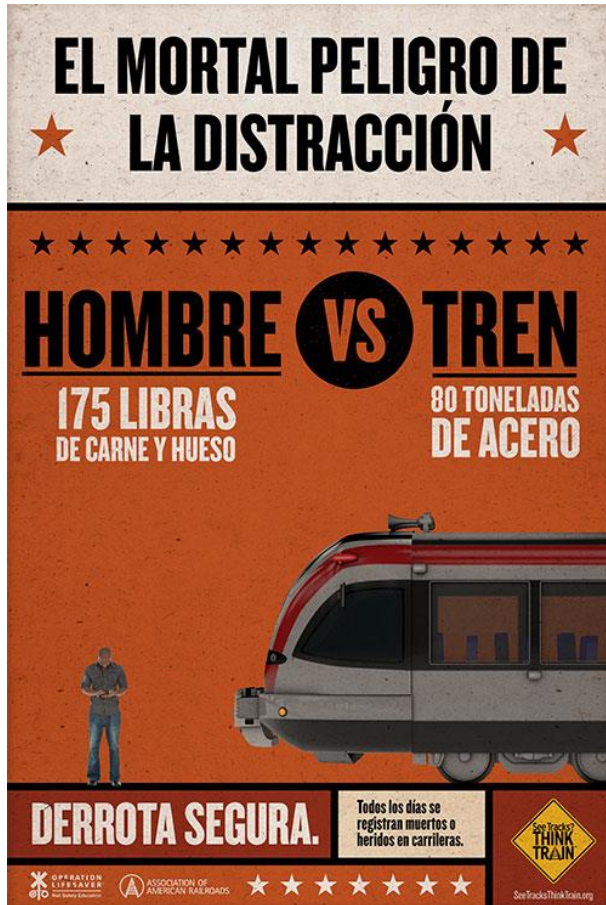


About every 3 hours, a person
or vehicle is hit by a train.



Operation Lifesaver is working to
change people's behavior around
railroad tracks and crossings with the
national public awareness campaign,
See Tracks? Think Train!

The “See Tracks? Think Train!” Campaign



Materials available at
<http://www.seetracksthinktrain.org/>

Rail Safety Week – September 23-29, 2018



RAIL
SAFETY
WEEK **OLI.**
ORG

#RailSafetyWeek

#STOPTrackTragedies

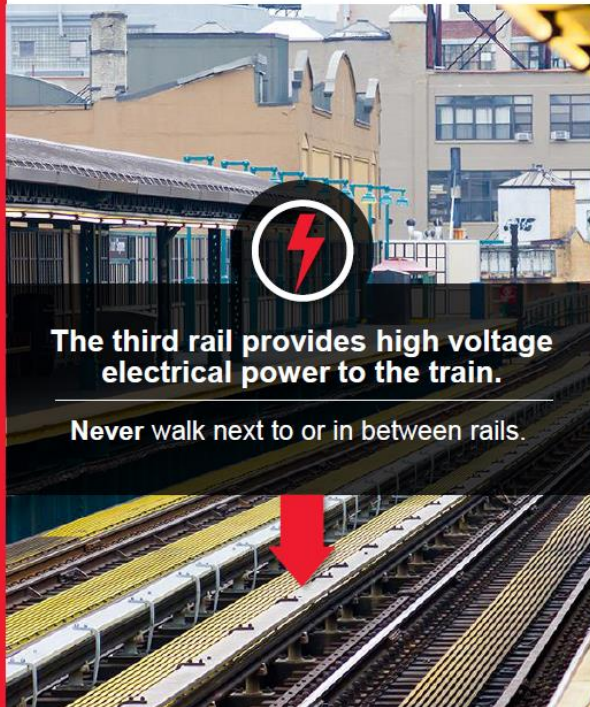
Rail Safety Week



Videos and digital ads available at
<https://oli.org/about-us/news/event-materials>

Presentations by Authorized Volunteers

Rail Transit - Electrification



In 2016, Operation Lifesaver reached 1.6 million people directly via 19,552 safety presentations, 324 training sessions and 1,386 special events conducted by state programs nationwide.



Rail Transit Safety Education Grants

- Grants funded by FTA
- Competitively awarded to transit agencies for rail safety campaigns
- Materials approved by and co-branded with Operation Lifesaver



Rail Transit Safety Education Grants

See all grant-funded materials at:
<https://oli.org/rail-safety/transit-materials>



2018 Rail Transit Safety Education Grants



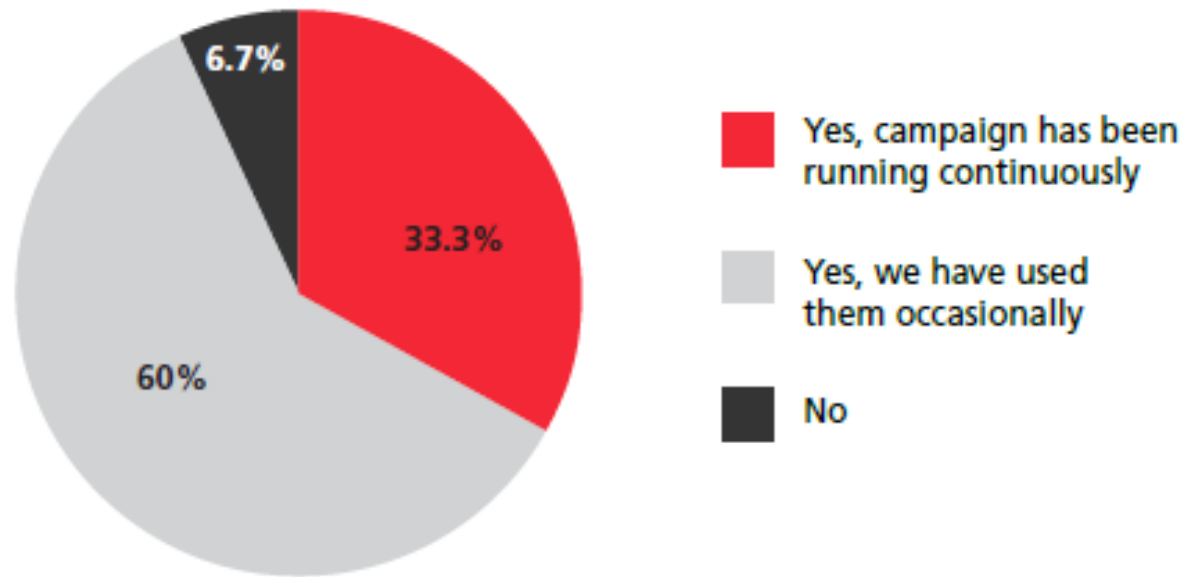
New Best Practices Guide

- OLI surveyed 3 years of past grantees
 - 25 agencies
 - 60% response
 - Small and large
 - All rail modes



Grants Support Long-Lasting Campaigns

Has your agency used the materials funded by the OLI grant since you submitted your final grant report?



Pros and Cons of Campaign Activities

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| STATION/ PLATFORM ADS | Effective in reaching transit riders | Stations can be oversaturated with ads |

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| OTHER | Movie theater ads can reach a wide audience when timed to open with major blockbusters | It can be difficult to track effectiveness of items distributed to the public such as keychains |

What Did We Learn?

1. Match the approach to the target audience

- Small systems in large regions found regionwide media, such as radio, was not sufficiently targeted
- New rail lines can use basic safety messaging, while legacy systems should explore more creative approaches



Hampton Roads Transit

What Did We Learn?

2. Balance goals with resources

- In general, the more location-based the campaign, the more expensive it is
 - Going to schools or events can be highly effective but is resource-intensive
 - Social media is relatively low-cost, but hard to target to a particular location



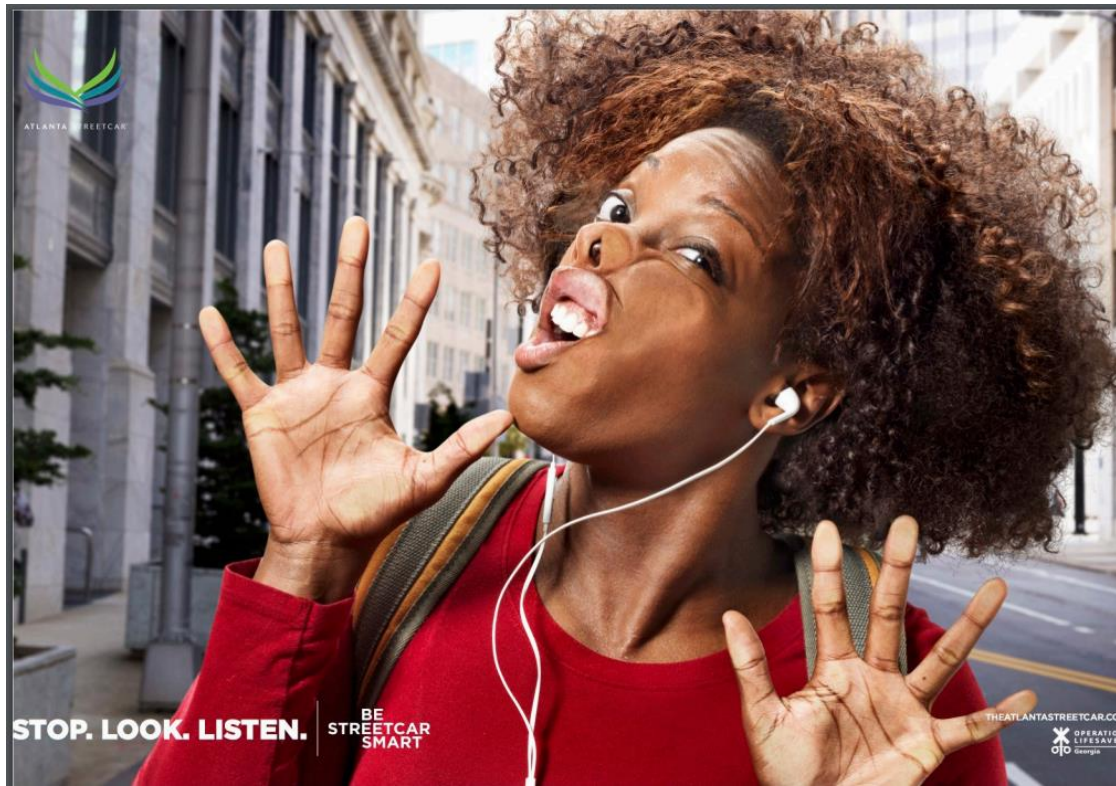
- There is no one-size-fits-all approach
- Each agency must assess its own needs

New Jersey Transit

What Did We Learn?

3. Make it engaging

- With so much stimuli in today's world, safety messages need to stand out



Atlanta Streetcar

STOP. LOOK. LISTEN.

BE
STREETCAR
SMART



**OPERATION
LIFESAVER®**

Rail Safety Education

What Did We Learn?

4. Work with partners to expand your reach

- Schools, businesses, places of worship, and other transit providers can help get the word out



District Department of Transportation

What Did We Learn?

5. Don't put all your eggs in one basket

- Having some flexibility allows you to respond to unexpected situations or emerging trends



GCRTA/Ohio Operation Lifesaver

Stay tuned!

Best practices report
available online
in October

Next round of Rail
Transit Safety Education
Grants opens this fall

Don't forget Transit Safety
Thursday this week!

APPENDIX B

Rail Transit Safety Education Grants, 2013–2015

OHIO OPERATION LIFESAVER / GCRTA, CLEVELAND, OH

GCRTA used the "See Tracks? Think Train!" campaign to develop materials for distribution to the public at summer festivals and community events.



MARTA, ATLANTA, GA

Due to an increase in people accessing the transit system through improper wayside entries, MARTA's Rail Safety Passenger Education Initiative educated MARTA riders on how to safely access the platforms and board the trains. MARTA produced a 3-minute video, which is available online and is also being shown on MARTA's "Transit TV" in rail stations and on buses, as well as collateral materials.



METROLINK, LOS ANGELES, CA

MetroLink ran a bilingual, targeted, and coordinated campaign that included a series of print, social media, and broadcast public service announcements to raise awareness and to improve pedestrian, bicyclist, and driver behavior around rail property.



METRO TRANSIT, MINNEAPOLIS, MN

Metro Transit's safety campaign was targeted to motorists and pedestrians around the Green and Blue light rail lines. The campaign made use of billboards, bus ads, platform kiosks, vehicle interior cards, bus wraps, and platform clings, using elements of both "See Tracks? Think Train!" and Metro Transit's existing safety campaign, "Safety is a shared responsibility."



KC STREETCAR, KANSAS CITY, MO

KC Streetcar partnered with a bicycle advocacy organization to deliver education to bike riders in the city about safely riding near the streetcar. The educational materials included a bicycle safety video, a slide presentation for use at bicycle safety training classes, a safety flyer, and a rack card targeted toward pedestrians and bicyclists.



METROPOLITAN TRANSIT AUTHORITY OF HARRIS COUNTY, HOUSTON, TX

The transit authority delivered safety messages to motorists and pedestrians by handing out "See Tracks? Think Train!" materials (including car sun shades and air fresheners), using backpack billboards (people walking around key locations, at high-traffic times of day, with safety messages printed on their backpacks), and social media. They also used posters and pedicab (bicycle cab) ads.



HAMPTON ROADS TRANSIT, NORFOLK, VA

HRT conducted an awareness campaign to educate and promote safety in the Downtown Norfolk corridor. The campaign was targeted toward pedestrians around the Tide light rail, and made use of sidewalk clings and a billboard using the "See Tracks? Think Train!" messaging. HRT also participated in numerous community events.



Questions?

Contact Operation Lifesaver, Inc.

Email: transit@oli.org

Web: www.oli.org



facebook.com/operation.lifesaver



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pinterest.com/olinalational



instagram.com/operation_lifesaver_inc

