

www.oli.org

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!

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

APTA Rail Conference
June 12, 2018

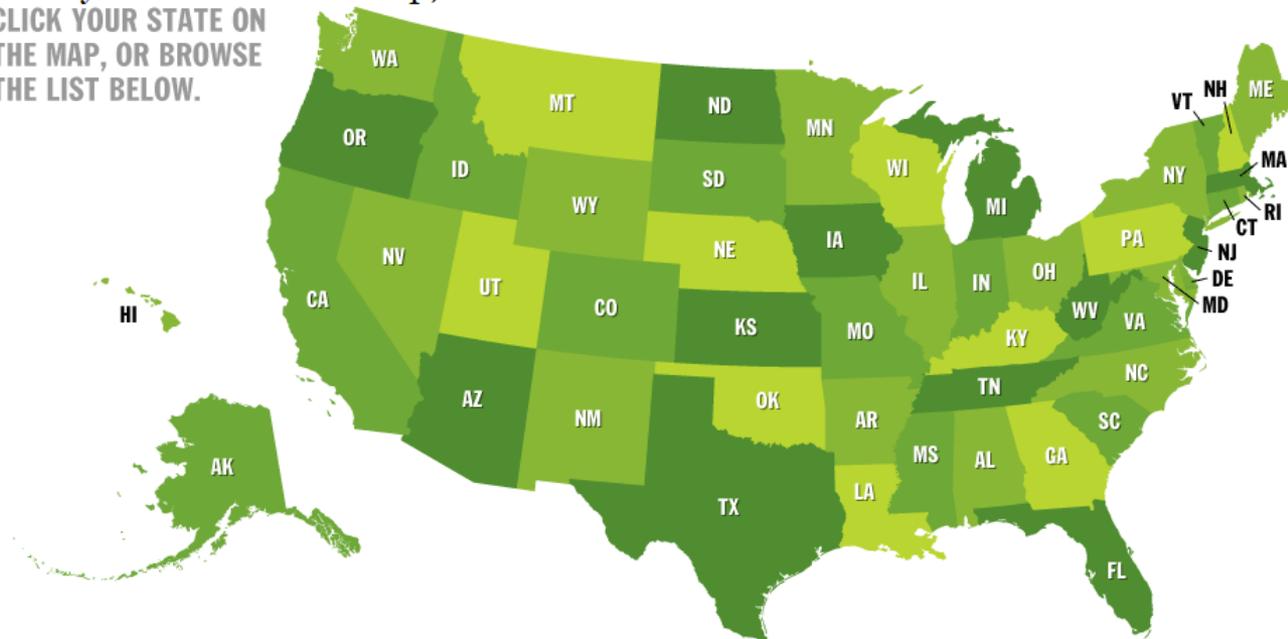
OLI: Who We Are

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.



Currently there are 49 Operation Lifesaver volunteers in Colorado

Volunteers come from many different backgrounds;

Current and retired RR Engineers and
Conductors

Bus Drivers

Driver Training School Employees

Retired High School and College Educators

Concerned Citizens from Various Backgrounds

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!

Preliminary Rail Crossing and Trespass Statistics, 2017 vs. 2016

Source: Federal Railroad Administration Office of Safety Analysis

Crossing Statistics, U.S. Totals

	Collisions	Deaths	Injuries
2016	2,041	255	843
2017	2,105	274	807
% Change	3.1%	7.4%	-4.3%

Trespass Statistics, U.S. Totals

	All Casualties	Deaths	Injuries
2016	953	470	483
2017	1,080	575	505
% Change	13.3%	22.5%	4.6%

The “See Tracks? Think Train!” Campaign

★★ THE MATCHUP ★★
THAT DOESN'T ADD UP.

CAR VS **TRAIN**
 1½ TONS OF STEEL, PLASTIC, RUBBER & GLASS VS 6,000 TONS OF SOLID BUILT AMERICAN STEEL

IT'S NO CONTEST. Every day people are injured or killed trying to beat a train.

See Tracks? Think Train! logo and logos for Amtrak, U.S. Department of Transportation, and National Transportation Safety Board.

THE MOST LOPSIDED
 ★ CLASH IN HISTORY. ★

MAN VS **TRAIN**
 175 LBS. OF PURE, HUMAN FLESH AND BLOOD VS 6,000 TONS OF SOLID BUILT AMERICAN STEEL

IT'S NO CONTEST. Every day people hurt, lose and die trespassing on railroad tracks.

See Tracks? Think Train! logo and logos for Amtrak, U.S. Department of Transportation, and National Transportation Safety Board.

THE DEADLY DANGER
 ★ OF DISTRACTION. ★

MAN VS **TRAIN**
 175 LBS. OF PURE, HUMAN FLESH AND BLOOD VS 80 TONS OF SOLID BUILT AMERICAN STEEL

IT'S NO CONTEST. Every day people hurt, lose and die because of a cell phone or social media.

See Tracks? Think Train! logo and logos for Amtrak, U.S. Department of Transportation, and National Transportation Safety Board.

SeeTracksThinkTrain.org

DISTRACTIONS ARE DEADLY!
 STAY ALERT WHENEVER YOU ARE NEAR TRAIN TRACKS!

★★★ See Tracks? Think Train!



OPERATION LIFESAVER®
 Rail Safety Education

First U.S. Rail Safety Week

Around The Industry

Operation Lifesaver's First National Rail Safety Week, Sept. 24-30

WITH HUNDREDS OF THOUSANDS of people traveling on public transit systems each day, agencies are on the front lines when it comes to rail safety.

Whether from pedestrians, bicyclists on tracks or vehicle collisions at crossings, the potential for a devastating incident is always present, but also highly preventable.

Operation Lifesaver Inc. (OLI), the nation's rail safety education organization, partners with public transit agencies across the country to educate riders and nonriders about staying safe around rail transit.

To broaden the reach of these messages, OLI is coordinating the first U.S. Rail Safety Week, Sept. 24-30, to raise awareness of the need for caution near rail property. In partnership with DOT, APTA and other sponsors, OLI will conduct educational events and enforcement activities, run national advertising and carry out social media campaigns to reach critical audiences.

"When a person or vehicle is hit by a train every three hours in the United States, more needs to be done to prevent these tragedies from occurring to our nation's families and communities," said Bonnie Murphy, OLI president and chief executive officer. "We are proud to

partner with FTA, APTA and many agencies to focus on transit safety during our upcoming Rail Safety Week as we work to put an end to deaths and injuries on the tracks."



One key element of the week-long initiative is "Transit Safety Thursday" on Sept. 28 with focused activities that include a digital ad campaign featuring new safety graphics funded by FTA. These

graphics and messages will highlight the dangers of distraction, the importance of looking and listening for a train before crossing the street and tips for sharing the road with rail transit.

OLI encourages agencies around the country to participate in Rail Safety Week by:

- Using the new graphics (available at www.oli.org/RSWtransit);
- Organizing station events on Transit Safety Thursday or any other day during Rail Safety Week;
- Submitting an op-ed to a newspaper on rail safety;
- Holding a press conference with local law enforcement to raise awareness; and
- Becoming a sponsor to broaden rail safety awareness in your service area.

For more information, visit <http://bit.ly/USRSW17> or email sponsor@oli.org.

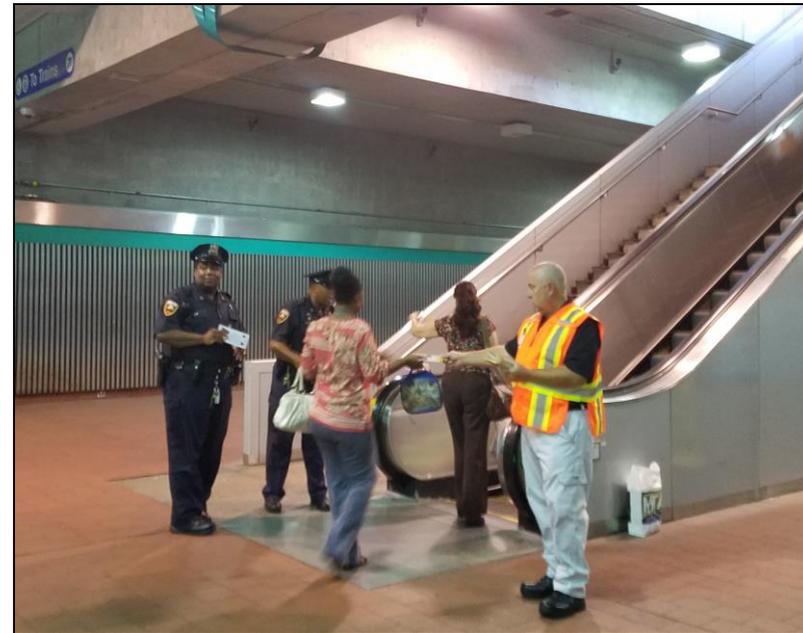


Photo credit: Maryland Transit Administration

Passenger Transport,
August 7, 2017

2017 Colorado RSW Events

Day	First Shift 9:00-12:00	Second Shift 1:00-4:00
19th		6:30 Proclamation @ the City Council Meeting w/ Greeley Mayor Tom Norton at Greeley-Evans School District 6 Board of Education meeting room, 1025 9th Ave.
23rd	UNC Community Fest	Return Crash Car & Hang banners at three schools.
25th	9:00 County Commissioner's meeting	Pick up Sound System @ Ft. Collins
26th	Attend Pre-meeting at 7:00 am at Greeley Model Train Museum and attend 9:00 Proclamation (John Gates - Mayor Pro-Tem)	Home Schooler Presentation at Greeley Model Train Museum @ 1:00pm
	CARES Officer on the Train	Greeley Boots on the Ground - 3 Teams
27th	Jefferson High School Presentation 1315 4th Ave - 8:00 am-9:10 am Colorado Studies with Ally, 19 students. PowerPoint 970-348-1642 and UNC University Center 10th Ave. & 20th St.	UNC University Center 10th Ave. & 20th St. & Photos
	Agfinity petroleum division trucker OL presentation at 7:30. Jefferson High School Presentation - 9:15 am- 10:25 am Street Law with Shannon, 21 students. 10:30 am -11:40 am US History with Ally, 19 students. 11:40 am- 12:25 Lunch Break. PowerPoint 970-348-1642	Jefferson High School Presentation 1315 4th Ave - 12:25 pm- 1:35 pm US History and Street Law in Ally's room, 34 students. Power Point 970-348-1642 & UNC University Center 10th Ave. & 20th St.
		King Soopers Booth (6922 West 10th street)
	King Soopers Booth on 2712 11th Ave	King Soopers Booth on 2712 11th Ave
	9:15 am- 10:25 am Street Law with Shannon, 21 students. 10:30 am -11:40 am US History with Ally, 19 students. 11:40 am- 12:25 Lunch Break. PowerPoint 970-348-1642	Milliken & Johnstown Boots on the Ground
28th	10:00 Windsor Boots on the Ground	
	UNC University Center 10th Ave. & 20th St.	UNC University Center 10 Ave. & 20th St.
	King Soopers Booth (6922 West 10th street)	King Soopers Booth (6922 West 10th street)
	10:00 Boots on the ground Downtown Ft Lupton, CO	
	Fred Tjardes school Presentation. K-4 grade 8:30-9:30am. (Flip Charts). 5-8 grade 9:30-10:30 am. (Flip Charts or Powerpoint). 60 kids each.	Ft Lupton Police positive enforcement event Thursday afternoon the 28th at the tracks on 1st street from 3:00-5:00. Safety briefing at 3pm at the Ft Lupton Police Station

Rail Safety Week



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

First U.S. Rail Safety Week

**CUTTING
ACROSS
TRAIN TRACKS**

**AS A SHORTCUT COULD CUT
YOUR LIFE SHORT.**



#USRAILSAFETYWEEK

www.oli.org

**TRAIN TRACK
PHOTOS
ARE DEADLY**

**DON'T RISK YOUR LIFE
FOR A SELFIE.**



#USRAILSAFETYWEEK

www.oli.org



First U.S. Rail Safety Week

**TRACKS IN THE
STREET? BE**

 **ALERT**

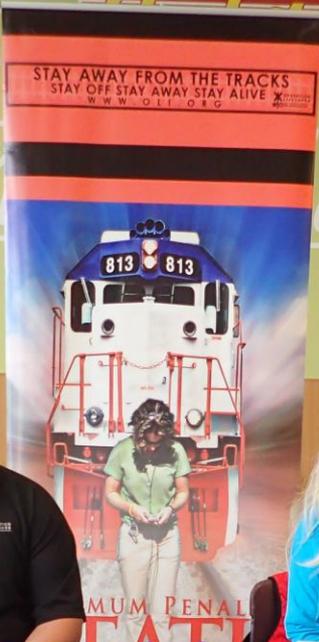
**LIGHT RAIL AND
STREETCARS CAN COME
AT ANY TIME, FROM
ANY DIRECTION.**



#USRailsafetyweek

www.oli.org

welcome to
Ma
ace



Low prices!
Plus weekly specials.
1.99
Low prices on your favorites! **99¢**

A table covered with a black cloth featuring the "OPERATION LIFESAVER" logo. On the table are various items including brochures, coloring pages, markers, and yellow circular stickers. The background shows a store interior with shopping carts and a sign that says "PLEASE UNCLIP SAFELY OUTSIDE. WE REQUEST PLEASE FOR WEEKENDS AND HOLIDAYS. THANK YOU!"

OPERATION LIFESAVER
Rail Safety Education



Hometown Grocer, Hometown Team.

Stay off. Stay away. Stay alive. **OPERATION LIFESAVER**
www.oli.org

Does this easy show

Don't text while driving
Make texting while driving a habit. It's a bad habit that can cost lives. Texting while driving is a leading cause of traffic accidents. Don't text while driving. Stay focused on the road.

NEW & IMPROVED
TASTE

Road Parallel Track
The sign warns that the next turn immediately approach a railroad crossing. Drivers should slow down and make the turn with caution and look for an approaching train.



OPERATION LIFESAVER

Look, Listen & Live

www.oli.org

**EVERY
3 HOURS**

**A PERSON OR VEHICLE
IS HIT BY A TRAIN.**

DON'T BE A STATISTIC

www.oji.org



**ON
ER**



Any Time is Train Time

As you approach a railroad crossing, always stop & look. Engines have to not run on a track. Trains can run on any track, at any time, from some direction.

ABOUT EVERY 3 HOURS,
A PERSON OR VEHICLE
IS HIT BY A TRAIN.

See Tracks?
**THINK
TRAIN**



OPERATION
LIFESAVER



**OPERATION
LIFESAVER**

Rail Safety Education

Save the Date!

The next Rail Safety Week will be
September 23-29, 2018.

RAIL
SAFETY
WEEK



Other Operation Lifesaver Activities

- Booths at Community Events such as Safety Events, Model Train Shows, School Presentations for Safety Days
- Presentations with Trucking Companies
- Presentations at Driver Education Schools, both private and commercial drivers
- Town Festivals
- Etc.

2017 Completed Colorado OL Events

Month	Day(s)	Event	Month	Day(s)	Event
January	28th -29th	Weekend of Fun with Toy Trains	July	8th	Day Out with Thomas (Themed Event w/ Steam)
February	18th and 19th	Rails in the Rockies (Estes Valley Model Railroaders)	July	9th	Day Out with Thomas (Themed Event w/ Steam)
February	23rd	Oscar Saucedo-Andrade Organization Name: City of Boulder	July	22nd	Dinosaur Express Train (Special Event w/Steam)
February	24th	Windsor Quiet Zone Ribbon Cutting	July	25th	Halliburton in Fort Lupton and they would like Operation Lifesaver to be at their Safety Fair
March	4th and 5th	Rocky Mountain Train Show TCA Show (Railroading Merit Badge)	August	1st	National Night Out - Ft. Lupton
April	2nd	Arvada Kite Festival	August	1st	National Night Out - Ft. Morgan
April	18-20	Safety Town	August	2nd	Longmont CERT (Community Emergency Response Team)
April	29th and 30th	TECO	August	4th	Karval School District transportation training for their bus drivers
May	3rd	Eastern Colorado Farm Safety 4 Just Kids	August	4th	Ault Fall Festival
May	8th & 9th	Kiwanis Safety Days	August	5th	Ault Fall Festival
May	12th	Morgan Elementary Safety Days	August	6th	Ault Fall Festival
May	13th	The Pikes Peak Division of the National Model Railroad Association (NMRA)	August	5th	Chapel Hills Kids First Safety Day
May	17th	Morgan Elementary Safety Days	August	5th - 6th	Pueblo Rail Fair
May	18th	Morgan Elementary Safety Days	August	7	Keenesburg School bus driver inservice training
May	19th	Morgan Elementary Safety Days	August	6th	Clinica Tepeyac
May	20th	Brighton Fire Safety Expo	August	12th	Beef 'N Bean Day celebration
May	21st	Pueblo Safety Jam	August	14	OLAV training class
June	3rd	Brighton Summerfest	August	19th	Rail Rodeo
June	9th	Elks Safety town	August	22nd	Safety Fair
June	10th	Public Safety Expo at Regis University	September	2nd - 4th	Windsor Harvest Festival
June	13th	Kid's Day @ Centerra	September	9th	Potato Festival
June	24th	Day Out with Thomas (Themed Event w/ Steam)	September	20th	Farm Safety Day Camp
June	25th	Day Out with Thomas (Themed Event w/ Steam)	September	23rd	UNC Community Fest
July	1st	Day Out With Thomas (Themed Event w/ Steam)	September	26th	Rail Safety Week - Proclamation Day 10:00-11:00 with mayor and media. Then museum with booth. Do some presentations
July	2nd	Day Out With Thomas (Themed Event w/ Steam)	September	27th	Rail Safety Week. Boots on the ground in Greeley and Windsor, Milligan and Johnstown

2017 Completed Colorado OL Events

Month	Day(s)	Event
September	28th	Rail Safety Week
September	30th	Arvada Safety Fair
October	7th	Amtrak Exhibit Train
October	7th	Family Safety and Emergency Preparedness Expo
October	7th	Home Depot Safety Day
October	7th	Home Depot Safety Day
October	14th	Harvest Festival (Special Event w/Steam)
October	28th and 29th	Trick Or Treat Train (Special Event w/ Steam)
October	28th & 29th	Rocky Mountain Hobby-Expo
November	1st	Bus driver inservice







PLATTE VALLEY TROLLEY
Denver Rail Heritage Society

STAY AWAY FROM THE TRACKS
STAY OFF STAY AWAY STAY ALIVE
WWW.O.T.I.O.G

813 813

Anytime is Train Time

As you approach a railroad crossing, always expect a train. Freight trains do not stop at grade. Please do not get on any track, at any time, from either direction.

I like walking the tracks
on my way home from
school. I can get home
earlier, and I can enjoy the
end of my day sooner.
Sure, it's not the safest way,
but I guess that depends on
how much your life is worth
to you.

STAY AWAY FROM THE TRACKS
STAY OFF STAY AWAY STAY ALIVE
WWW.O.T.I.O.G

School Buses

School Buses are 15 to 50 feet long.

Train Can't Swerve





RAIL CROSSING

ABOUT EVERY 3 HOURS,
A PERSON OR VEHICLE
IS HIT BY A TRAIN.

See Tracks?
THINK
TRAIN!

R
X
R

PRIVATE
RAIL
CROSSING
NO TRESPASSING

RAIL CROSSING

3-759-3677
YOU LOSE!
LIVE!

NO PARKING
TEMPORARY
POLICE ORDER

NO PARKING
TEMPORARY
POLICE ORDER

NO PARKING
TEMPORARY
POLICE ORDER
WINDSOR POLICE
DEPARTMENT

NR

Train Safety Education

2018 Completed Colorado OL Events

Month	Day(s)	Event
February	8th	Limon Cub Scouts
February	17th	Rails in the Rockies
February	18th	Rails in the Rockies
March	3rd	Rocky Mountain Train Show TCA Show (Railroading Merit Badge)
March	4th	Rocky Mountain Train Show TCA Show (Railroading Merit Badge)
March	13th	Health Fair Day
March	26	Spring Break Days: Model Trains
March	27	Spring Break Days: Model Trains
March	28	Spring Break Days: Model Trains
March	29	Spring Break Days: Model Trains
March	30	Spring Break Days: Model Trains
April	8th	Boulder County Area Public Safety Expo
April	14th	14th Annual Alpine Bank and Kiwanis Safety Fun Day
April	17th	Fremont County Head Start Safety Town
April	18th	Fremont County Head Start Safety Town
April	19th	Fremont County Head Start Safety Town
April	25th	Eastern Colorado Farm Safety 4 Just Kids
April	27th	Canon City School Presentation
April	28th	Model Train Show
April	29th	Model Train Show
May	7th	School Presentations
May	8th	School Presentations
May	10th	Canon City School Presentation
May	15th	Richard Dickey Organization Name: Titan Solutions LLC
May	22nd	Public Safety Fair
June	2nd	Public Safety Expo
June	2nd	Brighton Summerfest
June	5th	Promenade Kid Days
June	9th	LAFAYETTE POLICE DEPARTMENT BICYCLE RODEO

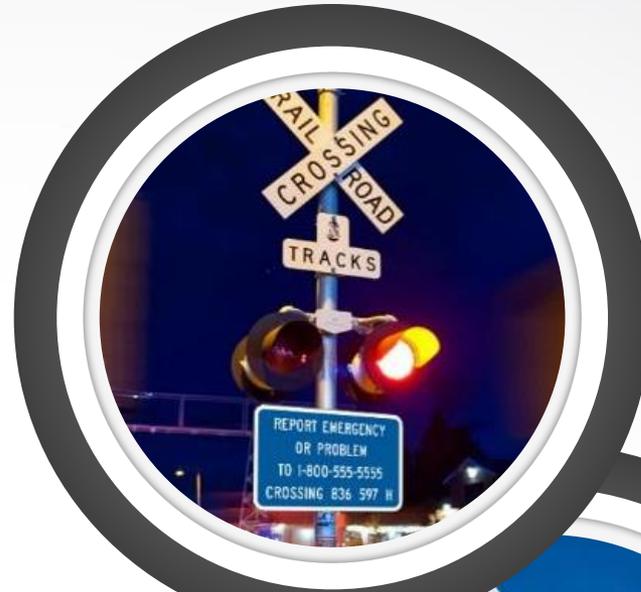


Emergency Notification System (ENS)

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

In case of emergency, look for this blue sign that shows an emergency phone number.

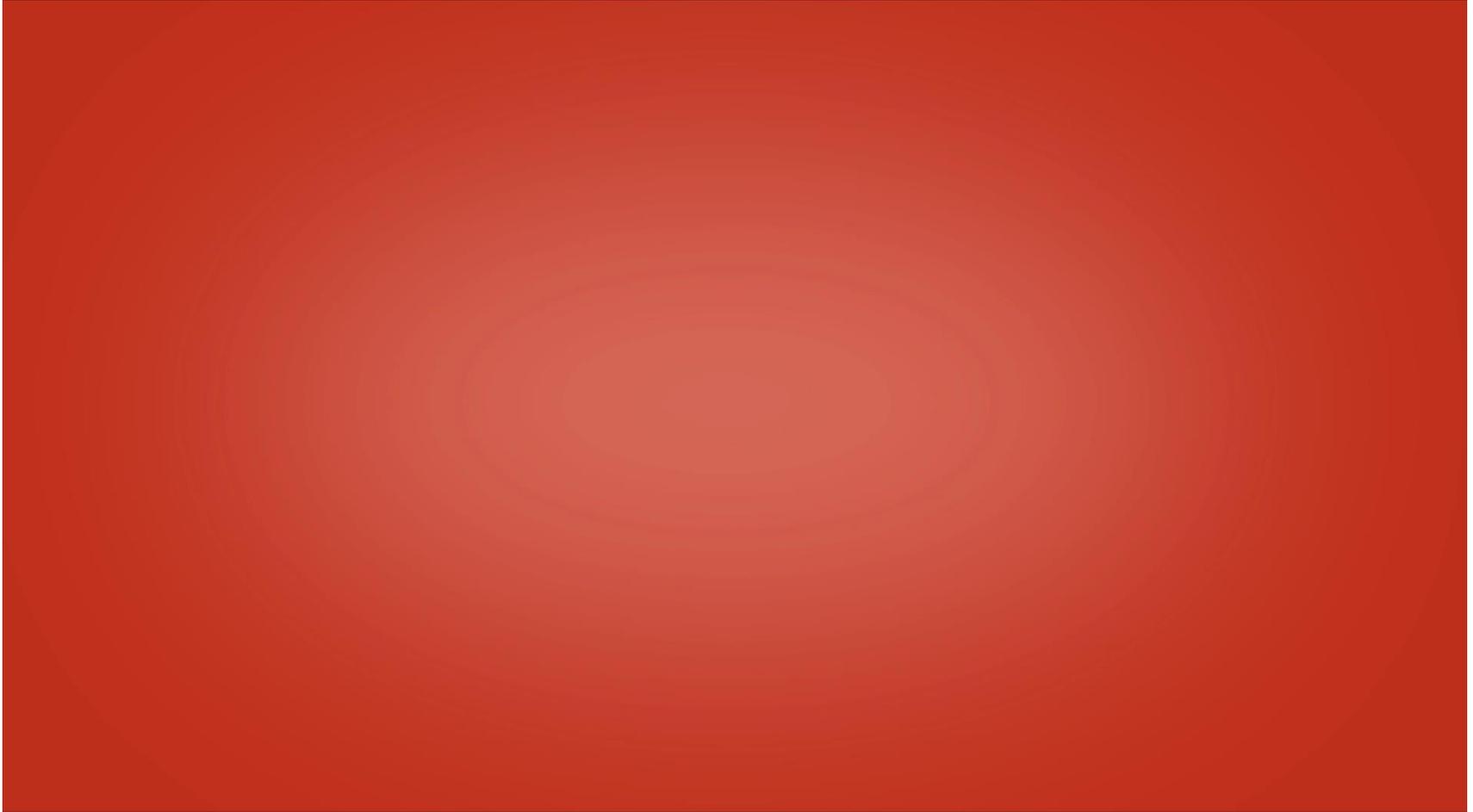
- Call the number and give the Department of Transportation (DOT) crossing number found on the sign to identify your location.
- This sign may be located on **the crossbuck post or signal post.**
- If you cannot locate the ENS sign, call 911 or the local police.



Radio PSA Example



Ryan's Brain Example

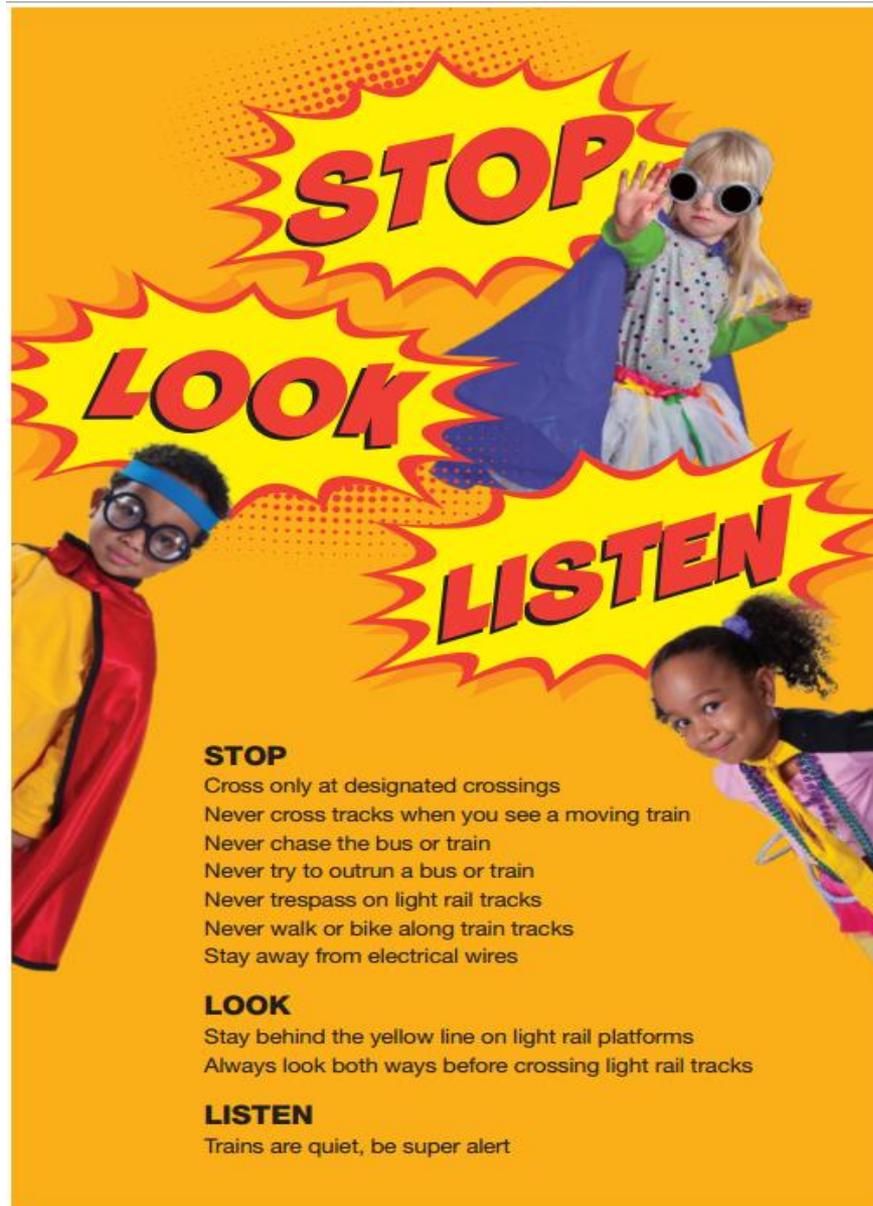


Partnerships with Transit Agencies

- 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



STOP
LOOK
LISTEN

STOP
Cross only at designated crossings
Never cross tracks when you see a moving train
Never chase the bus or train
Never try to outrun a bus or train
Never trespass on light rail tracks
Never walk or bike along train tracks
Stay away from electrical wires

LOOK
Stay behind the yellow line on light rail platforms
Always look both ways before crossing light rail tracks

LISTEN
Trains are quiet, be super alert

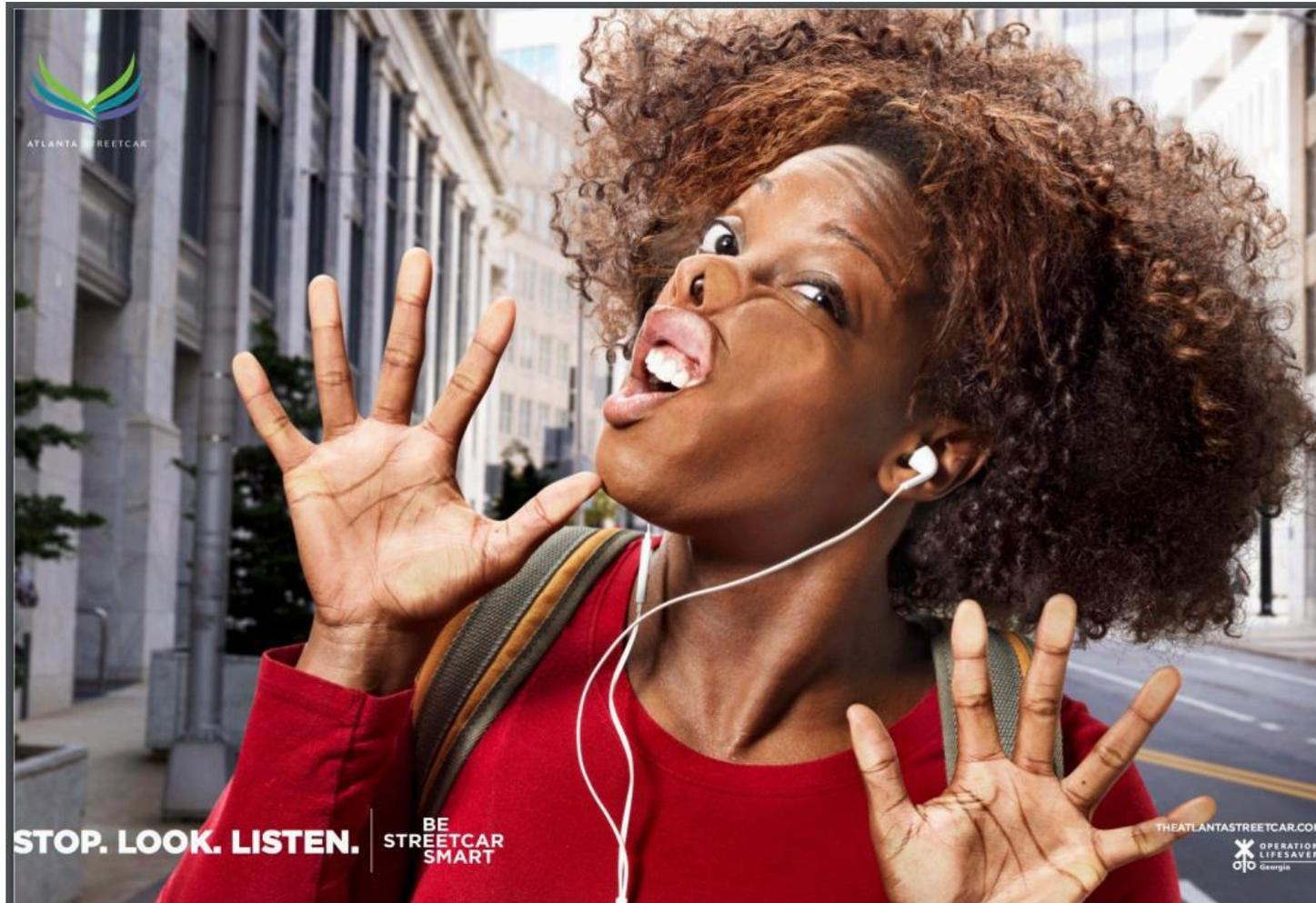
Rail Transit Safety Education Grants



Rail Transit Safety Education Grants



Rail Transit Safety Education Grants



Rail Transit Safety Education Grants

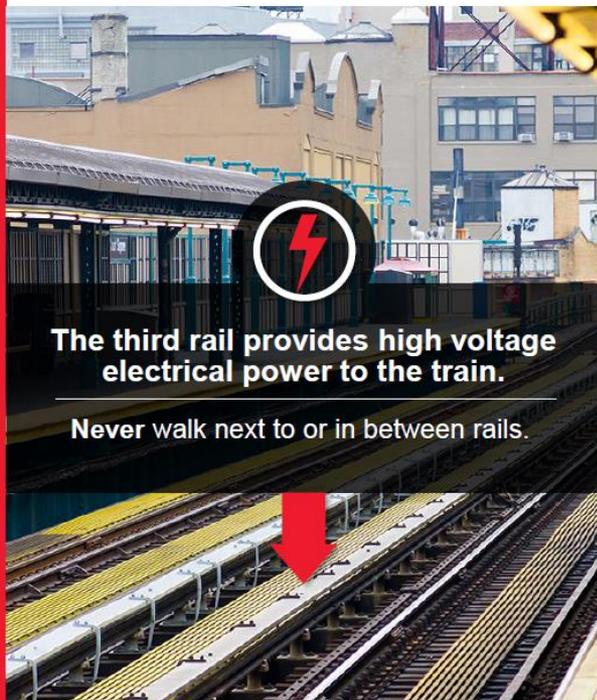


See all grant-funded materials at:
<https://oli.org/rail-safety/transit-materials>

Stay tuned for more information about grants later in 2018!

Presentations by Authorized Volunteers

Rail Transit - Electrification



The third rail provides high voltage electrical power to the train.

Never walk next to or in between rails.



Overhead wires also carry high voltage electricity to power trains.

Never climb on top of trains or play with the overhead network of wires.

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.



Follow us!



facebook.com/operation.lifesaver



twitter.com/olnational



pinterest.com/olnational



instagram.com/operation_lifesaver_inc

Steps to become an Operation Lifesaver Volunteer:

- Go to oli.org click on “Become a Volunteer” under “Training and Volunteers”
- Fill out and submit the short application
- Take an on-line class (1 – 1.5 hours)
- Attend a one day Face-to-Face class
- To be considered “active” each volunteer only has to be involved with a minimum of two activities per year.



FTA Grant Information

- FTA (the Federal Transit Administration, part of the U.S. Dept. of Transportation) has provided funding to Operation Lifesaver for a number of years. We typically use a portion of that funding to give grants to transit agencies for rail safety education activities.
- However, FTA's budget (like much of the federal government) has been a bit delayed this year, so we are not sure exactly when we will have funding from them. We are hoping to get it this summer so we can offer grants in the fall.
- When the application period opens, we will announce it on our website and on social media. In the past, we have also announced it in APTA's newsletter Passenger Transport. They can check in with us at any time by emailing transit@oli.org. (Feel free to add that email address to the slides - I meant to but forgot!)
- In order to apply, the applicant must get a letter of support from their OL State Coordinator.
- The maximum grant award is usually \$20,000, and recipients must provide a 25% match.
- Grant recipients have used the money for posters, billboards, vehicle wraps, videos, radio ads, social media campaigns, classroom materials, flyers, and community events. All materials have to be approved in advance by Operation Lifesaver, and must be co-branded with us (i.e. they need to include our logo).
- The application period is usually about one month. To be competitive, applicants have to identify a particular safety issue, a targeted audience for the campaign, and a specific set of activities to be funded by the grant. We usually are not able to give grants to everyone who applies.
- The grants support rail safety activities only, not bus safety.
- If anyone has more detailed questions, they can email transit@oli.org.

