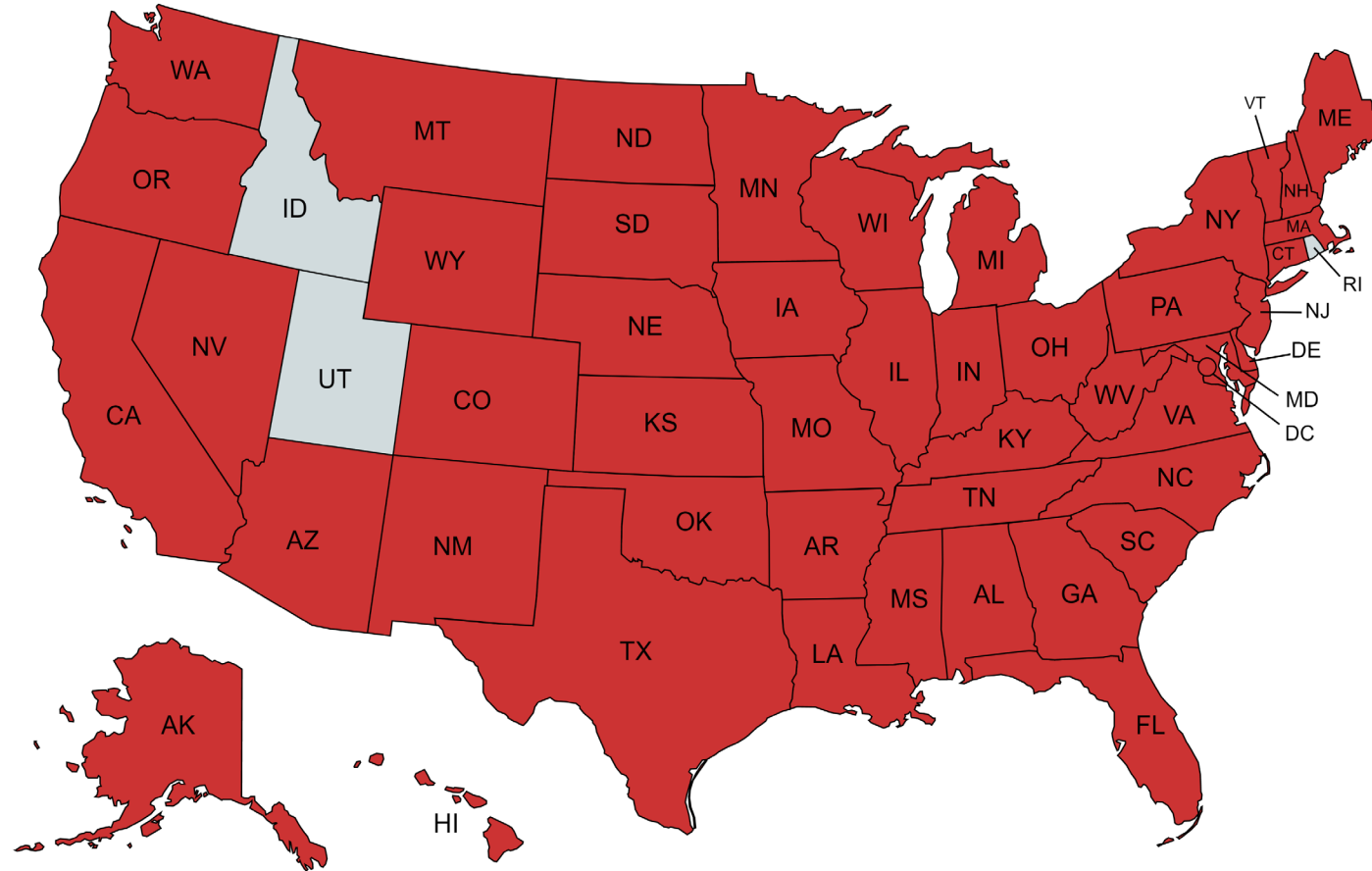


Operation Lifesaver, Inc. and Transit Safety

Rachel Maleh
Executive Director



State Operation Lifesaver Programs Across the U.S.



2022 - Operation Lifesaver's 50th Anniversary

GOALS

- Enhance OL visibility
 - Strengthen partnerships
 - Honor our past and positively position OLI for the future
- Tagline - Operation Lifesaver: 50 Years of Rail Safety
 - Hashtag - #50YearsofRailSafety
 - View the timeline, volunteer highlights and take the safety pledge on the Anniversary landing page:
oli.org/celebrate



50th Anniversary – Amtrak Commemorative Locomotive



Joe DeLorenzo, FTA, shown second from left in this photo at the January locomotive unveiling in DC



Locomotive in Union Station, Washington, DC



Online Rail Safety Pledges

Take The Rail Safety Pledge

Every three hours in the U.S., a person or vehicle is hit by a train.

Make your communities safer. Take the Operation Lifesaver Rail Safety Pledge today!

TAKE THE PLEDGE ONLINE:

Kids Pledge: <https://oli.org/pledge/kids>

Adults Pledge: <https://oli.org/pledge/adults>



New Assets: Transit PSAs in English and Spanish



Safety at Rail Transit Stations
<https://vimeo.com/738764633>



Rail Transit Crossing Safety
<https://vimeo.com/738766138>



Safety Around Streetcars and Light Rail
<https://vimeo.com/738767009>

New Assets: Transit Brochure and Social Graphics

- Transit brochure in English and Spanish
- Social graphic images that mirror the brochure



Brochure



Social Graphics

New Assets: Transit Social Media Materials



Social Media Graphics

- Additional transit safety social media graphics
- Eight video PSA excerpts in English and Spanish for social media posting



Video PSA Excerpts for Social Media Channels



Rail Safety Week 2022 – Transit Focus

Rail Safety Week - September 19-25, 2022

- Thursday, September 22 was Transit Safety Thursday
- Friday, September 23 was #RedOut for Rail Safety Day



Screenshot from 2022 FTA
Video Message - Administrator
Fernandez



Screenshot from 2022 FTA
Video Message - Joe DeLorenzo



Recap of 2021 Competitive FTA Grant Projects



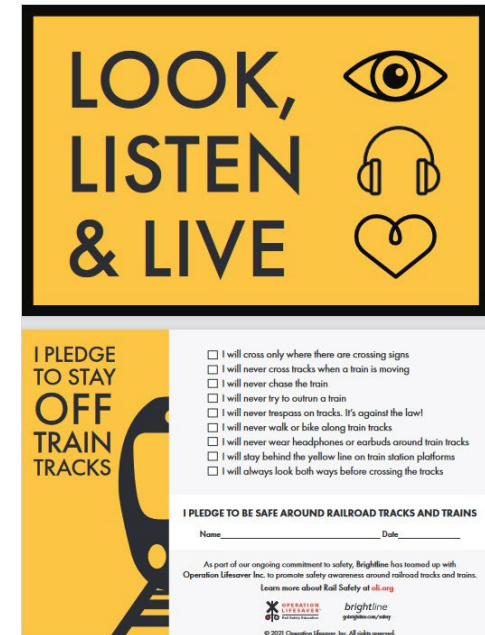
SunRail Webpage Mockup

Grants funded projects by 6 transit agencies in 4 states:

- Florida - Brightline, SunRail
- Louisiana - New Orleans Regional Transit Authority Streetcar
- Minnesota - Metro Transit
- New York - Long Island Rail Road, Metro-North Railroad

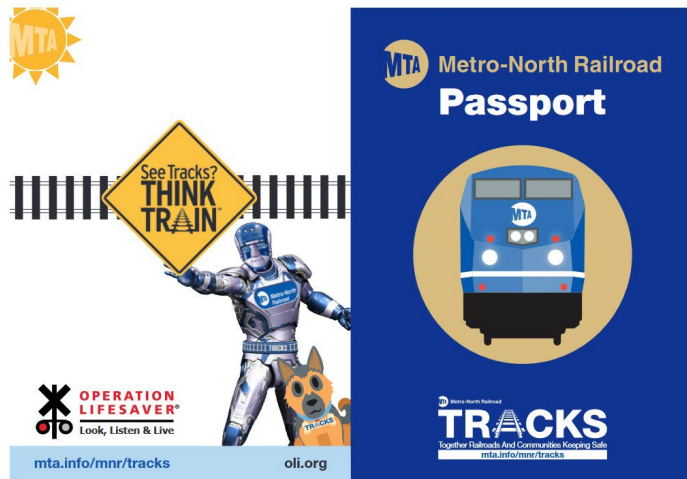
FTA Grant Projects - Florida

- [Brightline Trains Florida](#), Miami, Fla., is connecting with underserved youth and community members suffering from homelessness by offering a free haircut while providing them with rail safety education and securing their signature on a safety pledge card.
- [SunRail](#), Sanford, Fla., is conducting a “Safety is For Everyone” campaign promoting rail safety awareness to include individuals with developmental disabilities, vision difficulties, and hearing difficulties through specialized rail safety education materials and messaging.



Brightline Safety Pledge Card

FTA Grant Projects – New York



Previous Metro-North Railroad Safety Passport cover

- [Long Island Rail Road](#) (LIRR), New York, N.Y., held a contest to create an LIRR Safety Super Hero through its school outreach program, T.R.A.C.K.S. (Together Railroads and Communities Keeping Safe) for grades K-5 and 6-8, with school award ceremonies for the winners. Social media and the MTA website featured the contest and announced the winners.
- [Metro-North Railroad](#), New York, N.Y., is conducting two campaigns: one expands upon a previously awarded grant project with customized rail safety passport books for students in grades pre-K - 12; the second has customized rail safety “scratch offs” for adult audiences. Both initiatives will incorporate the OLI “See Tracks? Think Train!” campaign.

FTA Grant Projects – Minnesota and Louisiana



New Orleans RTA Streetcar

- [Metro Transit](#), Minneapolis, Minn., is raising awareness towards reducing light rail transit collisions with motorists and pedestrians through billboards, bus ads, vehicle interior cards, social media and online banner ads.
- [New Orleans Regional Transit Authority \(RTA\) streetcar](#), New Orleans, La., is launching a multi-pronged public outreach safety campaign to address unsafe pedestrian activities and behaviors as well as left-turn streetcar-vehicle collisions.



Next Round of Competitive FTA Grant Projects



U.S. Department
of Transportation
**Federal Transit
Administration**

- Application period for next round of Rail Transit Safety Education Grants closed October 17
- **\$200K** total funds available for rail transit safety education and public awareness efforts
- Thank you to FTA partners for your ongoing support!

Operation Lifesaver, Inc. Staff



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TOGETHER, WE CAN #STOPTrackTragedies

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