

Operation Lifesaver's Work to Prevent Grade Crossing Tragedies

Rachel Maleh, Executive Director
Operation Lifesaver, Inc.

FTA Joint State Safety Oversight & Rail
Transit Agency Workshop

September 24, 2019



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

Federal Transit Administration Partnership

THANK YOU, FTA for our ongoing collaboration to improve rail safety!

OLI projects with FTA funding include:

- Rail Safety Week
- Competitive Rail Transit Safety Education Grants
- Library of transit-related safety materials on our new website

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 2019 observance is the third annual U.S. event and **second joint observance** with Operation Lifesaver Canada
- The Sept. 24 **Operation Clear Track** enforcement effort, part of RSW, is led by Amtrak

RSW- #StopTrackTragedies Videos

- Campaign highlights the stories of real people whose lives have been forever changed by trespass and crossing incidents
- Two new videos were filmed in U.S. – John-John’s Story and Ashley’s Story



Rail Transit Safety Education Grants

2019 FTA Competitive Rail Transit Safety Education Grant Recipients



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

- Charlotte Area Transit System (CATS), Charlotte, N.C.
- Hampton Roads Transit, Hampton, Va.
- Metro Transit, Minneapolis, Minn.
- Metropolitan Transit Authority of Harris County (METRO), Houston, Texas
- MTA Metro-North Railroad, New York, N.Y.

Rail Transit Safety Education Grants

2019 FTA Competitive Rail Transit Safety Education Grant Recipients Continued

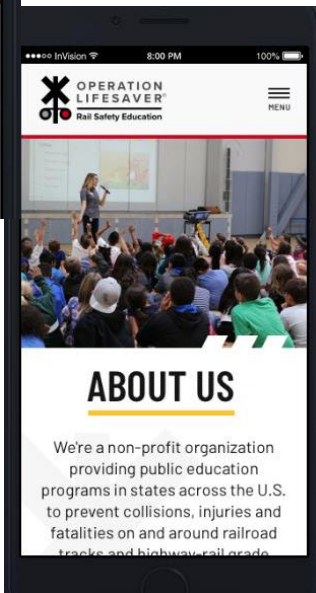


U.S. Department
of Transportation

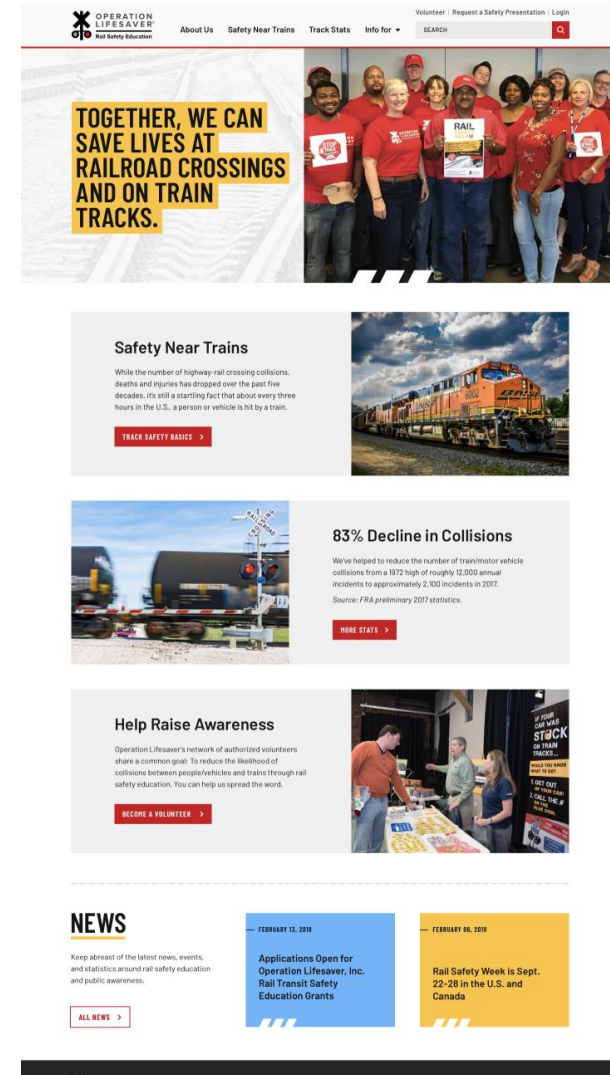
Federal Transit
Administration

- Peninsula Corridor Joint Powers Board (Caltrain), San Carlos, Calif.
- Southeastern Pennsylvania Transportation Authority (SEPTA), Philadelphia, Pa.
- Southern California Regional Rail Authority (Metrolink), Los Angeles, Calif.
- SunRail, Sanford, Fla.
- Trinity Metro, Fort Worth, Texas

A New OLI.ORG is coming!



- Mobile-first design for today's online habits
- Launching this fall
- Clean, user-friendly design
- Easier to navigate and find content



State OL Efforts and Projects

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



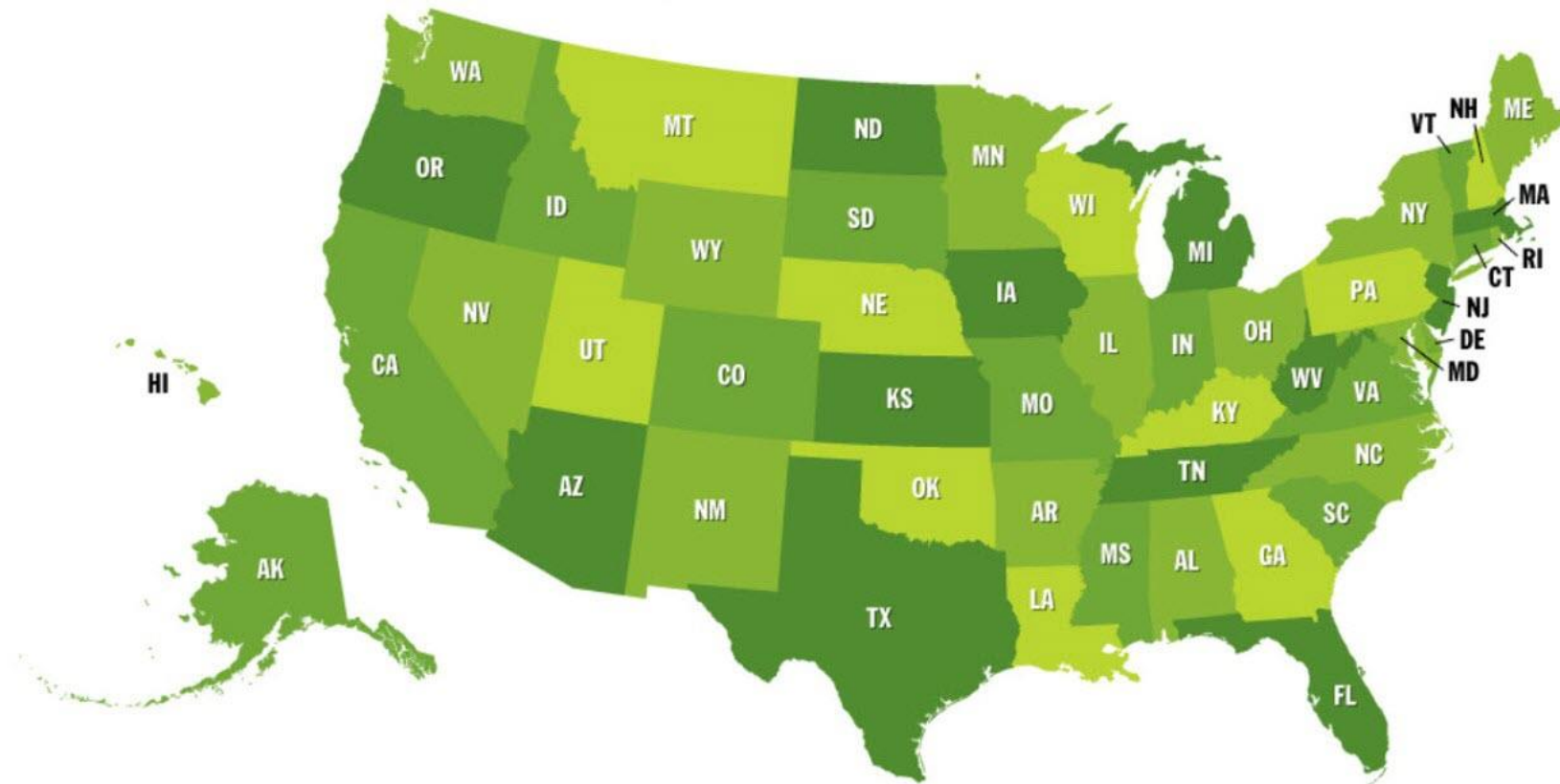
Minnesota OL Event

Colorado OL Event



Contact Your State OL Coordinator

https://oli.org/state_coordinators/



“Find the Blue and White ENS Sign” PSA



Join Us on Our Mission!

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Visit us on the web at oli.org or email transit@oli.org for more information!