

**DISTRACTIONS
ARE DEADLY**

**STAY ALERT WHEN YOU DRIVE
NEAR TRAIN TRACKS.**



#USRailsSafetyWeek

www.oli.org

Operation Lifesaver: Best Practices for Rail Transit Safety

2017 Joint State Safety Oversight (SSO)
and Rail Transit Agency (RTA) Workshop
Arlington, VA – Thursday, October 26, 2017

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Who We Are

Operation Lifesaver 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.

OPERATION LIFESAVER
Rail Safety Education

Volunteer for OLI | Login to OLI Community | Login to OLAV | Search Site | GO | Request a Safety Presentation

ABOUT US | NEWS, EVENTS, STATISTICS | EDUCATION RESOURCES | PUBLIC AWARENESS | TRAINING & VOLUNTEERS | BLOG

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

See Tracks?
THINK 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!**

Delivering OL's Rail Safety Message

1. In-Person/Online Education Efforts



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.

2. Public Awareness Campaigns/ Social Media Efforts



2016 YouTube PSA campaign impressions: 1.3 M



Twitter:

1.4 M impressions,
Followers up **16%**
Impressions up **60%**



Facebook:

8.7 M impressions,
Likes up **77%**
Impressions up **10%**



Pinterest:

70 K impressions,
Followers up **7%**



Instagram

Followers up **28%**

2016 social media results



Transit Safety Graphic Examples

CAN U BEAT A TRAIN TO SAVE TIME?

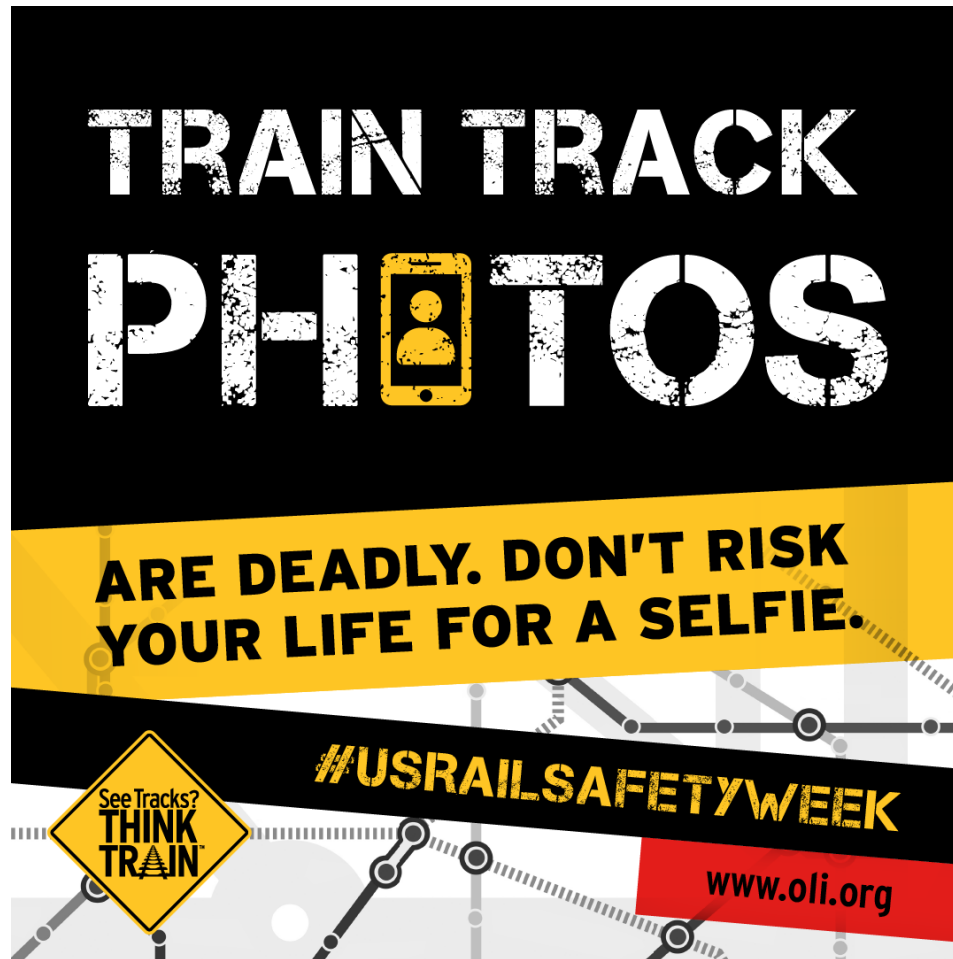
NOT IF YOU WANT TO SAVE YOUR LIFE.

See Tracks?
THINK TRAIN

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Transit Safety Graphic Examples



Transit Safety Graphic Examples



Transit Safety Graphic Examples

RESPECT THE RAIL (ON BIKE AND FOOT)



Transit Safety Graphic Examples

See Tracks?
**THINK
TRAIN™**

CAR vs **TRAIN**
average of 1.5 tons vs average of 50 tons

IT'S NO CONTEST

New **METRO**
Going Places

@metrohouston
facebook.com/ridemetro

RideMETRO.org
OLL.org.org

**OPERATION
LIFESAVER™**
Texas

The graphic features a yellow diamond-shaped sign at the top with the text 'See Tracks? THINK TRAIN™' and a small train icon. Below the sign, a green car is shown on the left and a white train on the right. The background is dark blue with a pattern of light blue dots. At the bottom, there are logos for METRO, social media handles, RideMETRO.org, and OPERATION LIFESAVER™ Texas.

Transit Safety Graphic Examples



Panelists

Sheldon Shaw
Safety Manager
Utah Transit Authority

Mike Conlon
Director of Rail and Bus Safety
Metro Transit

Harry Saporta
Executive Director, Safety and Security
TriMet

Q&A



Thank You!

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