

**Testimony of Rachel Maleh
Executive Director
Operation Lifesaver, Inc.**



before the

**House Transportation & Infrastructure Committee
Subcommittee on Railroads**

**Hearing on
Tracking Toward Zero:
Improving Grade Crossing Safety
and Addressing Community Concerns**

February 5, 2020

Introduction

Chairman Lipinski, Ranking Member Crawford, and Members of the Subcommittee, thank you for inviting me to testify in today's hearing to talk about Operation Lifesaver, Inc.'s ongoing work to save lives at grade crossings and along rights of way.

My name is Rachel Maleh, and I have been Executive Director of this organization since November of 2018. With a background in nonprofit management and a passion for working with mission-driven organizations, I am energized and excited to see this organization grow and succeed.

OLI is the only nationally recognized nonprofit leader of rail safety education. Our mission is to save lives by empowering the public to make safer choices near tracks and trains. We do this through a network of active state programs across the country and through public education and awareness campaigns. These rail safety awareness campaigns use innovative marketing and digital communications to educate people about staying safe near tracks and trains. The state programs are partners of the national Operation Lifesaver organization.

Our safety partners include federal, state and local government agencies, highway safety organizations, America's railroads and railway suppliers. Together, we promote the three E's - Education, Enforcement and Engineering - to keep people safe around tracks and railway crossings across the country.

The heart of Operation Lifesaver is its grassroots network of state program directors and volunteers in 45 states and the District of Columbia. Our volunteers are out in their communities every day spreading our lifesaving messages with safety presentations tailored for a range of audiences. We speak to law enforcement and first responders, community groups, local businesses, K-12 students and college students, new drivers, professional truck drivers and school bus drivers. We educate people about how to safely navigate grade crossings, and to never use train tracks as a short cut or pathway.

All these outreach efforts are free of charge and given in the interest of safety. Our passionate volunteers are one of Operation Lifesaver's greatest strengths. Our volunteers are community leaders, active and retired train crew members, law enforcement officers and trucking industry representatives, as well as people who have been personally touched by track tragedies who want to help keep people safe in their communities.

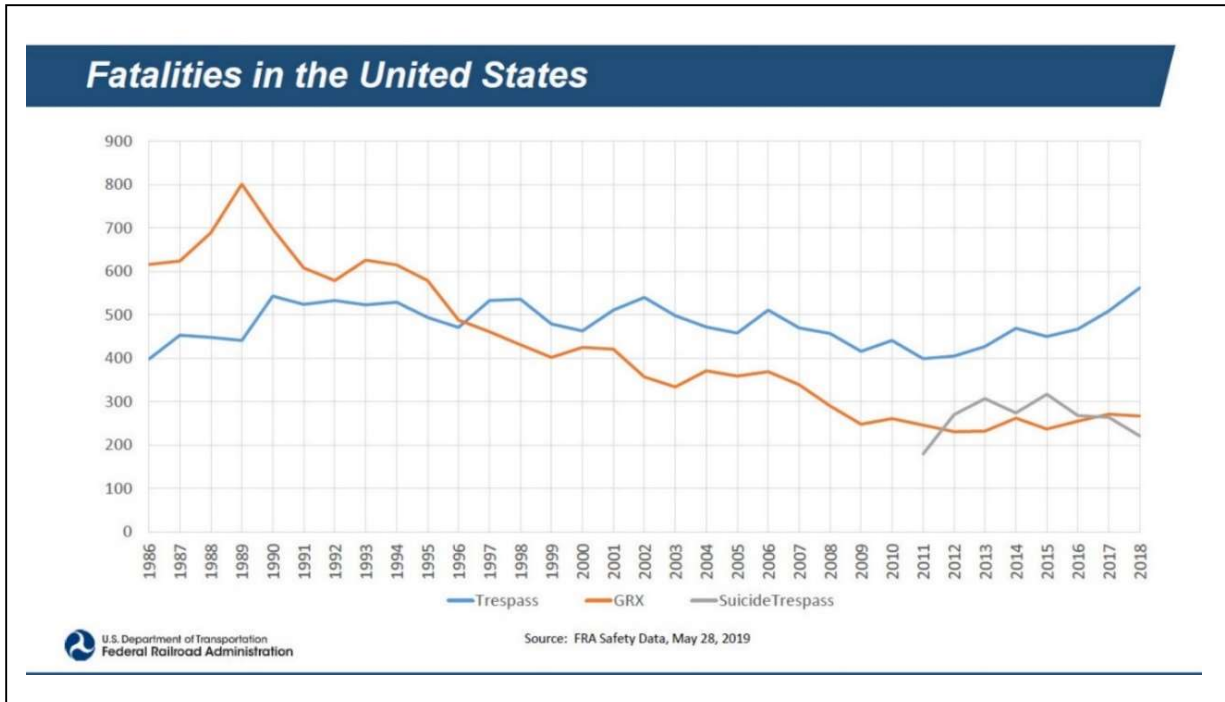
History

Operation Lifesaver got its start in 1972 in Idaho as a six-week public awareness educational campaign to promote highway-rail grade crossing safety. At the time, there were approximately 12,000 annual vehicle-train crossing collisions in the United States. The program was a success and quickly expanded to other states. Within a decade there were state OL programs around the U.S. The National Office of Operation Lifesaver, Inc. was established in 1986.

By 2018, the number of crossing collisions had dropped by 82 percent to approximately 2,200. This significant improvement is the result of a concerted safety partnership among states, the federal government, law enforcement agencies and railroads that included crossing closures,

federal funding for grade crossing engineering improvements and enforcement of crossing safety laws. Operation Lifesaver’s consistent education efforts also have contributed to these safety gains.

The chart below shows trends in railroad grade trespass incidents, grade crossing incidents, and suicide-related trespass incidents from FRA.



The effectiveness of the U.S. Operation Lifesaver program has spurred other efforts in North America and across the globe. Canada adopted the Operation Lifesaver program in 1980, and Estonia followed in 2004. In 2014, the Association of Mexican Railroads signed a cooperative agreement with OLI to work together on rail safety issues. South Africa’s Rail Safety Regulator also signed a cooperative agreement with OLI in 2017.

Operation Lifesaver Efforts and Partners

The National Office of Operation Lifesaver, Inc., with four full time positions including mine, works with the state programs and develop materials and programs with a consistent message to distribute to the states. Across the U.S., Operation Lifesaver has **1,024** active volunteers, and we are adding several hundred trained volunteers each year.

Operation Lifesaver has been able to sustain our educational outreach efforts at the state and national levels thanks to the support of a wide variety of partners. We work closely with public and private organizations at the federal, state, and local level.

OLI’s funding comes from federal partners, private sector contributors, including Class I railroads and railway suppliers, and foundation grants. About 64% of our funding is from federal resources, private partners account for 31%, and foundation grants contribute 5%.

Our primary federal partners are the Federal Railroad Administration (FRA), Federal Highway Administration (FHWA), and Federal Transit Administration (FTA). FRA has supported Operation Lifesaver since 1988. Our FRA grants are funded on an annual basis. We also recently entered into a new five-year cooperative agreement with FHWA. These federal partnerships are critically important for OLI's ongoing rail safety education efforts.¹

One of the most visible results of our partnerships with FRA, FHWA and FTA are the competitive rail safety grants that OLI awards to state Operation Lifesaver programs, commuter railroads and rail transit agencies around the U.S. For example, in 2019 OLI used FRA funding to award rail safety grants to 13 state programs through a competitive process. Included were states that rank among the top 15 for grade crossing and trespass incidents. OLI last year also used FTA funding to award competitive rail transit safety grants to 10 transit agencies in eight states. This federal funding truly is making a difference in communities across the nation.

Private Foundation Grants Extend the Reach of Federal Grants

Our private grant funding from the Posner Foundation of Pittsburgh allows us to extend the reach of these federally funded projects. OLI received its first private grant funding in late 2018 from the Posner Foundation of Pittsburgh for projects in 2019 and again this year.

The Posner Grant enabled OLI in 2019 to award rail safety awareness campaign funding to five states who had submitted applications for the FRA competitive state rail safety grants, bringing the total number of states receiving grants to 18.

Public Awareness Safety Campaigns

Operation Lifesaver, Inc. for decades has worked to create and distribute rail safety awareness campaigns with the help of our safety partners. For example, in 2014 we launched the "See Tracks? Think Train!" campaign, partnering with the Association of American Railroads to develop and distribute public service announcements (PSAs), graphics and safety tips to communities nationwide. The campaign continues through our state programs, as well as on the seetracksthinktrain.org microsite, where drivers and pedestrians can view the PSAs and download safety tips and graphics to help share lifesaving information. Our federal partners also helped with that campaign and continue to assist us with developing new information and materials that will resonate with today's busy, distracted public.

As I mentioned, one of the most effective and longstanding partnerships for Operation Lifesaver is our relationship with the Federal Railroad Administration. For years, FRA grant funding has been used to offer competitive state rail safety grants to state programs that allow those programs a broader reach with lifesaving messages.

Examples of 2019 State OL Safety Efforts, Partnerships and FRA Grant Projects

- **Missouri Operation Lifesaver** was awarded a competitive FRA grant for a targeted rail safety campaign that included: Radio and Video PSA distribution statewide, Digital Media ads during Rail Safety Week, a poster contest promoted through the Missouri State High School Activities Association and fall sporting events, plus Officer on the Train

¹ See Appendix 1, pages 9-10

Events during Rail Safety Week. In the wake of these efforts, preliminary Missouri numbers for crossing crashes for 2019 appear to be down 23% compared to 2018. Fatalities are also down 62% at three and injuries are also down 7% at 13 in 2019 compared to the same time period in 2018.²

- **Oregon Operation Lifesaver** boosted social media posts during key months to reach people where an increase in incidents occurred, reaching 73,979 people through social media. Oregon Lifesaver worked with Oregon Department of Transportation (ODOT) Rail and placed Geo-Fencing digital ads around Portland in summer months, in areas where ODOT saw an increase in trespassing and crossing incidents. The ad reached 167,717 people in one month. Also, in 2018 Oregon participated in the new Crossing Action Plan with ODOT, building a partnership for funding and awareness in the state.³
- **South Carolina Operation Lifesaver** partnered with the South Carolina Transport Police to educate professional truck drivers about the ENS sign using the “Find the Blue and White to Save Your Life” PSA in social media posts, presentations and materials. High school students were also targeted. In addition, through an FRA Grant received to promote “Find the Blue and White to Save your Life,” truck drivers were targeted with Geo-Fencing digital and radio PSAs, yielding millions of impressions and reaching hundreds of thousands.⁴

2019 FTA Competitive Grants Project Examples⁵

- The Metropolitan Transit Authority of Harris County's (METRO) project provided education to the Houston community about rail transit safety by distributing approved OLI materials, displaying transit safety messages on portable billboards and promoting rail safety education on social media.
- Caltrain conducted a safety awareness campaign, “You Are Not Faster Than A Train,” with a short rail safety video featuring MythBusters’ Kari Byron, direct outreach, social media campaigns, brochures, and a podcast.
- Metrolink’s awareness campaign included geo fencing display advertising and English and Spanish radio commercials targeted at males ages 18-39 in Los Angeles, Orange, Riverside, San Bernardino and Ventura counties.

Why Operation Lifesaver is still needed

While the number of highway-rail crossing collisions, deaths and injuries has dropped considerably over the past five decades, it’s still a startling fact that about every three hours in the U.S., a person or vehicle is hit by a train.

Clearly, too many people don't believe they must "always expect a train." Too many drivers fail to understand that a train cannot stop quickly; they don’t know that an average freight train takes a mile and a half to come to a stop.

² See Appendix 2, pages 10-11

³ See Appendix 3, pages 11-12

⁴ See Appendix 4, pages 12-13

⁵ See Appendix 5, page 13

It's for these reasons, and more, that Operation Lifesaver's rail safety education mission is still important today, as we start our 48th year of existence. The information below indicates the extent of the issue.

- Today, more than 50 percent of vehicle/train crashes occur at public grade crossings that are equipped with active warning devices.
- Impatient drivers, perhaps distracted by mobile devices and smartphones, too often think they can beat a train at a crossing.
- A motorist is almost 20 times more likely to die in a crash involving a train than in a collision with another motor vehicle.
- The impact of a train striking a car or truck is comparable to a soda can being run over by a car.

Another challenge is the increase in trespass fatalities – people who either don't realize it's illegal and dangerous to walk on railroad tracks or are intentionally putting themselves in harm's way. Some of our recent projects, funded by our federal partners and new private grants, are targeted to the trespass problem.

What's Working

One example of how Operation Lifesaver's public awareness efforts are making a difference is **Rail Safety Week (RSW)**, 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. OLI has used funding from our federal partners to help us develop Rail Safety Week materials and messaging for public education; in addition, we encourage state programs applying for competitive safety grants to concentrate their campaigns during Rail Safety Week for greater total impact.



The 2019 observance was the third annual U.S. event and second joint observance with Operation Lifesaver Canada. "Operation Clear Track," an enforcement effort held on the Tuesday of RSW, was led by Amtrak.

This year, Rail Safety Week will take place **Monday, September 21 through Sunday, September 27**. For the first time, **Mexico** will join in the observance of Rail Safety Week this year, making it truly a North American effort.

Another part of Rail Safety Week is our "Stop Track Tragedies" video campaign, which highlights the stories of real people whose lives have been forever changed by trespass and crossing incidents. These human stories resonate more than reams of data.

Last year, the Stop Track Tragedies videos included the story of Ashley Igo. In 1999, Ashley, then just a child, survived a semi-truck and train collision at a crossing in Bourbonnais, Illinois. Ashley’s mother, another relative, and two friends were among those killed in that horrific crash, which killed several others and caused injuries to many more passengers. Ashley survived but lost part of her leg and now wears a prosthesis. We were so grateful to Ashley for being a part of our campaign, and for speaking out about the importance of safe driving at every grade crossing.



We’ve seen great results from Rail Safety Week efforts across the U.S.⁶ Preliminary 2019 Rail Safety Week results show the impact of Rail Safety Week continues to grow, with increases in the number of local broadcast news stories, social media engagement, and pageviews of the OLI website. In 2019, participation in Operation Clear Track from law enforcement agencies and others rose, with events at more than 1,600 locations in 47 states nationwide. During Operation Clear Track, safety partners distribute safety tips cards to motorists and pedestrians. The Operation Clear Track enforcement efforts drive much of the news coverage during Rail Safety Week.

Innovative Safety Education Programs

Our national office develops innovative safety education programs that are specifically geared for the audiences for whom a crossing collision poses the greatest risk. We work with subject matter experts to produce accurate, engaging products that can save lives.

Our eLearning programs – offering free online, interactive programs – for Professional Drivers, School Bus Drivers, and First Responders prepare these drivers for situations they may encounter near railroad tracks and crossings. Thousands of drivers have been exposed to these eLearning programs since they started a few years ago.



For law enforcement personnel, OLI has a special Grade Crossing Collision Investigation (GCCCI) course that teaches law enforcement officers how to ensure their personal safety, both while responding to rail collision incidents and throughout their investigation of rail-related collisions and incidents. A completely revamped version of this course, now expanded for all first responders and renamed Railroad Investigation and

Safety Course, or RISC, is being rolled out this year. We have started training the facilitators who will be involved in presenting this in-person program across the U.S.

⁶ See Appendix 6, page 13

A Force Multiplier

We recently did an ROI analysis for Operation Lifesaver’s Federal Railroad Administration grant funding. Here’s what we found. Since 2017, OLI awarded a total of 29 FRA Competitive State Grants for a total of approximately \$406,000. Those grant projects had overall return of more than \$1.4 million to the states and communities, in terms of campaign value and other metrics.

The federal investment in Operation Lifesaver, Inc. yields benefits from more than just our state competitive grant programs – our PSA campaigns, website, and social media activity further extend the reach for our lifesaving messages. This federal partnership is a key component of OLI’s project activity.



In the Chicago area, OLI is partnering with the FRA on a trespass prevention education project in Cook County to see how a targeted campaign with our “Near Miss – Headphones” PSA affects the behavior of a young male demographic.

Our “Find the Blue and White” Emergency Notification Sign PSA campaign has been available

nationally for over a year, with a broadcast, cable and social media placement campaign. The six-month broadcast and cable results alone for the ENS PSA include more than 13,600 airings confirmed by Nielsen Media Research, with a total audience of more than 156 million gross impressions, and estimated ad equivalency topping \$3.5 million.



In 2019, with funds from our federal safety partners, OLI revamped the oli.org website to be completely mobile-friendly, conform to web design best practices and improve navigation. The new site launched in November 2019. The oli.org website had more than 600,000 visitors last year. New visitors to the site also rose in 2019; mobile users of the site were up more than 18% from 2018, showing the ROI of the mobile-friendly redesign.

In social media, total followers for OLI’s social channels (Facebook, Instagram, Pinterest and Twitter) continues to grow. We’re nearing 42,000 total followers across those accounts, with total social media impressions up 55 percent between 2018 and 2019, to 23.5 million.

Our 2018 annual report⁷ is just out, and it shows that 1.6 million people were reached directly across the U.S. in over 20,000 Operation Lifesaver presentations, training classes and events.

There are intangible benefits from Operation Lifesaver’s efforts across the U.S., as well. Collisions between trains and vehicles often result in loss of life or catastrophic injury. These incidents can tie up crossings for hours, wreaking havoc on traffic in communities and impeding the flow of commerce. Each time a potentially catastrophic incident at a crossing is prevented, lives are saved, injuries are avoided, and communities are safer – this is Operation lifesaver’s

⁷ See Appendix 7, page 13

impact. Also, these national results do not include the trickle-down ROI that occurs at the state and local level thanks to our active and successful state programs.

Additional Opportunities

If Operation Lifesaver were to be fortunate enough to receive additional funds from federal sources, we would have the opportunity to do more of our grassroots work. Our first use of additional funding would be to expand the successful state grant programs. For example, in 2019 we received 26 applications for FRA competitive state grants. The funding only allowed us to approve 13 applications. Private Posner Foundation of Pittsburgh funding provided an additional five, allowing us to fund 18 out of 26 applications. We would welcome additional federal grant funds to fund crossing safety and trespass prevention campaigns and efforts in more states.

It's important to note that these competitive grant programs leverage local rail safety education funding with federal grant funding. Operation Lifesaver competitive grant programs from FHWA, FRA and FTA all require a local dollar match in order to receive federal funds for safety activities and campaigns, underscoring the shared responsibility for safety efforts in communities. Our state programs are managed by dedicated individuals who know best the rail safety education needs of their states/communities and how best to engage their local stakeholders to receive match dollars and in-kind services that amplify the federal investment.

Other increased federal funds would be put to good use developing additional tools and resources to distribute to our state programs so that they can make an even bigger impact in their communities. For example, this year we are using federal grant funds to update OLI's most-used safety brochures with key safety tips for drivers, pedestrians, first responders, and others. These materials are distributed across the U.S. at state and local events. It has been almost ten years since we had the funding to update these vital resources, which will also be available on our website. In addition, as we work to tackle the more difficult problem of pedestrian trespassing, additional resources would help us reach more people in vulnerable demographics.

Conclusion

Operation Lifesaver will celebrate 50 years of saving lives in 2022. On behalf of Operation Lifesaver, I thank our federal, state and local government safety partners, as well as our private contributors, for your continued support. This small nonprofit has yielded big gains in reducing crossing incidents, deaths and injuries. Strong support for our rail safety efforts here also encourages international partnerships and the sharing of best practices.

The organization's future is solid, and new opportunities are ahead for expanding partnerships with both the national office and our state programs. Every day, Operation Lifesaver is saving lives by spreading our safety message. The more individuals and organizations become part of our efforts, the stronger and more effective our message becomes. If you are already part of the OLI family, thank you! If not, we hope you will learn more, and join our safety effort, at oli.org.

Appendix 1: Further examples of federally funded OLI projects

2019 OLI Grant Funded Projects

- ["Drive Safe Near Trains" video](#) for new drivers and driver ed teachers

- Interactive [eLearning program for first responders](#)
- [Find the Blue and White Emergency Notification System sign PSA](#) – national distribution to broadcast and cable outlets and digital marketing
- [A 3 ½ minute video, Rail Safety for Cement, Dump and Garbage Truck Drivers](#) – A video to help drivers avoid tragic incidents like the January 31, 2018 incident where an Amtrak train carrying a group of politicians and lawmakers collided with a garbage truck at a crossing in Crozet, Virginia
- [Near miss/headphones PSA](#) targeted at younger male demographic – digital and other outreach
- A new resource for news media covering suicide-related rail incidents called [Safe and Effective Messaging On Rail Incidents](#) as well as a video with tips for news media covering rail-related stories

2020 Grants for State Operation Lifesaver Programs

- Highway-Rail Grade Crossing Competitive State Grants (FHWA)
- Competitive State Grants for Trespass or Highway-Rail Grade Crossing (FRA)
- Innovative Educational Operation Lifesaver State OL Grant (FRA)
- Public Awareness Grants (FRA)
- Administration Grants (FRA)

Federal Highway Administration (FHWA) Funding will allow OLI to carry out new projects this year, including:

- Competitive State Grants to state Operation Lifesaver programs to develop and carry out activities, such as Public Safety Announcements (PSA), community events, etc. to disseminate highway-rail grade crossings safety messages.
- Conduct Regional Meetings for state Operation Lifesaver programs.
- Provide technical assistance, training opportunities, and updated educational materials
- A new Public Service Announcement (PSA) which will focus on low clearance vehicles safely crossing the tracks at highway-rail grade crossings, and choosing safe routes that do not include humped crossings

Federal Railroad Administration funding will allow OLI to carry out additional projects this year, including:

- Update and distribute “Key Safety Tips” brochures for various audiences, including professional drivers of trucks, commercial buses, school buses; law enforcement and first responders; pedestrians; sports enthusiasts, snowmobile and ATV drivers
- Outreach to homeless populations
- Training and other Events for Operation Lifesaver State Program leaders and others

Appendix 2: Missouri Operation Lifesaver Success Story

Tim Hull, *Executive Director, MO OL*

Preliminary end of the year numbers for crossing crashes in Missouri for 2019 appear to be down 23% compared to 2018. Fatalities are also down 62% at three and injuries are also down 7% at 13 in 2019 compared to the same time period in 2018.

In 2018 Missouri experienced 8 fatalities at public rail crossings, which was a 62% increase for the year compared to 2017.

Missouri Pedestrian/trespass incidents appear to be following the nationwide trend, as our current numbers indicate an increase compared to the same time period in 2018. Missouri experienced 17 trespass incidents resulting in 12 fatalities and four injuries. Missouri trespass incidents are up one or 5%, and trespass fatalities are currently up slightly by 25% or an increase of three for 2019. *(A couple of the trespass incidents are still under investigation and there is a good possibility that they will be*

reclassified at a suicide in one case and a homicide in the other as the individual in the last case died of gunshot wounds and was not struck by a train.) So, we may be even with 2018 numbers if those are changed.

What helped drive the success?

We conducted 5 Officer on the Train (OOT) events around the state, resulting in 120 traffic violations focusing primarily in and near our target counties. These OOTs are performed with law enforcement officers in the engine of the train and multiple officers on the ground to chase violators. Media releases were issued primarily through the MO State Highway Patrol or railroads for these OOT events. Radio, TV and newspaper interviews were conducted during most of these events. (Four of the OOT operations were held during National Rail Safety Week Sept. 22 – 28, 2019). Seven Grade Crossing Collision Investigation Classes (GCCl) were given to 140 law enforcement officers primarily in our target counties. An additional 22 Positive Enforcement Programs, PEPs, were conducted at various rail crossing locations around the state primarily in those target counties in which a total of 5,667, people were contacted with a safety message and in some cases a brochure. (6 of those PEPs were conducted during National Rail Safety Week.)

Missouri Operation Lifesaver conducted a statewide radio ad and social media program for the months of July through September 2019. The cost of the project was \$45,000.00. Funding was as follows:

- OLI/FRA - \$20,000.00 (Competitive State Grant)
- Hwy Safety Grant –\$10,000.00 (State match)
- Learfield Communication - \$15,000.00 (Donated/in kind airtime)

The Campaign began July 15 and ran through Missouri Rail Safety Week September 22– 28, 2019 to the end of September and Missouri Farm Safety Month. It included social media ads on Facebook and Instagram, and radio PSAs.

Results of Targeting Counties – Decline in the Target County Number of Crashes, As Well As Statewide Incidents.

Eight counties were targeted in 2019 using crash data from 2017-2018 and unsafe motorists reports from UP and BNSF Railroads. A total of 20 crashes with five fatalities and seven injuries occurred in those 8 target counties during the years 2017 and 2018. In those specific counties the preliminary numbers for crash data in 2019 are 15 crashes, three fatalities and five injuries. We have experienced a substantial decrease to date in crossing collisions statewide compared to the same time period as last year, and trespassing incidents thus far appear to be slightly higher compared to that same time period, encouraging us to conduct even more of these enforcement events in 2020 and continue to target our highest incident locations.

And let's not forget our OLAVs who worked very hard in getting our safety message out. The number of OL presentations was also up in 2019 compared to 2018 as follows:

In 2018 Missouri OLAVs reported 485 presentations to 10,868 attendees.

In 2019 Missouri OLAVs reported 643 presentations to 9,397 attendees.

Appendix 3: Oregon Operation Lifesaver Success Story

Steven Kreins, Executive Director, OR OL

2019 was a very busy year for Oregon Operation Lifesaver. We exceeded all our 2019 goals. As of December 26, 2019, there has been 209 presentations and 31 special events in our state reaching 24,735 people. We still have a few events to report by the end of the calendar year and hope to reach a little over 25,000 people for the year. This is an increase from 18,779 people in 2018, which means we exceeded our 10% increase for 2019. Currently we sit around 2,400 volunteer hours in 2019 that helped us exceed our goal in Oregon. We continue to recruit new and active volunteers in our state and added 4 new volunteers to our program in 2019.

Oregon is lucky to have Special Agent in charge Vince Hoffarth, who teaches at the Oregon State Police Academy to all new cadets. Vince Hoffarth who also holds a board position for Oregon Operation Lifesaver has instructed 6 classes this year to new cadets reaching 240 new police officers in our state. This is big for Oregon as we try and push more enforcement from agencies going forward.

In 2019 Oregon increased its social media platform by adding Twitter and continuing Facebook. Our Facebook has 959 followers with 25% of that being women and 75% being men. Most of our followers are between 35-65 years old. Oregon added Twitter to our profile in 2018 with a following of 1,098 followers. Oregon will continue to push our social media platforms in 2020 to reach all age groups. Oregon Lifesaver boosted ads this year during key months to reach people where we were seeing an increase in incidents. Oregon boosted multiple ads costing around the 500-dollar mark reaching 73,979 people through social media.

Oregon Lifesaver worked with ODOT Rail and a group that does Geo Fencing to place a Geo Fence ad around Portland. This ad stretched as far as Woodburn and east of Troutdale. The ad was placed in the summer where ODOT saw an increase in trespassing and crossing incidents. The ad cost 2,000.00 dollars for one month and we reached 167,717 people.

In 2018 we participated in the new Crossing Action Plan with ODOT. We built a partnership in 2019 to receive funding and help increase awareness around Oregon with advertisement and PSA ads. We hope to continue our efforts in 2020. Area coordinators, volunteers and state partners continued to identify locations throughout the state that would be effective in new partnerships and furthering the mission of Oregon Operation Lifesaver.

Oregon Lifesaver has started to work with ODOT and Western University to help push out more information in the new Drivers-Ed manual scheduled to come out in 2020. We will continue to work with this group going forward as over 13,000 students go through Drivers-Ed every year. Oregon made every effort in 2019 to increase our driver education efforts by increasing our presentations and people reached. Currently we have participated in 21 driver education presentations reaching 3,609 people in 2019. We hope to see an increase in this field with our new partnership with Western University and the Drivers-Ed program.

Enforcement efforts have been a big part of our mission in 2019 and will continue in 2020. Union Pacific participated in 6 "Officer-On-A-Train" enforcement events. Multiple city agencies have participated in these events as well as rail safety week. Oregon Operation Lifesaver sent out three letters to photographers and two schools who posted photos on the tracks in Oregon. We have also been in contact with one PUD electric company and a newspaper who held a photo contest in our state where railroad trespassing photos won a prize. We will continue in 2020 to send more letters to media and groups who participate in this type of behavior.

Appendix 4: South Carolina Operation Lifesaver Success Story

Janice Cowen, State Coordinator, SC OL

We partnered with the South Carolina Transport Police to educate professional truck drivers about the ENS sign using the "Find the Blue and White to Save Your Life" PSA in social media posts, presentations and support postcards and posters. See the steps below that our STP took to spread this message to companies with commercial motor vehicle fleets reaching thousands of truck drivers in multiple ways.

Truck Driver Outreach Results:

- Six Regional Sergeants within SC State Transport Police (STP) were identified and assigned the duty of distribution of “Find the Blue and White to Save Your Life” Presentations, Posters, Postcards, Key Chains and PSAs to 33 companies with commercial motor vehicle fleets
- STP distributed materials to 20 companies at Michelin Fleet Safety Solutions Conference asking companies to pledge to railroad safety in Spartanburg
- 7 Crossings and Scale Houses highly used by truck drivers were targeted for material distribution by STP staff
- 7 Gas Stations and Trucks stops highly used by truck drivers were targeted for material distribution by STP staff
- STP DRIVE to Zero team distributed information, cards and key chains to students and faculty at Westwood, Greenwood, and Lexington High Schools
- STP Twitter disseminated the “Find the Blue and White” PSA and related information as well as sharing Rail Safety Week Daily Focus messages

In addition, through an FRA Grant received to promote “Find the Blue and White to Save your Life,” we targeted Truck Drivers with Geo-Fencing Digital and Radio PSAs with millions of impressions and hundreds of thousands net reached.

Geo-Fencing and Radio Results:

- 25 paid matched by 75 FREE radio PSAs reaching 3,825,000 gross impressions with the net reach being 580,900 Adults 18+
- Digital PSAs reaching 501,050 impressions distributed in concern areas for railroad incidents: Charleston with 119,460, Greer with 55,686, Greenville with 44,655, Florence with 35,630 and Spartanburg with 28,167

Appendix 5: 2019 FTA Grant Projects

<https://s3.us-east-2.amazonaws.com/downloads.oli.org/NAC/MRC+Materials/2019-FTA-Transit-Grants-Materials-Update-November-2019.pdf>

Appendix 6: 2018 Rail Safety Week Results Report

https://oli.org/sites/default/files/2019-08/2018_OLI_Rail_Safety_Week_Report.pdf

Appendix 7: 2018 Operation Lifesaver Annual Report

<https://yearly.report/from/#/oli/2018-annual-report>