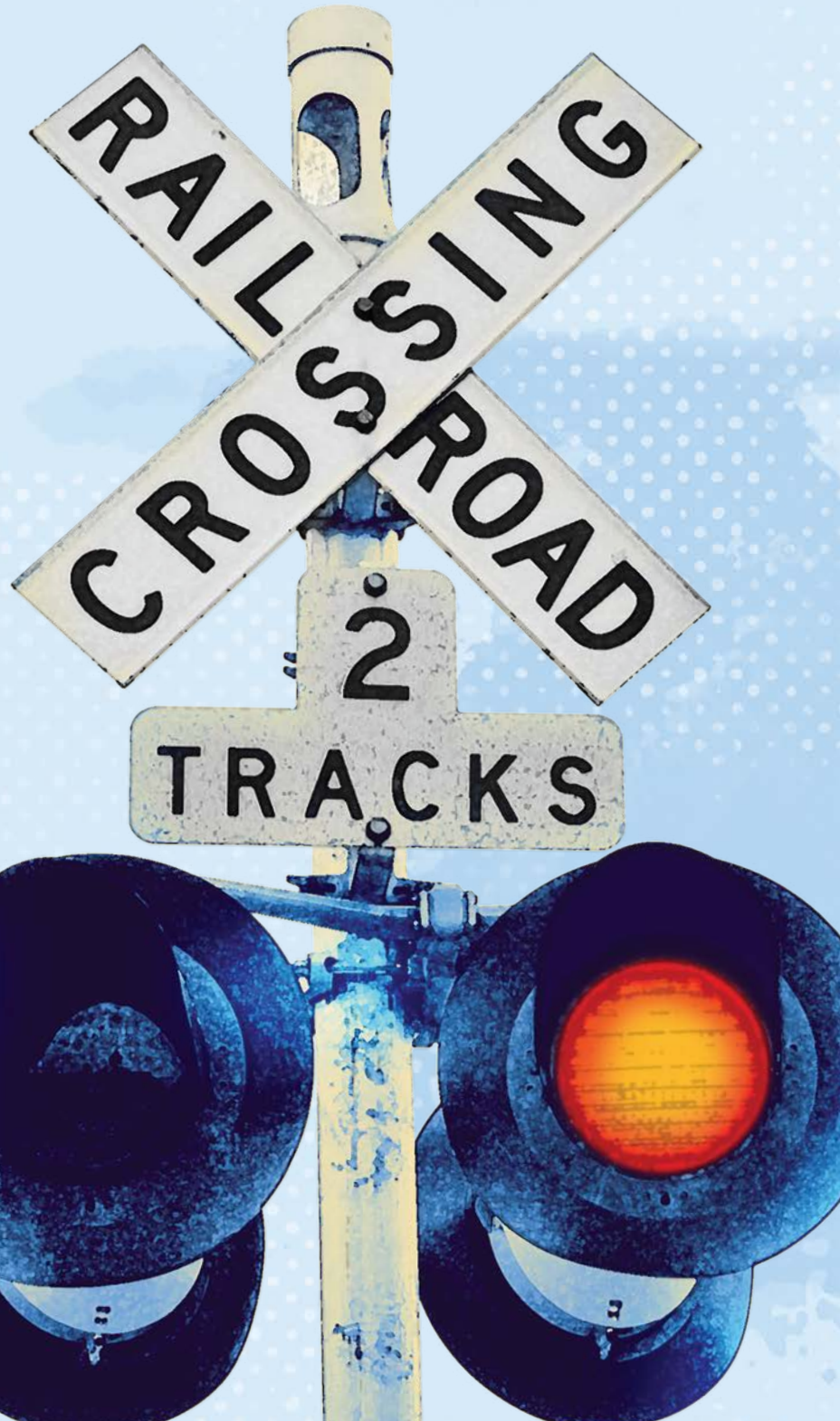


**RAIL** OLI.ORG  
**SAFETY**  
**WEEK** ✂

**2023**

**RESULTS**

**REPORT**





# ABOUT RAIL SAFETY WEEK

**STARTED SEVEN YEARS AGO IN THE U.S., RAIL SAFETY WEEK (RSW) HAS SAVED LIVES BY EDUCATING AND EMPOWERING THE PUBLIC TO MAKE SAFE DECISIONS AROUND TRAINS AND TRACKS.**

This annual week-long event, which seeks to prevent railroad crossing and trespass incidents across North America, concentrates public attention on the need for rail safety education. RSW is observed across North America, led by Operation Lifesaver, Inc. (OLI), Operation Lifesaver Canada and the Mexican Association of Railroads (AMF).

**In 2023 RSW was observed from Sept. 18–24 in the U.S., Canada and Mexico sharing the rail safety message.**





## TABLE OF CONTENTS

Introduction	4
Results Overview	6
Activities and Events	7
PSA Campaign	14
Media	15
Website and Social Media Results	16
A Growing Rail Safety Partnership	17
Operation Lifesaver, Inc. Staff	18
Save the Date	19
Contact	20

*Rail Safety Week materials included colorful graphics like this one, sharing safety messaging via billboards, posters, on social platforms and in digital campaigns leading up to as well as throughout the week*



# INTRODUCTION

## GROWING OUR #RAILSAFETYWEEK

## PARTNERSHIPS TO #STOPTRACKTRAGEDIES

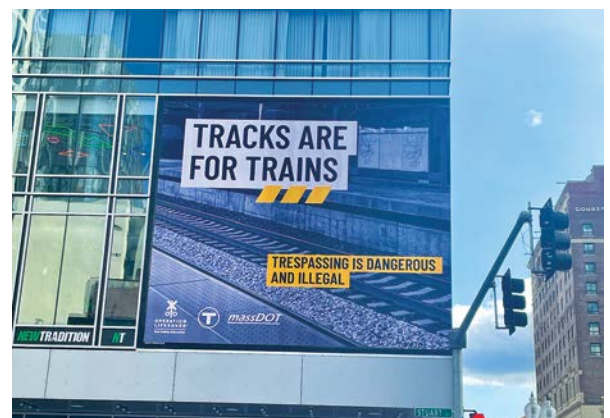
Rail Safety Week is a collaborative effort among Operation Lifesaver, Inc. (OLI), its Board of Directors, State Operation Lifesaver Programs and safety partners across the U.S., Canada and Mexico. From Sept. 18–24, 2023, OLI and its partners shared the rail safety message throughout North America through official proclamations, in-person events and coordinated social media efforts and campaigns as well as community events educating the public on how to stay safe near railroad tracks and trains.

In addition to sharing lifesaving rail safety messages throughout the week, OLI released two new Stop Track Tragedies Public Service Announcements (PSAs) as well as engaging new educational materials helping children from Pre-K through age 12 prepare to make safe choices when riding transit and commuter trains. A growing group of partners shared OLI materials and created videos in support of Rail Safety Week, elevating the message and raising awareness to Stop Track Tragedies.



**"WE ARE GRATEFUL FOR INCREASING PARTNER ENGAGEMENT EACH YEAR DURING RAIL SAFETY WEEK, EMPOWERING MORE COMMUNITIES TO MAKE SAFE CHOICES NEAR RAILROAD GRADE CROSSINGS AND ALONG RAILROAD RIGHTS-OF-WAY."**

**RACHEL MALEH, EXECUTIVE DIRECTOR,  
OPERATION LIFESAVER, INC.**



## WHY IS RAIL SAFETY WEEK IMPORTANT?



**every 3 hours**

a person or vehicle is hit by  
a train in the United States



**over 60%**

of vehicle-train collisions  
occur at crossings with  
lights and/or gates

## DAILY THEMES ENGAGE DIVERSE AUDIENCES

	THEME	AUDIENCE
MON	#StopTrackTragedies	News Media, Government Officials, OLI Partners, General Public
TUE	Operation Clear Track	Law Enforcement, First Responders
WED	Crossing Safety	General Public, Mature Drivers, Shift Workers, Professional Drivers, School Bus Drivers, New Drivers, Outdoor Enthusiasts, People Experiencing Homelessness, Transit Users, Farmers
THU	Transit Safety Thursday & Professional Driver Safety	Transit and Commuter Riders, Professional Drivers, School Bus Drivers
FRI	Volunteer to #STOPTrackTragedies & #RedOutForRailSafety	All Audiences
SAT	Trespass Prevention	General Public, Pedestrians, Cyclists, Joggers, Outdoor Enthusiasts, College Students, People Experiencing Homelessness
SUN	No Photo/Video/Selfie is Worth the Risk	Photographers (Professional and Amateur), Social Media Influencers

Photos, from left top:

Rail Safety Week in Pontiac, Michigan included an event with railroad police, Michigan Operation Lifesaver, Michigan Railroads Association, Michigan State Senator Jeremy Moss, Michigan State Representative Brenda Carter and Pontiac Mayor Tim Greimel

Massachusetts Operation Lifesaver and its safety partners ran a billboard campaign in downtown Boston during Rail Safety Week

A mock crash and first responder training event featured a crash between a locomotive and vehicle in North Collins, New York, highlighting the importance of making safe choices around tracks and trains



# RESULTS OVERVIEW

The 2023 Rail Safety Week observance across the U.S. reached millions through events, social media messaging, news media coverage, paid digital ad campaigns and Public Service Announcements (PSAs).



## RAIL SAFETY WEEK – YEAR OVER YEAR RESULTS

SEPT. 1 – OCT. 4

RSW RESULTS AS OF OCT. 4	2018	2019	2020	2021	2022	2023	% CHANGE, 2022-2023
Total Broadcast Stories	399	696	272	828	446	668	+49.8%
Broadcast Coverage AVE (Ad Equivalent Value)	\$287,587	\$658,977	\$201,551	\$468,168	\$274,872	\$631,392	+130%
Social Media Impressions	1.01M	9.5M	12.3M	2.7M	8.8M	8.8M	0%
Online, Print, Newswire Stories	990	1,118	1,962	1,438	2,577	4,121	+60%
Paid Ad Campaign Impressions	8.0M	13.4M	13.1M	9.5M	11.4M	15.1M	+32.5%

# ACTIVITIES AND EVENTS

**MONDAY, SEPTEMBER 18**

**#STOPTRACKTRAGEDIES**

Rail Safety Week (RSW) 2023 kicked off with five video safety messages from federal rail safety partners.

Special thanks to the Federal Railroad Administration, Federal Transit Administration, National Transportation Safety Board and National Traffic Highway Safety Administration for their video messages of support.



Amit Bose, Administrator,  
Federal Railroad Administration (FRA)

<https://vimeo.com/865363390>



Veronica Vanterpool, Deputy Administrator,  
Federal Transit Administration (FTA)

<https://vimeo.com/865365217>



Joe DeLorenzo, FTA Associate Administrator for  
Transit Safety and Oversight and Chief Safety Officer

<https://vimeo.com/865368900>



Tom Chapman, Member, National  
Transportation Safety Board (NTSB)

<https://vimeo.com/866007234>



Ann Carlson, Acting Administrator, National  
Highway Traffic Safety Administration (NHTSA)

<https://vimeo.com/867351747>





Also on Monday, states and municipalities across the U.S. officially recognized RSW with proclamations.

Images, clockwise from top left:

Daily themed campaign social media graphics like the one pictured highlighted rail safety messaging to the general public across social platforms

In Connecticut, Wallingford Police Chief John Ventura, Mayor William Dickinson, U.S. Senator Richard Blumenthal and CT DOT Deputy Commissioner Laoise King spoke at an RSW kickoff press event

Illinois Governor Jay Pritzker spoke at an event revealing the annual State RSW Proclamation

Nebraska Governor Jim Pillen (third from left), State Senator Ray Aguilar (second from left), Nebraska Operation Lifesaver State Coordinator Debra Ashworth (fourth from left) and others posed for a photo with the 2023 State RSW Proclamation

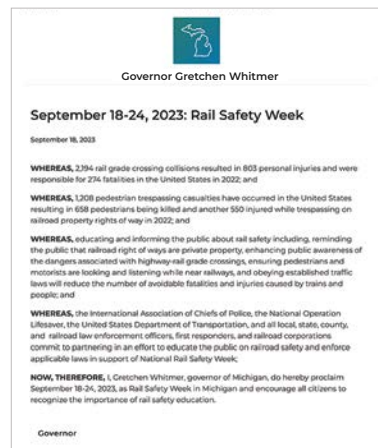
Minnesota Governor Tim Waltz issued an RSW Proclamation

West Virginia Governor Jim Justice issued this RSW Proclamation

Washington State Governor Jay Inslee issued this RSW Proclamation

Michigan Governor Gretchen Whitmer issued this RSW Proclamation

Ohio's House of Representatives issued an RSW Resolution







**TUESDAY, SEPTEMBER 19**

## **OPERATION CLEAR TRACK**

Law enforcement agencies and first responders across the country delivered rail safety messages in person and online as part of Operation Clear Track (OCT) on Tuesday, September 19.

Amtrak and Operation Lifesaver, Inc. (OLI) conducted a two-pronged OCT effort, with law enforcement safety blitzes at railroad crossings as well as online rail safety messaging from first responders.

**In all, 149 law enforcement agencies, first responders and individuals in 26 states signed up to participate.**

*Images, from top left:*

*Mississippi Operation Lifesaver worked with Amtrak Police on an enforcement event at the Pascagoula passenger station*

*Daily themed campaign social media graphics like the one pictured highlighted rail safety messaging to first responders across social platforms*

*Local police in Alexandria, Virginia held an Operation Clear Track awareness event at Union Station, handing out safety tips cards to riders, pedestrians and bicyclists*

*Kansas State Troopers distributed safety information to drivers*

*Ohio Operation Lifesaver held a positive enforcement crossing blitz in Toledo with safety partners at the Ann Arbor Railroad and the Toledo Police Department*

*The Orange County, Florida Sheriff's Department held an OCT event that included motorcycle officers*





**WEDNESDAY, SEPTEMBER 20**

## **CROSSING SAFETY**

Wednesday's theme focused on Crossing Safety, educating drivers on the necessity of making safe decisions when crossing railroad tracks.

*Images, clockwise from top right:*

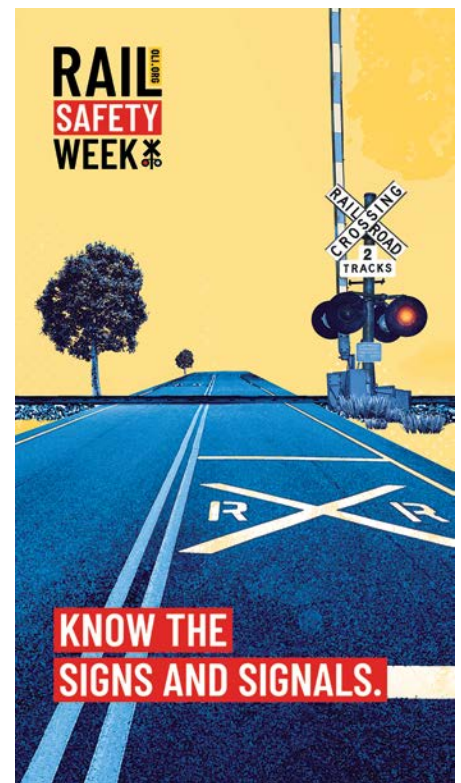
*A crossing blitz in Nappanee, Indiana, shared the rail safety message with a variety of audiences, including the farm equipment operator pictured*

*This enthusiastic group of high school driver education students in North Carolina learned how to safely drive over railroad tracks*

*This social media story graphic emphasized the importance of knowing the railroad crossing signs and signals*

*A billboard in Cedar Falls, Iowa emphasized the importance of safe driving near railroad tracks*

*A colorful billboard in Baton Rouge, Louisiana shared the crossing safety message*





## THURSDAY, SEPTEMBER 21

### TRANSIT AND PROFESSIONAL DRIVER SAFETY

Throughout the day on Transit Safety Thursday, cities and states with rail transit service held activities sharing the rail safety message.

Professional Drivers were also highlighted across the nation, sharing the importance of making safe choices around tracks and trains.

*Images, clockwise from top right:*

*Members of the MBTA team shared the rail safety message at an event in Massachusetts*

*A SunRail safety ambassador distributed materials to riders, reinforcing the rail safety message*

*Daily themed campaign social media graphics like the one pictured highlighted rail safety messaging to transit riders and professional drivers across social platforms*



## EXCITING NEW RESOURCES TEACH YOUNG CHILDREN SAFE PRACTICES WHEN RIDING RAIL TRANSIT

In keeping with the Transit Safety Thursday theme, OLI released engaging new educational materials — a coloring book, activity book, activity sheets and animated video for children from Pre-K through age 12. In the video, OLI's "See Tracks? Think Train!" mascot, known as ST3, comes to life, teaching young riders how to make safe choices on transit platforms as well as when riding trains. The coloring book for the youngest riders and activity book for older kids also feature ST3, offering fun images to color and engaging activities teaching important safety concepts in an entertaining way.

*Images, left:*

*A coloring book, activity book and animated video in English and Spanish were released during Rail Safety Week*





**FRIDAY, SEPTEMBER 22**

## WEAR RED (RED OUT) FOR RAIL SAFETY

OLI State Programs and partners across the U.S. celebrated the #RedOutForRailSafety Friday theme by wearing red highlighting support for rail safety.

*Images, clockwise from top right:*

*New Mexico's Rail Runner passenger service staff wore red to show their support in this collage photo*

*The Federal Highway Administration (FHWA) Associate Administrator for Safety and staff from the Federal Transit Administration (FTA) Office of Transit Safety and Oversight wore red outside U.S. Department of Transportation headquarters in Washington, DC*

*Oregon Operation Lifesaver Board of Directors and volunteers showed their #RailSafety support*

*OLI National Office staff posed for a #RedOutForRailSafety day group photo*

*The Red Out for Rail Safety graphic, used on t-shirts and social graphics, urged the public to wear red in support of rail safety*

*South Carolina Operation Lifesaver held an awareness event with school bus drivers*







## SATURDAY, SEPTEMBER 23 TRESPASS PREVENTION

Trespass prevention was the theme for Saturday, with events and social media messaging sharing the importance of staying off railroad tracks and property.

*Images, from top right:*

An Alabama Operation Lifesaver Authorized Volunteer (OLAV), seated, joined State Coordinator Nancy Hudson and distributed safety information and materials to underscore the importance of never trespassing on railroad tracks

Left: Daily themed campaign social media graphics like the ones pictured highlighted rail safety messaging to outdoor enthusiasts across social platforms



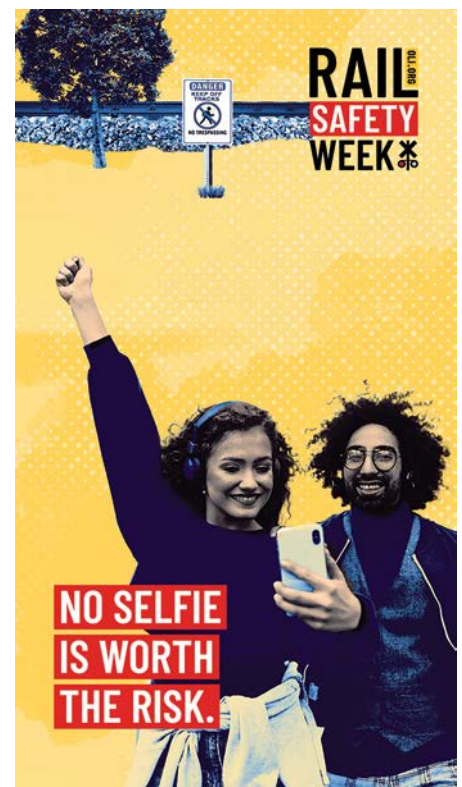
## SUNDAY, SEPTEMBER 24 NO PHOTO/VIDEO/SELFIE IS WORTH THE RISK

Rail Safety Week wrapped up on Sunday, reminding professional and amateur photographers and social influencers: No photo, selfie, or video is worth the risk.

*Images, clockwise from top left:*

The New Jersey Department of Transportation posted this social media graphic to share that train tracks are never a place to take photos

Campaign social media graphics reminded influencers and photographers about the dangers of taking photos and selfies on or too close to railroad tracks



# PSA CAMPAIGN

**AS PART OF RAIL SAFETY  
WEEK 2023, TWO NEW  
VIDEO PUBLIC SERVICE  
ANNOUNCEMENTS (PSAs)  
WERE RELEASED.**

These videos underscore the importance of always using caution around railroad tracks and trains. The PSAs are part of Operation Lifesaver, Inc. (OLI)'s ongoing #STOPTrackTragedies public awareness campaign, which features the personal stories of people directly affected by rail crossing or trespassing incidents.

**WATCH THE ENTIRE  
#STOPTRACKTRAGEDIES  
PLAYLIST ON YOUTUBE:**

**[HTTPS://BIT.LY/STOP-TRACK-  
TRAGEDIES-PSAS](https://bit.ly/stop-track-tragedies-psas)**



Dylan's mom tells the story of her son, who was killed in a trespassing incident involving graffiti. Stay Off! Stay Away! Stay Safe!®

<https://vimeo.com/865646099>



Jacob's mom talks about losing her son when he was distracted at a railroad crossing. See Tracks? Think Train!®

<https://vimeo.com/865648024>



# MEDIA

## PRINT, ONLINE AND BROADCAST NEWS COVERAGE

Total print media and newswire stories on Rail Safety Week (RSW) in 2023 rose 60% from 2022.

The number of television and radio news stories mentioning Rail Safety Week rose 49.8% from 2022.

Interviews with Operation Lifesaver, Inc. (OLI) spokespeople during RSW included Sirius XM Radio's *Road Dog Trucking* program, an *Agriculture of America* podcast and more. Operation Lifesaver State Coordinators across the country participated in radio and television interviews. OLI Board Member organizations distributed press releases, shared blog posts, articles and social media posts about the importance of Rail Safety Week throughout the U.S., further extending the reach of the rail safety message.



## DIGITAL AD CAMPAIGNS

### NATIONAL DIGITAL AD CAMPAIGNS

A NATIONAL RSW DIGITAL AD CAMPAIGN WITH OPERATION LIFESAVER, INC. PUBLIC SERVICE ANNOUNCEMENTS (PSAs) AND SOCIAL GRAPHICS IN ENGLISH AND SPANISH RAN ON FACEBOOK, INSTAGRAM, PINTEREST, YOUTUBE AND STREAMING VIDEO DEVICES.



8.7M

National campaign  
impressions

### STATE DIGITAL AD CAMPAIGNS

STATE RSW DIGITAL AD CAMPAIGNS WITH OPERATION LIFESAVER, INC. PSAs AND SOCIAL GRAPHICS IN ENGLISH AND SPANISH RAN ON FACEBOOK, INSTAGRAM, PINTEREST, YOUTUBE AND STREAMING VIDEO DEVICES.



6.4M

State campaign  
impressions

### AD CAMPAIGN TOTALS

15.1M

Impressions



Photos, from left:

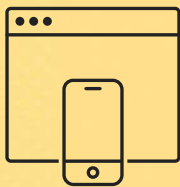
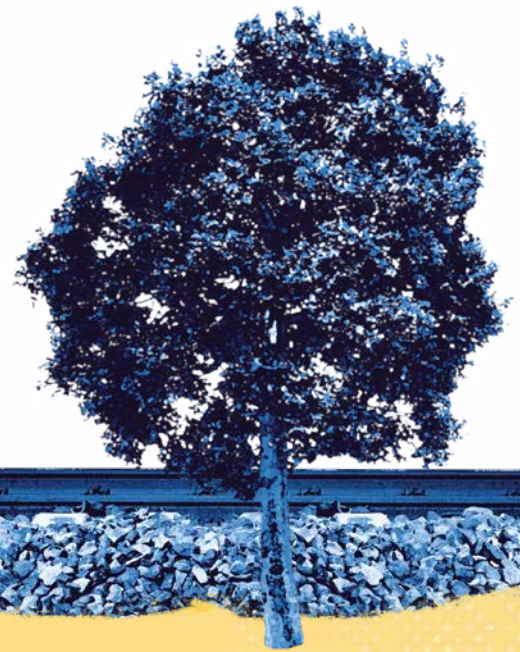
A screenshot of a news story from KNDO in Yakima, Washington featuring OLI's RSW graphics

OLI Director of Communications and Marketing Jennifer DeAngelis was a guest on the Sirius XM Radio *Road Dog Trucking* live broadcast

# WEBSITE AND SOCIAL MEDIA RESULTS

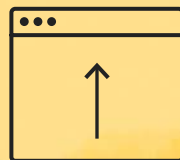
THE RAIL SAFETY WEEK LANDING PAGE ON THE OPERATION LIFESAVER, INC. (OLI) WEBSITE WAS THE SECOND MOST-VISITED PAGE ON OLI.ORG FROM SEPT. 1–OCT. 4, 2023.

Rail Safety Week-related social media impressions for the reporting period matched the 8.8M level achieved in 2022, due to the combined efforts of OLI and its partners sharing social content.



**112,772**

oli.org website  
pageviews



**+9%**

Increase in length of  
engagement time  
on oli.org over 2022



**8.8M**

Social media impressions,  
on par with 2022

## FOLLOW US ON SOCIAL



FACEBOOK



INSTAGRAM



LINKEDIN



PINTEREST



TWITTER/X



YOUTUBE



# A GROWING RAIL SAFETY PARTNERSHIP

**THANK YOU TO OUR BOARD MEMBERS,  
STATE PROGRAMS, VOLUNTEERS AND  
PARTNER ORGANIZATIONS WHO SUPPORTED  
THIS SUCCESSFUL RAIL SAFETY WEEK EFFORT.**

We are especially grateful for the financial support of the Federal Highway Administration (FHWA), Federal Railroad Administration (FRA) and the Federal Transit Administration (FTA) for the grant funds that support our annual Rail Safety Week (RSW) efforts. Special thanks to FRA, FTA, the National Traffic Highway Safety Administration (NHTSA) and National Transportation Safety Board (NTSB) for their partner RSW video messages.

*Photos, from top right:*

*Maryland Department of Transportation employees pose for a #RedOutForRailSafety group photo*

*A California Operation Lifesaver Authorized Volunteer (OLAV) held a captivating story time event at the California State Railroad Museum in San Diego*

*Ohio Operation Lifesaver held a Rail Investigation and Safety Course (RISC) training for Allen County first responders in Bluffton*

*In Wisconsin, an OLAV delivered a safety presentation to students*





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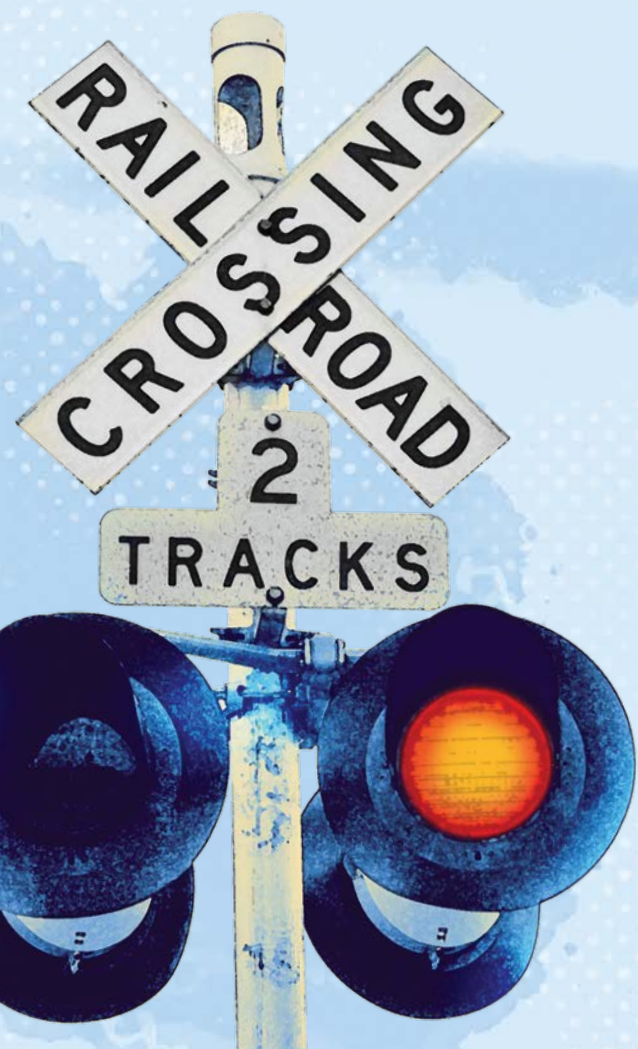
**SAVE**

**THE DATE**

**SEPT. 23-29, 2024**

For more information,  
contact [news@oli.org](mailto:news@oli.org)





# SEE TRACKS? THINK TRAIN!®

## HELP STOP TRACK TRAGEDIES

Know the facts.  
Make good decisions.  
Share the message.

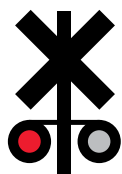
## JOIN US

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[GENERAL@OLI.ORG](mailto:GENERAL@OLI.ORG)



**OPERATION  
LIFESAVER®**  
Rail Safety Education

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