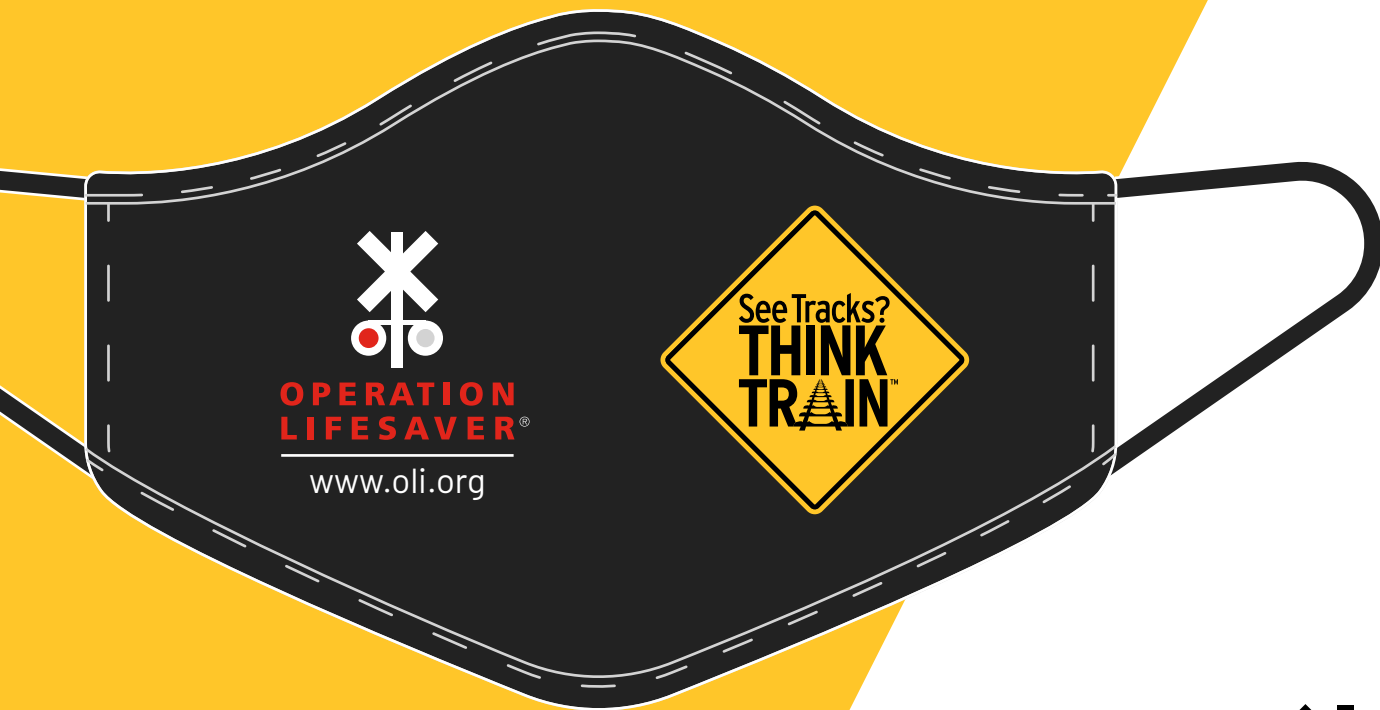


**2020**

# **ANNUAL REPORT**



  
**OPERATION  
LIFESAVER®**  
[www.oli.org](http://www.oli.org)



**OPERATION  
LIFESAVER®**  

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**Rail Safety Education**

# MISSION

**OPERATION LIFESAVER IS A MISSION DRIVEN RAIL SAFETY EDUCATION NON-PROFIT POWERED BY DEDICATED PEOPLE. OUR GOAL IS TO END COLLISIONS, DEATHS AND INJURIES ON AND AROUND RAILROAD TRACKS AND TRAINS.**



With a **nationwide network** of passionate state coordinators and equally dedicated volunteers, Operation Lifesaver, Inc. provides **free safety presentations** and creates award-winning education programs and public awareness campaigns to reach audiences of all ages.



Our safety partners include federal, state and local government agencies, highway safety organizations and America's railroads.



Together, we promote the three E's – **Education**, **Enforcement** and **Engineering** – to help people make safe choices around railroad tracks and trains.

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# A YEAR LIKE NO OTHER



**“I AM GRATEFUL FOR THE DEDICATED EFFORTS OF THE BOARD, STATE PROGRAMS, VOLUNTEERS, PARTNERS AND STAFF, WHICH MADE 2020 A CREATIVE AND SUCCESSFUL YEAR. ”**

RACHEL MALEH

**FOR ALMOST 50 YEARS, OPERATION LIFESAVER, INC. (OLI) HAS PROVIDED THE RAIL SAFETY MESSAGE IN COMMUNITIES ACROSS THE COUNTRY THROUGH FREE IN-PERSON PRESENTATIONS, PARTICIPATION IN EVENTS, AND MORE.**

The national office, working with **State Coordinators and Operation Lifesaver Authorized Volunteers (OLAVs) in 46 states and the District of Columbia**, know their audiences and how to seek the best venues and opportunities to share the rail safety message. **The organization's grassroots efforts helped spread the rail safety message to over 2.5 million people in 2019, and we were well positioned to exceed that in 2020.**

## **THEN CAME COVID-19 AND THE GLOBAL PANDEMIC.**

What we originally thought would be a pause in normal operations for a few weeks or months turned into a long, tough year. I'm proud to say that despite the challenges faced by the organization and the individuals who make up the Operation Lifesaver, Inc. family, we had an innovative and successful year.

In midyear, two new staff members were virtually onboarded, rounding out our small but mighty staff of four. **With new staff in place, we were able to quickly pivot and develop tools and resources for online platforms as well as provide virtual meeting accounts for our volunteers.** But we also realized that this wasn't enough — we needed to provide training so that the message was confidently shared in a virtual setting as well as in person.

Several of our training materials were already available for virtual delivery, such as our eLearning modules for professional drivers, school bus drivers and first responders. Our education team **transformed some of our most recent presentation materials into videos and games** for educators, students and parents to use during remote schooling.

As many Americans were spending more time online, **we expanded our social media presence**, which resulted in an increase of **15% in website users** and a **7% increase in total website sessions** over 2019. Social media **impressions rose 76%** and **followers rose 8%** from the previous year. In addition, we created new public service announcements (PSAs) for key audiences and completely updated our collateral materials, developing more than 200 new assets in both English and Spanish.

While travel was on hold, I was fortunate to represent the organization at online meetings and **participated in more conferences in 2020 than the previous year**. Despite changing the usual Rail Safety Week (RSW) in-person events to online observances, we still saw increases in several metrics.

As difficult as 2020 was, **the organization remains financially stable** and had another clean audit. Our partners have remained strong supporters and we continue to build our partnership base on both a national and local level.

**This annual report is a snapshot of our 2020 successes** – I hope our work and people come alive to you as you read it, and that you are motivated to join us and share the rail safety message. I invite you to visit our website, [oli.org](http://oli.org), and follow us on social media to gain a more comprehensive view of our work and impact. I am grateful for the dedicated efforts of the board, state programs, volunteers, partners and staff, which made 2020 a creative and successful year.

Rachel Maleh  
Executive Director

## 2020 SOCIAL MEDIA EFFORTS

**+8%**

Social media  
followers

**+76%**

Social media  
impressions  
vs. 2019



**+15%**

Website  
users

**+7%**

Website  
sessions



# EVENT

# HIGHLIGHTS



Photo, above: Oregon Operation Lifesaver Executive Director Steve Kreins created a Facebook video to share a virtual safety message in March 2020.

**IN 2020, OPERATION LIFESAVER, INC. (OLI) HOSTED OR PARTICIPATED IN A NUMBER OF VIRTUAL AND IN-PERSON TRAINING AND RAIL SAFETY EVENTS TO FURTHER OUR LIFESAVING MISSION.**

**OLI EXECUTIVE DIRECTOR RACHEL MALEH PARTICIPATED IN EIGHT U.S. VIRTUAL SPEAKING OPPORTUNITIES AND ONE VIRTUAL INTERNATIONAL EVENT DURING 2020 TO SHARE THE RAIL SAFETY MESSAGE.**

## **OLI ED TESTIFIED BEFORE HOUSE RAILROAD SUBCOMMITTEE HEARING**

February 5, 2020,  
Washington, D.C.



Operation Lifesaver, Inc. (OLI) Executive Director Rachel Maleh testified at a hearing on February 5 before the Subcommittee on Railroads, Pipelines and Hazardous Materials of the House Transportation & Infrastructure Committee. The hearing's theme was *Tracking Toward Zero: Improving Grade Crossing Safety and Addressing Community Concerns*. Maleh discussed efforts by Operation Lifesaver state programs across the country to educate the public on how to be safe at grade crossings and along railroad rights of way.

**She explained that OLI leverages federal grant funding to conduct crossing safety and trespass prevention campaigns and projects throughout the U.S., and talked about how OLI works with safety partners including federal, state and local government agencies, highway safety organizations, America's railroads and railway suppliers.**

Photo: Rachel Maleh testifying on February 5, 2020.

## TWO REGIONAL MEETINGS HELD

Just two of the usual eight Operation Lifesaver, Inc. (OLI) Regional Meetings were held in 2020 before COVID-19 lockdowns began: the Region 1 Meeting, held in Boston in February, and the Region 5 Meeting, held in Oklahoma City in early March.

*Photo: Participating in the Region 5 Meeting were, Back row from left, Louisiana Operation Lifesaver State Coordinator Claude Maher, Oklahoma Operation Lifesaver State Coordinator Mark Sexton, OLI Board Member and Kansas City Southern Assistant Vice President Health & Safety Barry Morton. Front row from left, Texas Operation Lifesaver State Coordinator Jessica Devorsky, Arkansas Operation Lifesaver State Coordinator Sheryl Dudley, OLI Executive Director Rachel Maleh.*



## EXPANDED VIRTUAL TRAINING FOR VOLUNTEERS

As schools and businesses shut down during the COVID-19 pandemic, the Operation Lifesaver, Inc. (OLI) education team worked to **transform OLI safety education materials and delivery systems from in-person to virtual by:**

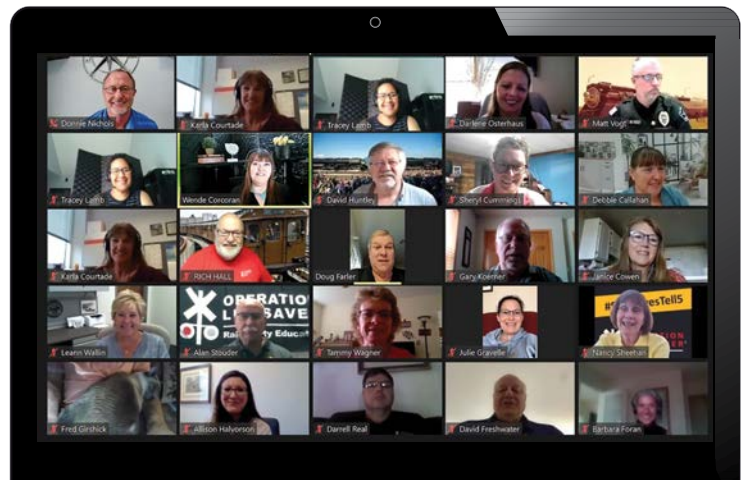
- Providing resources for volunteers to offer virtual safety education
- Training volunteers in effective virtual presentation techniques
- Reimagining several rail safety presentations into virtual materials

The OLI education team offered Zoom accounts and **training for State Coordinators, Coaches and Operation Lifesaver Authorized Volunteers (OLAVs) so they could continue sharing the rail safety message – virtually.** How-to guides for using Zoom were produced, along with virtual Facilitation Guides specific to OLI's materials.

**Eight hands-on webinars were held to train volunteers** in using these online tools. Three additional webinars were conducted to teach OLAVs how to use virtual Facilitation Guides and run the activities specifically outlined in the guides.

OLI also **created dashboards** in the website's password-protected community area **to provide Coaches and OLAVs with additional virtual training resources and materials.**

*Photo: A screenshot from a presentation webinar to help volunteers learn how to be successful with virtual presentations.*



## EVENT HIGHLIGHTS CONT'D

### NEW STATE COORDINATOR TRAINING HELD VIRTUALLY

In August, five new State Coordinators completed their training and orientation virtually to review their responsibilities and were provided tools for outreach and success. State Coordinators lead their Operation Lifesaver programs in states across the U.S.

*Photo: Clockwise from top left, Rich Sinegar, Delaware; Jeffrey Bennett, DC; Colin Smith, Montana; Toni Clithero, Vermont; and Tracey Lamb, Virginia participated in virtual orientation training in August 2020.*



### RISC TRAINING RAMPED UP

In January, Operation Lifesaver, Inc. (OLI) launched the new Railroad Investigation and Safety Course (RISC), which provides first responders with critical information allowing them to effectively respond to and safely investigate rail-related incidents.

- In 2020, **70 new RISC Instructors or Instructor Trainers** completed coursework in **13 training classes**, including 11 virtual and 2 in-person classes.
- **548 first responders** completed Railroad Investigation and Safety Course training in 2020 in **36 classes**, with 4 conducted virtually and 32 in person.







Photo, above: An August RISC Instructor Trainers class was held at Tri-Town Safety Village in Indiana. Left to right: RISC Instructor Bob Rohauer, CSX; Jessica Feder, Indiana Operation Lifesaver Executive Director; RISC Instructor Jeff Longman, BNSF Railroad Police; Erik Bernholdt, BNSF Railway Company; Collie Davis, CP; Bill Jarvis, Tri-Town Safety Village Executive Director; Bryan Laurie, BNSF Railway Company; Jim Morressey, CP; JP Furman, CSX; Mike Johnson, CSX.

Photo, below left: A RISC Instructor Trainers class was held in February 2020 before COVID-19 restrictions began. Left to right: Jason Bishop, CSX; Corey Henderson, Tipton County, Indiana Sheriff's Office; Jeff Price, CP; Ron Trentham, BNSF Railroad Police; Bryan Schaffer, BNSF Railroad Police; Scott Rust, BNSF Railway Company; Kevin Pittman, Norfolk Southern Corporation; Tom Jedic, Norfolk Southern Corporation.

Photo, below right: A virtual RISC Instructor class, held in August 2020, included instructors and participants. Left to right, Top Row: RISC Instructor Denise Gauthier; RISC Instructor Tim Hull, Missouri Operation Lifesaver State Coordinator; RISC Instructor Cortlin LaBlank, Kansas City Southern Railway Company. Second Row: RISC Instructor Ron Trentham, BNSF Railroad Police; Shane Bertrand, Kansas City Southern Railway Company; Zach Albritton, Union Pacific Railroad. Third Row: RISC Instructor Scott Rust, BNSF Railway Company; AJ Powell, Sulphur, Louisiana Police Department; James Viney, Calcasieu Parish, Louisiana Sheriff's Office. Bottom Row: PB Rivera, BNSF Railway Company.



# VOLUNTEERS

VOLUNTEERS ARE THE HEART OF OPERATION LIFESAVER, INC.

IN 2020, DESPITE A WORLDWIDE PANDEMIC THAT RESULTED IN BUSINESS AND SCHOOL CLOSINGS AS WELL AS EVENT CANCELLATIONS, OUTREACH RESULTS INCLUDED:



**254,000**

People reached across the U.S.



**4,700**

Virtual and in-person presentations, training classes and events



**156**

New Operation Lifesaver Authorized Volunteers (OLAVs)



**JOIN OUR RAIL SAFETY MISSION!**

Learn more about becoming an Operation Lifesaver Authorized Volunteer:

[OLI.ORG/SAFETY-NEAR-TRAINS/VOLUNTEER](https://oli.org/safety-near-trains/volunteer)



Photo: A volunteer captivates students during a rail safety presentation at an elementary school. Credit: Barrett Stinson, Grand Island, NE Independent



## STATE PROGRAMS TOOK CREATIVE APPROACHES TO RAIL SAFETY EDUCATION IN A PANDEMIC:



### Operation Lifesaver State Coordinators, Coaches and Volunteers provide free presentations with safety messages tailored to their audiences.

Operation Lifesaver Authorized Volunteers, or OLAVs, are instrumental in educating the public on the dangers of being on or around tracks.

*Photo: In August of 2020, Ohio Operation Lifesaver (OH OL) partnered with the Kaubisch Public Library in Fostoria to create window displays for patrons to see during contactless hold pick up. Volunteer Ellen Gatrell was instrumental in this creative outreach. OH OL also provided age-appropriate materials for the library's summer reading packets.*



### "Yarn Bombing" Display, News Coverage Enhanced Visibility

Nebraska Operation Lifesaver (NE OL) decorated a tree with colorful yarn and rail safety messages in Grand Island as part of a pre-Nebraska State Fair event showcasing local nonprofit organizations, winning 2nd place for their display! NE OL Volunteer Debra Ashworth, who organized the display, was featured in a television news story.

*Photo: Volunteer Debra Ashworth is interviewed by Nebraska TV News reporter Brandon Cortes about her rail safety yarn bombing display.*



### State Coordinators Continued to Provide Volunteer Training and Support

Operation Lifesaver State Coordinators recruit, train and manage their Operation Lifesaver Authorized Volunteers (OLAVs) to deliver free rail safety presentations to school groups, driver education classes, community members, professional drivers, law enforcement officers and emergency responders across their states.

*Photo: Texas Operation Lifesaver Executive Director Jessica Devorsky (far left) posed with a new class of OLAVs.*



### Volunteers Participated in Virtual and In-Person Community Outreach Efforts

Operation Lifesaver Authorized Volunteers (OLAVs) worked every day via in-person events and virtual outreach efforts to educate drivers and pedestrians as well as share the rail safety message. During the pandemic, State Coordinators supported OLAVs virtually and in person as conditions allowed.

*Photo: California Operation Lifesaver Volunteers conducted an education outreach effort with professional drivers at a trucking company in September 2020.*

# RAIL SAFETY

# WEEK

## RAIL SAFETY WEEK

OLI.ORG

*Pictured above:  
The Boston-area  
commuter service MBTA  
wrapped a train in OLI  
safety messages for a  
Rail Safety Week event.*



OPERATION LIFESAVER, INC. (OLI) PARTNERED WITH OPERATION LIFESAVER CANADA AND THE MEXICAN ASSOCIATION OF RAILROADS AS WELL AS STATE PROGRAMS AND PARTNERS TO MARK THE 4TH ANNUAL OBSERVANCE OF RAIL SAFETY WEEK (RSW) IN NORTH AMERICA DURING THE LAST WEEK OF SEPTEMBER.

THE GOAL OF RSW IS TO RAISE AWARENESS ABOUT THE IMPORTANCE OF RAIL SAFETY AND EMPOWER THE GENERAL PUBLIC TO KEEP THEMSELVES SAFE NEAR RAILROAD CROSSINGS AND ALONG RAILROAD RIGHTS-OF-WAY.

## #REDOUT FOR RAIL SAFETY EFFORTS WENT VIRTUAL

The pandemic didn't dampen the enthusiasm for participating in #RedOutForRailSafety day! Schools, companies, Operation Lifesaver state programs and partners joined in the fun by wearing red on Friday, September 25 and sharing selfies and virtual group images to social media in support of rail safety!



Photo: Employees of the New Mexico RailRunner passenger service assembled this great #RedOut collage.

## FIRST RESPONDERS SHARED SAFETY TIPS FOR VIRTUAL OPERATION CLEAR TRACK

Operation Clear Track – a national rail safety law enforcement initiative with Amtrak, law enforcement agencies nationwide, and state Operation Lifesaver programs – is conducted each year as part of Rail Safety Week.

For the fourth annual Operation Clear Track event in 2020, most in-person events were replaced with a virtual initiative that mobilized hundreds of law enforcement representatives and first responders across the country delivering simultaneous rail safety messages on Tuesday, September 22. Emergency responders were also invited to share rail safety resources and to take part in Operation Clear Track 2020 through social media messaging, rail safety videos and posting online safety tips for drivers and pedestrians.



**More than 300 police departments, sheriff's offices, state and local Offices of Emergency Management and other first responders participated across the U.S.**

*Photo: Nebraska State Patrol officers participated in enforcement exercises at railroad crossings on September 22 as part of Operation Clear Track.*

## RAIL SAFETY WEEK 2020 EMPHASIZED VIRTUAL MESSAGING AND SOCIAL MEDIA

Due to the coronavirus pandemic, in 2020 Rail Safety Week emphasized virtual activities and social media to connect with communities and share rail safety messages about making safe choices around trains and tracks.

*Video Screenshot: Rail Safety Week kicked off with a video by then-Federal Railroad Administrator Ron Batory, which was shared on social media.*

*Photos: Graphics and rail safety tips were posted throughout Rail Safety Week on social media.*



# RAIL SAFETY WEEK CONT'D

## RAIL SAFETY WEEK - YEAR OVER YEAR RESULTS

RSW RESULTS AS OF 10/4	2018	2019	2020	% CHANGE, 2019-2020
Online, print, newswire stories, 9/1-10/4	990	1,118	1,962	+75.5%
Media Coverage Advertising Value Equivalent (AVE)	\$1.54M	\$4.86M	\$12.89M	+165.2%
Social Media Engagement	40,905	101,804	264,667	+160%
Social Media Impressions	1.0M	9.5M	12.3M	+29.7%
TV and Radio Stories, 9/1-10/4*	399	696	330	-52%
Website Pageviews, 9/1-10/4*	115,565	138,961	112,234	-19.2%

\*TV/Radio stories were lower due to many fewer in-person events; social media interaction was emphasized over website visits.

## NEW STOP TRACK TRAGEDIES VIDEO AND AUDIO PSAS RELEASED

Three new video and audio public service announcements (PSAs) were released in North America as part of the ongoing #STOPTrackTragedies public awareness campaign, aimed at saving lives near railroad tracks. The public service announcements were distributed via social media and in digital ad campaigns.

**ALL OF THE #STOPTRACKTRAGEDIES VIDEOS ARE AVAILABLE FOR VIEWING ON VIMEO OR AT [OLI.ORG/STOP-TRACK-TRAGEDIES](https://www.oli.org/stop-track-tragedies).**



# GRANT PROJECTS

MANY OF OPERATION LIFESAVER, INC.'S PROJECTS AND ACTIVITIES ARE CARRIED OUT THROUGH GRANTS FROM OUR FEDERAL AND PRIVATE PARTNERS, INCLUDING THE FEDERAL RAILROAD ADMINISTRATION, FEDERAL HIGHWAY ADMINISTRATION, FEDERAL TRANSIT ADMINISTRATION, AND THE POSNER FOUNDATION OF PITTSBURGH.

WE COMPLETED SEVEN MAJOR PROJECTS IN 2020 WITH FUNDING FROM GRANT PARTNERS.



Photo: The redesigned collateral materials feature colorful, eye-catching graphics. Credit: Jen Rhoton Co.

# GRANT PROJECTS CONT'D

## MATERIALS REDESIGN/REBRANDING PROJECT COMPLETED

Operation Lifesaver, Inc. (OLI) conducted a comprehensive communications audit and did a rewrite, redesign, refresh and expansion of its most-used collateral materials to match the 2019 website redesign.

The result was a new portfolio of assets with bright, audience-specific photography, impactful infographics, and content that delivers lifesaving information in a relevant and memorable way.

The new materials encompass informational brochures, posters, flyers and safety quizzes with vital information for a variety of audiences to include drivers, pedestrians, photographers, outdoor enthusiasts, students, farmers and first responders as well as professional truck and bus drivers. The collateral materials, available in English and Spanish, include graphics of railroad signs and signals and what to do in emergency situations along with actionable information geared to key audiences.

*Photos: The redesigned collateral materials include impactful images and lifesaving information. Credit: Jen Rhoton Co.*



**TOTAL NEW ASSETS:  
273 PIECES IN 2 LANGUAGES**

English: 8 print brochures, 16 web brochures, 7 banners, 2 postcards, quiz card, 30 posters, 94 social media graphics, 45 presentation slide templates, brand guide, letterhead, business cards

Spanish: 8 print brochures, 16 web brochures, 3 flyers, 30 posters, 2 postcards, quiz card

**FIND THEM IN THE MATERIALS LIBRARY AT OLI.ORG.**



## OLI LAUNCHED TWO NEW VIDEOS FOR STUDENTS AND ITS FIRST ONLINE GAME FOR KIDS



### Trains & Tracks

Operation Lifesaver, Inc. (OLI) transformed its safety slide presentation and book for students in grades K-2 or between the ages of 5-8, "Trains & Tracks," into a video that can be used for virtual presentations. The video introduces children to basic safety messages and train attributes, emphasizing the importance of using caution around trains and tracks. The information is presented as a story, "Train and the Whateveritwas," which incorporates key safety messages in an entertaining and engaging format.



### Mainline Middle School

OLI produced a video for middle school students from its "Mainline Middle School" slide presentation, which uses emoji-like characters in a colorful, yearbook-style story line to appeal to smart phone-savvy students in grades 4-8 or ages 9-13. The video covers general safety messages, signs, signals, and trespass prevention messages.

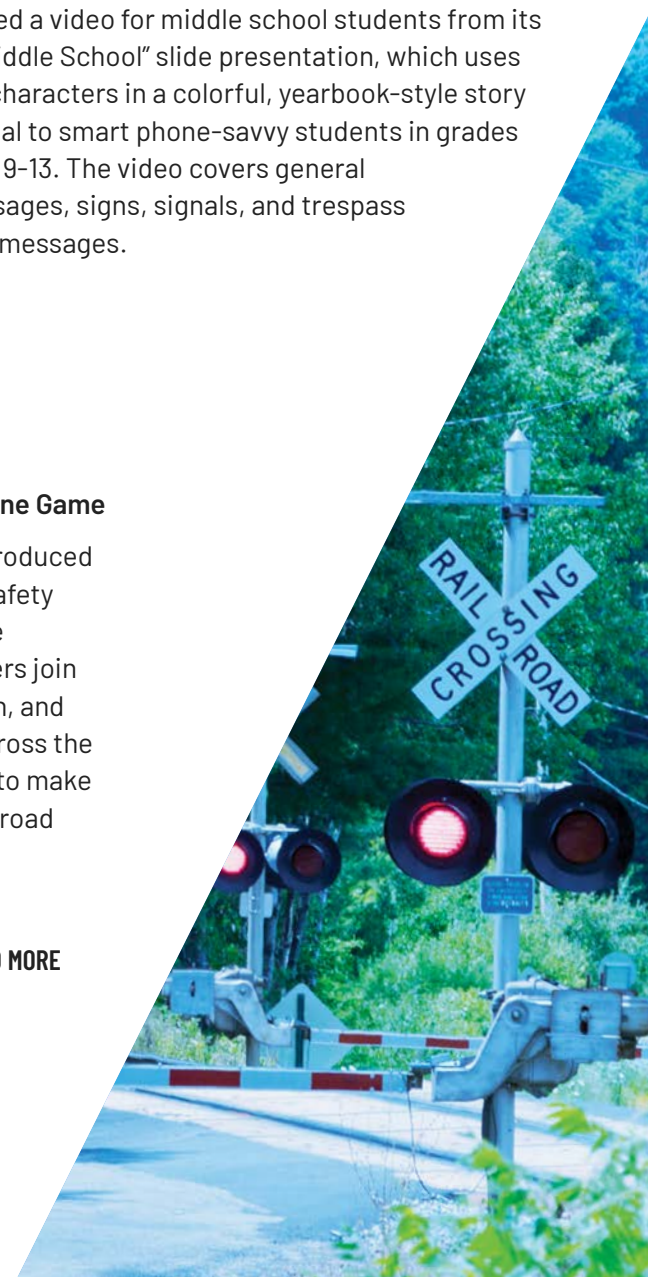


### Train Safety Savvy Online Game

A third new resource produced for ages 8-11 is "Train Safety Savvy," OLI's first online interactive game. Players join Briana, Tommy, Quentin, and Lola as they journey across the country exploring how to make safe decisions near railroad tracks and trains.



FIND THESE RESOURCES AND MORE AT [OLI.ORG/INFO/KIDS](http://OLI.ORG/INFO/KIDS).



# GRANT PROJECTS CONT'D

## PROVIDED RAIL SAFETY RESOURCES FOR PEOPLE EXPERIENCING HOMELESSNESS AND SERVICE PROVIDERS

The “Choose Safety: Respect the Rails” campaign offers two new rail safety resources for people experiencing homelessness and their service providers and volunteers, educating these audiences about the dangers individuals may face near trains and tracks. The campaign includes an image-driven poster highlighting positive and adverse choices around railroad tracks and trains as well as an information-filled brochure for service providers and volunteers with safety tips and information for them to share.

THE POSTER AND BROCHURE CAN BE FOUND IN THE MATERIALS AREA OF THE OLI WEBSITE: [OLI.ORG/MATERIALS](http://OLI.ORG/MATERIALS).

Photo: The brochure (shown) and poster are available in English and Spanish.



## LAUNCHED LOW CLEARANCE VEHICLE PSA CAMPAIGN IN ENGLISH AND SPANISH

Video and audio public service announcements (PSAs) in 15, 30 and 60 second versions were produced and distributed to provide important crossing safety information in a concise way to drivers of low-ground clearance vehicles, such as recreational vehicles, drivers pulling trailers, commercial bus drivers and professional truck drivers.

THEY CAN BE FOUND IN THE MATERIALS AREA OF THE OLI WEBSITE: [OLI.ORG/MATERIALS](http://OLI.ORG/MATERIALS).

Photos: Screenshots from the 60-second English and 30-second Spanish video PSAs.

## PRODUCED VIRTUAL RESOURCE TO EDUCATE NEW DRIVERS

Operation Lifesaver, Inc. (OLI) created a new, virtual tool from its most-used in-person safety presentation and tailored it specifically for new drivers. "In the Interest of Safety," a video, reviews the signs and signals drivers encounter before railroad crossings, offers tips on how to be prepared to cross safely, and talks about what to do if a vehicle is stalled or stuck on the tracks. A virtual facilitator's guide was also produced to enable volunteers to use the new video most effectively in an online setting.

**THE VIDEO CAN BE FOUND IN THE MATERIALS AREA OF THE OLI WEBSITE: [OLI.ORG/MATERIALS](http://OLI.ORG/MATERIALS).**

*Photos: Screenshots from the video "In the Interest of Safety."*



Operation Lifesaver Presents:

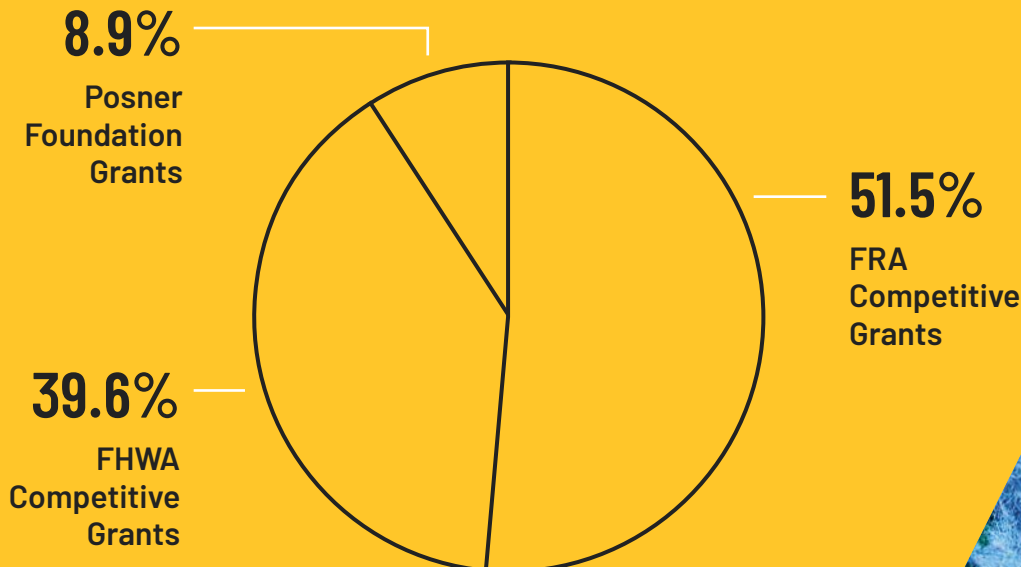
**In the Interest of Safety**

*New Drivers Edition*

### Approximate Stopping Distance



**OPERATION LIFESAVER, INC. PROVIDED A TOTAL OF \$505.5K  
IN COMPETITIVE GRANTS FOR RAIL SAFETY EDUCATION PROJECTS AND  
CAMPAIGNS TO STATE OPERATION LIFESAVER PROGRAMS IN 2020**



## GRANT PROJECTS CONT'D

### OLI AWARDED \$200.5K IN FRA COMPETITIVE RAIL SAFETY PUBLIC AWARENESS GRANTS AND \$45K IN POSNER GRANTS

Operation Lifesaver, Inc. (OLI) awarded \$200.5K in competitive grant funding from the Federal Railroad Administration (FRA) to 15 state Operation Lifesaver programs for a variety of rail crossing safety and trespass prevention public education projects in California, Indiana, Michigan, Minnesota, Missouri, Mississippi, Montana, New Jersey, New York, North Dakota, Pennsylvania, South Carolina, South Dakota, and Tennessee; North Carolina received partial funding. The grant awards funded innovative community outreach and education projects in the states, many in conjunction with Rail Safety Week.

Additional competitive grant proposals for public awareness projects in three more states, Arizona, Texas and Washington, as well as the balance of funding for North Carolina's grant project were funded through \$45K in grants from the Posner Foundation of Pittsburgh.



Photo: Screenshots from a California Operation Lifesaver trespass prevention outreach campaign and geofencing ad campaign, made possible through an FRA Competitive Rail Safety Public Awareness Grant.



### FIRST-EVER \$60K FRA INNOVATIVE SAFETY GRANT AWARDED FOR TRESPASS PREVENTION CAMPAIGN IN NEW YORK

In partnership with the Federal Railroad Administration (FRA), Operation Lifesaver, Inc. (OLI) awarded the first Innovative Rail Safety Grant for \$60,000 to New York Operation Lifesaver to fund a targeted, data-driven and multifaceted trespass prevention campaign in the state.

The campaign included a short, animated video in English and Spanish, geofencing advertising to individuals engaged in trespassing behaviors at high-incident locations in the state, social media, print ads at train stations, rest areas and DMV locations, as well as safety presentations to schools and community groups in the targeted area.

Image: Screenshots from a New York Operation Lifesaver trespass prevention PSA, made possible through the Innovative Safety Grant.



## FTA TRANSIT RAIL SAFETY GRANT CAMPAIGNS WERE COMPLETED

Operation Lifesaver, Inc. (OLI) funded creative transit rail safety campaigns by 10 rail transit agencies in eight states through a Federal Transit Administration (FTA) grant. The FTA grant funding started in 2019 and was completed in 2020.



Image: Examples of transit rail safety campaigns funded by the FTA grant include, counter-clockwise from top left, a train wrap safety message from Hampton Roads Transit; a social media safety tips campaign from Trinity Metro; a mobile safety studio and social media campaign by SunRail; and a Caltrain safety video with Mythbusters' Kari Byron.

## OLI AWARDED \$200K IN FHWA COMPETITIVE CROSSING SAFETY PUBLIC AWARENESS GRANTS TO 14 STATES

Operation Lifesaver, Inc. (OLI) also awarded \$200K in competitive grant funding from the Federal Highway Administration (FHWA) to 14 state Operation Lifesaver programs for a variety of rail crossing safety public education projects in Arizona, California, Indiana, Louisiana, Minnesota, Missouri, Mississippi, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina and Washington. The grant awards funded a variety of highway-rail grade crossing safety public education projects, many in conjunction with Rail Safety Week.



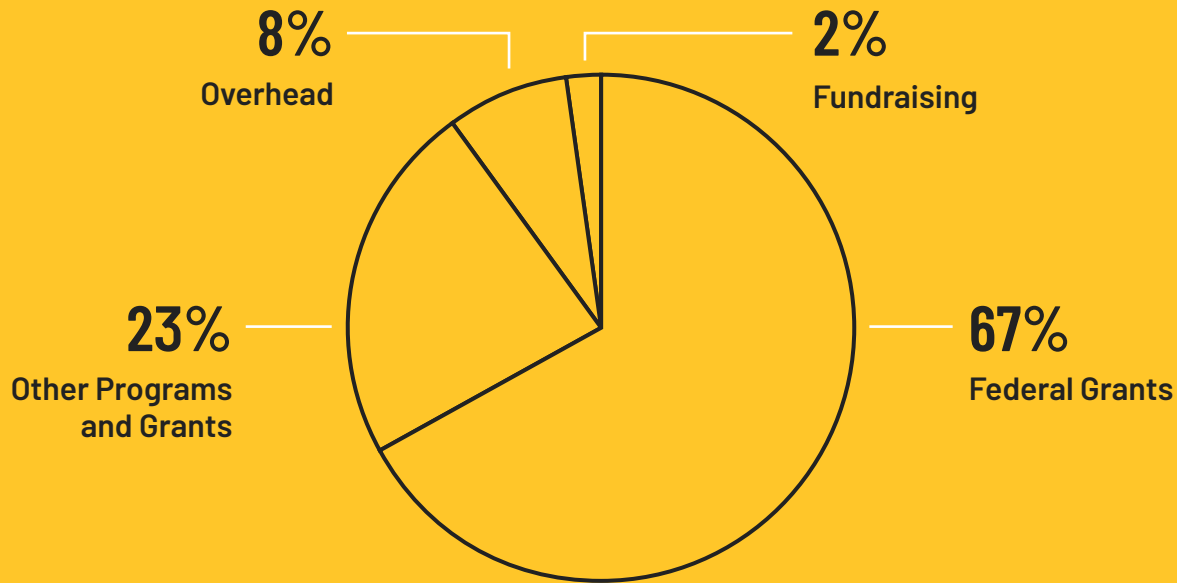
Photo: A targeted campaign in Mississippi funded by an FHWA Crossing Safety Public Awareness Grant included digital geofencing ads as well as billboards.

# FINANCIAL OVERVIEW

## OPERATION LIFESAVER, INC. 2020 AUDITED FINANCIAL STATEMENT

### 2020 OPERATION LIFESAVER, INC. EXPENSES

\$2.1M



### OPERATION LIFESAVER, INC. STATEMENT OF ACTIVITIES

Year Ended Dec. 31, 2020

REVENUE AND SUPPORT	
Contributions	649,875
Government Grants/Awards	1,349,510
Foundation Grants	125,000
Store Royalties	20,191
Interest	1,465
<b>Total revenue and support</b>	<b>2,146,041</b>

EXPENSES	
Government Grants/Awards	1,349,517
Other programs	457,661
General and administrative	172,992
Fundraising	38,327
<b>Total supporting services</b>	<b>211,319</b>
<b>Total expenses</b>	<b>2,018,497</b>
Change in net assets	127,544
Net assets at beginning of year	785,228
Net assets at end of year	912,722

# BOARD OF DIRECTORS & NATIONAL ADVISORY COUNCIL

## BOARD OF DIRECTORS

THE OPERATION LIFESAVER, INC. (OLI) BOARD OF DIRECTORS IS THE GOVERNING BODY OF THE ORGANIZATION, RESPONSIBLE FOR DETERMINING OLI'S OVERALL MISSION, PRIORITIES AND DIRECTION. THE BOARD ENSURES THAT OLI HAS ADEQUATE RESOURCES AND THAT IT IS MANAGED WITH APPROPRIATE FINANCIAL CONTROLS.

### **Jo Strang, Chair**

Senior Vice President, Safety & Regulatory Policy,  
American Short Line and Regional Railroad Association

### **Mark A. Schulze, Vice-Chair**

Vice President, Safety, Training, and Operations Support,  
BNSF Railway Company

### **Jason M. Morris, Treasurer**

Assistant Vice President Safety and Environmental,  
Norfolk Southern Corporation

### **Nancy Hudson, Secretary, State Coordinator on the Board**

Executive Director,  
Alabama Operation Lifesaver

### **Rachel Maleh, Ex-Officio, Non-Voting**

Executive Director,  
Operation Lifesaver, Inc.

### **Nicole Brewin**

Senior Vice President,  
Government & Public Affairs,  
Railway Supply Institute

### **Katie Chimelewski, National Advisory Council Co-Chair**

Director Safety & Certification,  
American Road & Transportation Builders Association

### **Kelly Clough**

Deputy Chief of Police,  
Canadian Pacific Railway

### **Martin Conway**

Deputy Chief,  
Amtrak Police Department

### **Stephen Covey**

Chief of Police and Chief Security Officer,  
Canadian National

### **Sean Douris**

Chief of Police, Public Safety, & Infrastructure Protection, CSX

### **Andy Elkins**

Manager of Hazmat Compliance,  
Association of American Railroads

### **Jessica Feder, National Advisory Council Co-Chair**

Executive Director,  
Indiana Operation Lifesaver

### **Shayne Gill**

Program Director for  
Multimodal Transportation,  
American Association of State Highway and Transportation Officials

### **Polly Hanson, Transit Representative**

Director of Security, Risk, and Emergency Management, American Public Transportation Association

### **Barry E. Morton**

Assistant Vice President Health & Safety, Kansas City Southern Railway Company

### **Suzanne M. Rohde**

Senior Vice President,  
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American Bus Association

### **John Walsh**

Director of Hazardous Materials Programs, Short Line Safety Institute

### **Lawrence K. Wenko**

Senior Manager Public Safety,  
Union Pacific Railroad

## NATIONAL ADVISORY COUNCIL

THE NATIONAL ADVISORY COUNCIL (NAC) IS AN ADVISORY BODY THAT ASSISTS THE OPERATION LIFESAVER, INC. (OLI) NATIONAL OFFICE IN CREATING THE PROGRAMS AND MATERIALS USED TO DELIVER THE RAIL SAFETY MESSAGE TO THE PUBLIC. THESE MATERIALS INCLUDE TRAINING VIDEOS, PUBLIC SERVICE ANNOUNCEMENTS, PRESENTATIONS, BROCHURES, AND OTHER PUBLIC OUTREACH MATERIALS. THE NAC ALSO HELPS THE NATIONAL OFFICE ESTABLISH PRIORITIES FOR DEVELOPING NEW EDUCATIONAL MATERIALS AND PROGRAMS.

NAC MEMBERS INCLUDE SUBJECT MATTER EXPERTS IN THE THREE E'S OF SAFETY – EDUCATION, ENFORCEMENT AND ENGINEERING. REPRESENTATIVES INCLUDE EMPLOYEES FROM MAJOR RAILROADS, FEDERAL AGENCIES, STATE COORDINATORS AND OTHERS KNOWLEDGEABLE ABOUT HIGHWAY-RAIL GRADE CROSSING SAFETY AND RAILROAD TRESPASS PREVENTION. OUTSIDE EXPERTS MAY SUPPLEMENT NAC PROJECT TEAMS WHEN ADDITIONAL KNOWLEDGE IS REQUIRED.

**Katie Chimelewski, Co-Chair**  
Director, Safety & Certification, American Road & Transportation Builders Association

**Jessica Feder, Co-Chair, State Coordinator Region 4 Representative**  
Executive Director, Indiana Operation Lifesaver

**Tasha Bartholomew**  
Communications Manager, Caltrain

**Tracy Bergerson**  
Detective, CP Police

**Jason Bishop**  
Regional Manager Community Affairs and Safety, CSX

**Jonathan Bondra**  
Police Inspector, CN Police Department

**Kevin Burns, State Coordinator Region 1 Representative**  
State Coordinator, Connecticut Operation Lifesaver

**Rick Campbell**  
Senior Project Manager, Alfred Benesch & Company

**Janice Cowen, State Coordinator Region 3 Representative**  
State Coordinator, South Carolina Operation Lifesaver

**Jessica Devorsky, State Coordinator Region 5 Representative**  
Executive Director, Texas Operation Lifesaver

**Doug Farler, State Coordinator Region 7 Representative**  
State Coordinator, Arizona Operation Lifesaver

**Scott Gabree**  
Engineering Psychologist, US DOT, Volpe Center

**Tim Hull, State Coordinator Region 6 Representative**  
Executive Director, Missouri Operation Lifesaver

**Taylor Kelley**  
Manager of Safety, Training and Regulatory Compliance, Rio Grande Pacific Corp.

**Nadji Kirby**  
Senior Program Manager, Domestic Road Safety, Safe Kids Worldwide

**Steve Kreins, State Coordinator Region 8 Representative**  
Executive Director, Oregon Operation Lifesaver

**Danny Lites**  
Public Safety Director, Kansas City Southern Railway Company

**Jeff Longman**  
Assistant Chief of Police, BNSF Railway Police

**Will Miller**  
Public Safety Director, Norfolk Southern Corporation

**R. Quinn Norman**  
Representative, Brotherhood of Railroad Signalmen

**James Payne**  
Staff Director, Grade Crossing and Trespass Prevention Program Division, Federal Railroad Administration

**Barbara Petito**  
Lead Communications Specialist, Amtrak Police Department

**Ryan Ringelman**  
General Director System Safety, BNSF Railway Company

**Buck Russel**  
Senior Supervisor Public Safety, Union Pacific Railroad

**Kimber Sloan**  
Executive Director, Mississippi Operation Lifesaver

**Alan Stouder, State Coordinator Region 2 Representative**  
State Coordinator, Ohio Operation Lifesaver

**Tamo Vahemets**  
Chairman of the Board, Estonia Operation Lifesaver



## NAC MATERIALS REVIEW COMMITTEE

THE OPERATION LIFESAVER, INC. (OLI) MATERIALS REVIEW COMMITTEE, PART OF THE NATIONAL ADVISORY COUNCIL, IS TASKED WITH ASSISTING OPERATION LIFESAVER, INC. IN CREATING AND UPDATING RAIL SAFETY EDUCATION MATERIALS, ENSURING THAT OLI'S SAFETY MESSAGE, INCLUDING THE THREE E'S, IS REPRESENTED CONSISTENTLY.

**Chair: Jessica Feder**

Indiana Operation Lifesaver

**Tracy Bergerson**

CP Police

**Rick Campbell**

Alfred Benesch & Company

**Margaret Cannell**

North Carolina Operation Lifesaver

**Katie Chimelewski**

American Road & Transportation  
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**Janice Cowen**

South Carolina Operation Lifesaver

**Danny Lites**

Kansas City Southern  
Railway Company

**R. Quinn Norman**

Brotherhood of  
Railroad Signalmen

**Barb Petito**

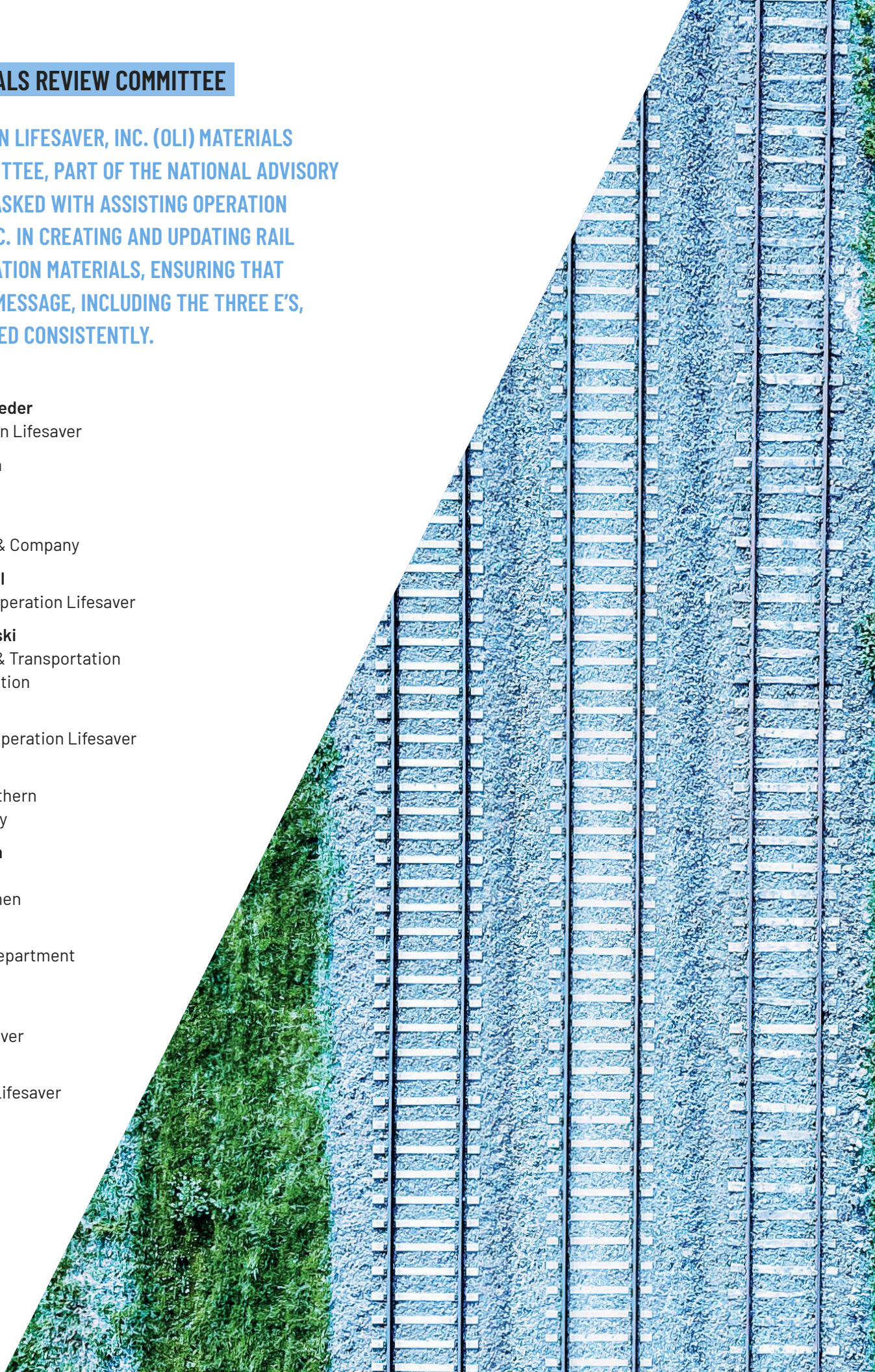
Amtrak Police Department

**Kim Sloan**

Mississippi  
Operation Lifesaver

**Alan Stouder**

Ohio Operation Lifesaver



# PARTNERSHIPS

OPERATION LIFESAVER, INC. IS GRATEFUL TO THE PARTNERS WHO MAKE OUR EFFORTS POSSIBLE.

## BOARD REPRESENTATIVES



## FUNDING PARTNERS



A BIG THANKS TO THE TEAM OF COMMITTED RAIL SAFETY PARTNERS AND SUPPORTERS ACROSS THE COUNTRY WHO CARRY OUT OPERATION LIFESAVER, INC.'S MISSION TO SAVE LIVES THROUGH RAIL SAFETY EDUCATION. OUR OPERATION LIFESAVER AUTHORIZED VOLUNTEERS (OLAVS) SPREAD THE RAIL SAFETY MESSAGE. WITHOUT THEIR EFFORTS, OUR WORK WOULD NOT BE POSSIBLE.

# THANK YOU

**YOU CAN HELP**

**#STOPTRACKTRAGEDIES.**

**APPLY TO BE A VOLUNTEER  
TODAY AT OLI.ORG.**



*Photo: Employees of the New Orleans Regional Transit Authority (RTA) streetcar posed for a #RedOut for Rail Safety photo in September in support of Operation Lifesaver, Inc.'s safety message.*

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## HELP STOP TRACK TRAGEDIES

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

### CONTACT

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