



RAIL 011.ORG
SAFETY
WEEK ✖

2022

RESULTS

REPORT

ABOUT RAIL

SAFETY WEEK

SINCE 2017, 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 CONCENTRATES PUBLIC ATTENTION ON THE NEED FOR RAIL SAFETY EDUCATION, IS OBSERVED ACROSS NORTH AMERICA, LED BY OPERATION LIFESAVER, INC. (OLI), OPERATION LIFESAVER CANADA AND THE MEXICAN ASSOCIATION OF RAILROADS (AMF).

IN 2022 RSW WAS OBSERVED FROM SEPT. 19-25 IN THE U.S., CANADA AND MEXICO TO SHARE OLI'S LIFESAVING MESSAGE.

WHY IS RAIL SAFETY WEEK IMPORTANT?



every 3 hours

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



over 50%

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



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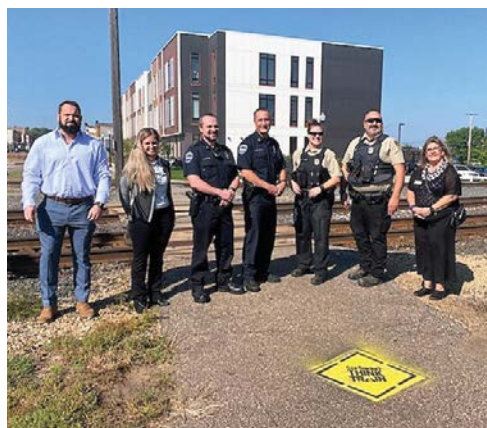
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NOTE: GRAPHIC EXCERPTS USED THROUGHOUT THIS REPORT REPRESENT SOCIAL MEDIA POSTS WITH SAFETY MESSAGING FOR DIFFERENT AUDIENCES SHARED ON SOCIAL PLATFORMS AND IN DIGITAL CAMPAIGNS THROUGHOUT RAIL SAFETY WEEK.

INTRODUCTION

A STRONG #RAILSAFETYWEEK PARTNERSHIP TO #STOPTRACKTRAGEDIES

Rail Safety Week is a collaborative effort among Operation Lifesaver, Inc. (OLI), the national Board of Directors, state Operation Lifesaver programs, and safety partners across the U.S., Canada and Mexico. From Sept. 19–25, 2022, OLI and its partners shared the rail safety message throughout North America through official proclamations, coordinated social media efforts and campaigns as well as community events educating citizens on how to stay safe near railroad tracks and trains. In addition to sharing rail safety messages throughout the week, OLI also urged people to take and share its Rail Safety Pledge for adults and kids during Rail Safety Week. These combined efforts resulted in increased social media impressions, news stories and media coverage value, raising awareness.





“RAIL SAFETY WEEK CONCENTRATES THE PUBLIC AWARENESS AND EDUCATION CAMPAIGNS THAT OCCUR ALL YEAR LONG ACROSS THE COUNTRY INTO ONE JAM-PACKED WEEK IN SUPPORT OF OUR CORE MISSION – TO SAVE LIVES. WE ARE GRATEFUL TO THE FEDERAL, STATE AND LOCAL SAFETY PARTNERS ACROSS NORTH AMERICA WHO MAKE THIS AMAZING EFFORT POSSIBLE.”

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



Photos, clockwise from top left:

In Oklahoma City, the Skydance Bridge was illuminated in red all week in support of #RedOutForRailSafety events.

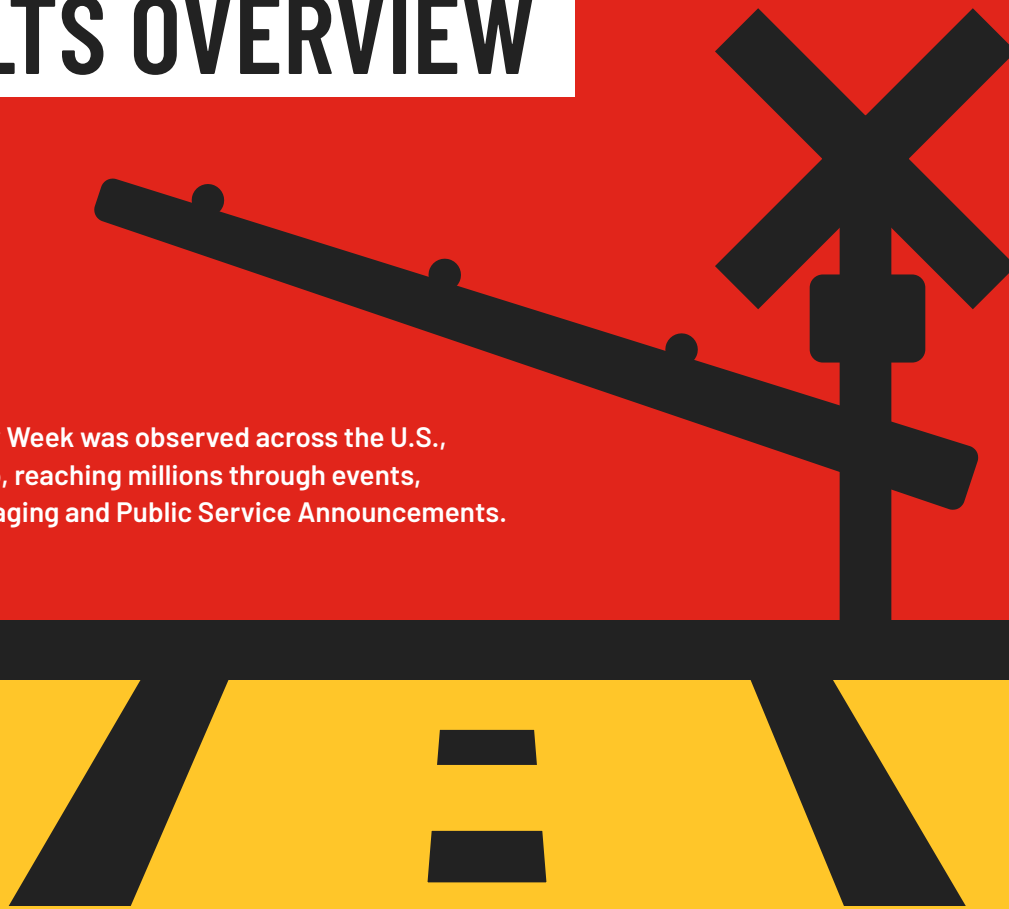
Oregon Operation Lifesaver Executive Director Steve Kreins, center, presented challenge coins to police officers in Gervais, OR to thank them for their Rail Safety Week partnership.

Officials with Florida's Brightline passenger rail system held a news conference with South Florida law enforcement agencies to announce a tri-county enforcement effort.

Minnesota Operation Lifesaver and the City of Hastings participated in a sidewalk stencils safety effort to raise pedestrian rail safety awareness.

RESULTS OVERVIEW

In 2022, Rail Safety Week was observed across the U.S., Canada and Mexico, reaching millions through events, social media messaging and Public Service Announcements.



RAIL SAFETY WEEK - YEAR OVER YEAR RESULTS

SEPT. 1 - OCT. 4

RSW RESULTS AS OF OCT. 4	2018	2019	2020	2021	2022	% CHANGE, 2021-2022
Media Coverage Advertising Value Equivalent (AVE)	\$1.54M	\$4.86M	\$12.8M	\$21M*	\$31M	+47.6%
Operation Clear Track Broadcast Stories	200	400	61	144	210	+45.8%
Social Media Impressions	1.0M	9.5M	12.3M	2.7M	8.83M	+226%
Online, Print, Newswire Stories	990	1,118	1,962	1,438*	2,577	+79%

* Note: Updated results for 2021.

DAILY THEMES

EACH DAY DURING RAIL SAFETY WEEK,
MESSAGING FOCUSED ON A DIFFERENT THEME.

RAIL SAFETY WEEK – SCHEDULE OF THEMES & AUDIENCES

DATE	THEME	AUDIENCES
MONDAY, SEPTEMBER 19	#STOPTrackTragedies	News Media, Government Officials, OLI Partners, General Public
TUESDAY, SEPTEMBER 20	Operation Clear Track	Law Enforcement, First Responders
WEDNESDAY, SEPTEMBER 21	Crossing Safety	General Public, Mature Drivers, Shift Workers, Professional Drivers, School Bus Drivers, New Drivers, Outdoor Enthusiasts, People Experiencing Homelessness, Transit Users, Farmers
THURSDAY, SEPTEMBER 22	Transit Safety Thursday & Professional Driver Safety	Transit and Commuter Riders, Professional Drivers, School Bus Drivers
FRIDAY, SEPTEMBER 23	Volunteer to #STOPTrackTragedies & Wear Red (Red Out) for Rail Safety	All Audiences
SATURDAY, SEPTEMBER 24	Trespass Prevention	General Public, Pedestrians, Cyclists, Joggers, Outdoor Enthusiasts, College Students, People Experiencing Homelessness
SUNDAY, SEPTEMBER 25	No Photo/Video/Selfie is Worth the Risk	Photographers (Professional and Amateur), Social Media Influencers



MONDAY, SEPTEMBER 19
#STOPTRACKTRAGEDIES

Rail Safety Week 2022 kicked off with six video safety messages from federal rail safety partners.



Amit Bose, Administrator, Federal Railroad Administration (FRA)

<https://oli.org/media/federal-railroad-administrator-amit-bose-rail-safety-week-2022-message>



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

<https://oli.org/media/national-highway-traffic-safety-administration-acting-administrator-ann-carlson-rail-safety>



Nuria Fernandez, Administrator, Federal Transit Administration (FTA)

<https://oli.org/media/federal-transit-administrator-nuria-fernandez-rail-safety-week-2022-message>



Karl Alexy, FRA Associate Administrator for Railroad Safety & Chief Safety Officer

<https://oli.org/media/karl-alexey-federal-railroad-administration-rsw-2022-message>



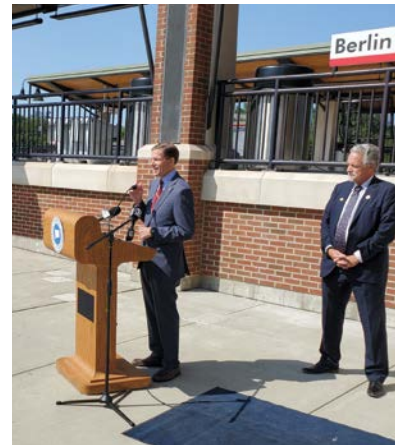
Joseph DeLorenzo, FTA Associate Administrator for Transit Safety and Oversight and Chief Safety Officer

<https://oli.org/media/joe-delorenzo-federal-transit-administration-rsw-2022-message>



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

<https://oli.org/media/ntsb-board-member-tom-chapman-rail-safety-week-2022-message>



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

Photos, clockwise from top left:

Alabama Operation Lifesaver State Coordinator Nancy Hudson accepts a Rail Safety Week proclamation from District Councilor Darrell O'Quinn of the City of Birmingham.

Ohio Operation Lifesaver shared a table with CSX & the Ohio State Highway Patrol during a community health & farmers market and received a RSW proclamation from the Toledo City Council.

Senator Richard Blumenthal, D-CT makes remarks at a press event in Berlin, CT announcing a Rail Safety Week proclamation by Governor Ned Lamont as CT DOT Commissioner Joseph Giulietti looks on.

Tennessee, South Carolina and Illinois were among the states whose Governors issued Rail Safety Week proclamations.





TUESDAY, SEPTEMBER 20
OPERATION CLEAR TRACK

Hundreds of 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 20.

Amtrak and Operation Lifesaver, Inc. 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, 302 law enforcement agencies, first responders and individuals in 36 states signed up to participate in the in-person OCT events.

Photos, from top to bottom:

The Miami County, KS Sheriff's office participated in OCT on September 21.

Orange County, FL Sheriff's motorcycle officers at an OCT crossing event.

Nebraska State Police at an OCT event.

Bottom left: A Metro-North police OCT detail at a crossing in the New York Metropolitan area.

Bottom right: Police officers in Fuquay-Varina, NC conducted positive enforcement events at crossings.



302
 law enforcement agencies

36
 states



WEDNESDAY, SEPTEMBER 21 CROSSING SAFETY

Wednesday's theme focused on Crossing Safety to educate drivers.

Left: Florida DOT shared the Rail Safety Week message with these electronic signs for motorists.

Right: In New Jersey, these electronic signs reminded highway users of the importance of caution at railroad crossings.



THURSDAY, SEPTEMBER 22 TRANSIT SAFETY THURSDAY

Cities and states with rail transit service held activities for the Transit Safety Thursday theme.

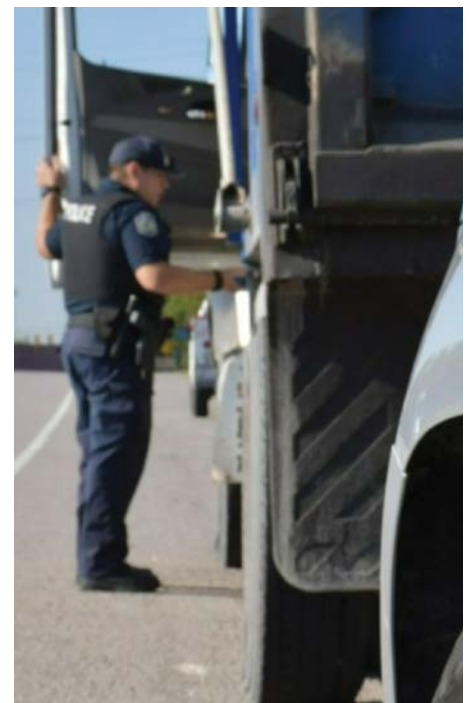
Professional Driver safety was the Thursday theme for states without transit service.

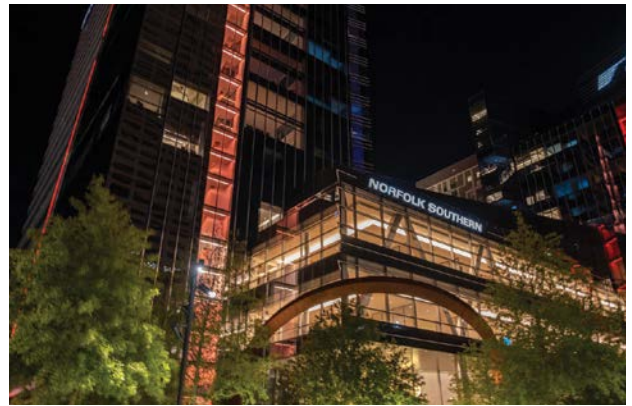
Photos, clockwise from top left:

Houston, TX Metro Manager of Transit Safety Education Programs Ramona Crayton, left, handed out safety education materials to transit riders.

South Carolina Transport Police conducted positive enforcement events with tractor-trailer drivers.

Austin, TX transit agency CapMetro wrapped a railcar in safety messages for Rail Safety Week.





FRIDAY, SEPTEMBER 23

WEAR RED (RED OUT) FOR RAIL SAFETY

Operation Lifesaver state programs and partners across the U.S. celebrated the Friday theme of #RedOutForRailSafety day by wearing red and sharing photos to support rail safety.



Photos, clockwise from top left: Employees of the American Short Line and Regional Railroads Association, including Operation Lifesaver, Inc. Board Chair Jo Strang (front row, far left) wore official #RedOutForRailSafety t-shirts for a Red Out Day photo at their Washington, DC headquarters. Amtrak employees and California Operation Lifesaver volunteers and staff took #RedOut photos at a special event in Fullerton, CA that featured Amtrak's commemorative Operation Lifesaver locomotive (top) and a vintage steam locomotive.

Norfolk Southern Corp.'s headquarters building in Atlanta, GA was lit up in red for Rail Safety Week and #RedOut day. Federal Highway Administration employees gathered for a group #RedOut photo in Washington, DC. The Operation Lifesaver, Inc. (OLI) National Office staff posed for a #RedOutForRailSafety day group photo. Georgia Department of Transportation employees supported #RedOutForRailSafety day by taking selfies for this compilation photo.



**SATURDAY, SEPTEMBER 24
TRESPASS PREVENTION**

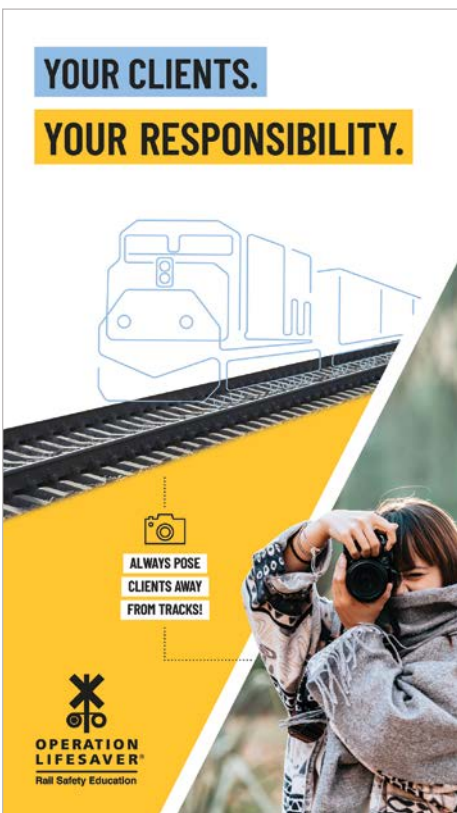
Trespass prevention was the theme for Saturday, with events and social media messaging sharing the importance of staying off railroad tracks and property.

Photos, right from top:

Oregon Operation Lifesaver Asst. State Coordinator Jessica Keene, left, presented challenge coins to Albany police officers for their quick response to a trespasser incident on a railroad bridge.



A screenshot of Operation Lifesaver's "Shortcut" trespass prevention PSA, which was shared via social media on Saturday. <https://oli.org/media/shortcut-30-second-amtrak-trespass-prevention-psa>



**SUNDAY, SEPTEMBER 26
NO PHOTO/VIDEO/SELFIE
IS WORTH THE RISK**

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

Left: Digital ad campaigns included graphics aimed at photographers and social media influencers.

PSA CAMPAIGN

AS PART OF RAIL SAFETY WEEK 2022, FOUR NEW VIDEO PUBLIC SERVICE ANNOUNCEMENTS (PSAs) WERE RELEASED.



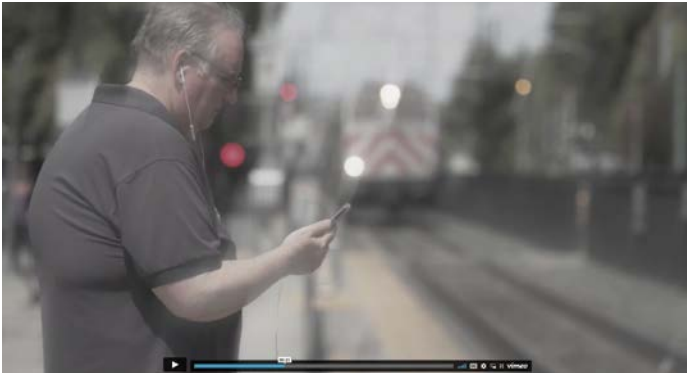
Brad Johnston talks about his childhood friend Jafari, what happened to him, how he misses him, and why you should never climb on railroad cars or train equipment.

<https://oli.org/media/stop-track-tragedies-brads-story-40>



Samantha and her friend didn't see a second train coming. She talks about how people should always be cautious at rail crossings.

<https://oli.org/media/stop-track-tragedies-samanthas-story-40>



Nick Sayer's story shows why riders should always stay focused at commuter rail and rail transit stations and facilities.

<https://oli.org/media/stop-track-tragedies-nicks-story-60-second-psa>



Locomotive engineer Maurice Taylor shares his story to show why Operation Lifesaver tells people to Stay Off! Stay Away! Stay Safe!®

<https://oli.org/media/stop-track-tragedies-maurices-story-30-second-psa>

These videos underscore the importance of always using caution around railroad tracks and trains. The PSAs are part of the 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.



MEDIA



NATIONAL DIGITAL AD CAMPAIGNS

A NATIONAL RSW DIGITAL AD CAMPAIGN WITH THE #STOPTRACKTRAGEDIES PSAs, TRANSIT SAFETY PSAs AND SOCIAL GRAPHICS IN ENGLISH AND SPANISH RAN ON FACEBOOK, INSTAGRAM, YOUTUBE AND STREAMING VIDEO DEVICES.



6.6M

National campaign impressions

STATE DIGITAL AD CAMPAIGNS

STATE RSW DIGITAL AD CAMPAIGNS WITH THE #STOPTRACKTRAGEDIES PSAs, TRANSIT SAFETY PSAs AND SOCIAL GRAPHICS IN ENGLISH AND SPANISH RAN ON FACEBOOK, INSTAGRAM, FACEBOOK, INSTAGRAM, YOUTUBE AND STREAMING VIDEO DEVICES.



4.8M

State campaign impressions

AD CAMPAIGN TOTALS

11.4M
Impressions

PRINT, ONLINE AND BROADCAST NEWS COVERAGE

Total print media and newswire stories on Rail Safety Week in 2022 rose 79% from 2021. The Advertising Value Equivalent of the coverage reached \$31M in 2022, up 47.6%. The number of television and radio news stories mentioning Operation Clear Track rose 45.8% from 2021.

Interview requests for Operation Lifesaver, Inc. spokespeople during RSW included WTOP News Radio in Washington, DC, Sirius XM Trucker radio programs, American Ag Network, and more. Op Eds and letters to the editor from Operation Lifesaver safety partners appeared in several states.



Photo, top: A screenshot of a news story from KRPC-TV in Houston, TX with OLI's RSW graphics and tips on what to do if your car stalls or stops on the tracks.

Photo, bottom: OLI Director of Communications and Marketing Jennifer DeAngelis was interviewed live on the FreightWaves "What the Truck?!?" show with hosts Dooner and the Dude.



A TEAM

EFFORT

**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 efforts. Special thanks to FRA, FTA, the National Traffic Highway Safety Administration and National Transportation Safety Board for their partner RSW video messages.

Photos, clockwise from top left:

CSX debuted its Operation Lifesaver commemorative locomotive at a positive enforcement event during Rail Safety Week.

Missouri Operation Lifesaver Executive Director Tim Hull spoke at the AASHTO Annual Rail Meeting in Kansas City, MO during Rail Safety Week.

South Carolina Operation Lifesaver State Coordinator Janice Cowen shared the safety message with these youngsters at RailFest in Greer, SC during Rail Safety Week.

Law enforcement officers from around the region gathered in Illinois to show support and promote railroad safety at a special Police Appreciation Day event during Rail Safety Week.

BNSF Railway set up a selfie station at their Fort Worth, TX headquarters to spread the word during Rail Safety Week.

Union Pacific Railroad Special Agent Mark Wasko, standing, helped train 19 law enforcement officers at a RISC (Railroad Investigation and Safety Course) class during Rail Safety Week.



WEBSITE AND SOCIAL MEDIA RESULTS

THE RAIL SAFETY WEEK LANDING PAGE ON THE OPERATION LIFESAVER, INC. WEBSITE WAS THE THIRD MOST-VISITED PAGE ON OLI.ORG FROM SEPT. 1-OCT. 4, 2022. RAIL SAFETY WEEK-RELATED SOCIAL MEDIA IMPRESSIONS FOR THE REPORTING PERIOD INCREASED BY 226% TO 8.83M IN 2022 COMPARED TO 2021, DUE TO THE COMBINED EFFORTS OF OPERATION LIFESAVER AND ITS PARTNERS SHARING SOCIAL CONTENT.



107,571

oli.org website
pageviews



+169%

Increase in length of
average visit to oli.org
over 2021



8.83M

Social media impressions,
an increase of 226%
compared to 2021

FOLLOW US ON SOCIAL



FACEBOOK



INSTAGRAM



LINKEDIN



PINTEREST



TWITTER



YOUTUBE

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SAVE

THE DATE

RAIL OLI.ORG
SAFETY
WEEK ✖
OTD

SEPT. 18-24, 2023

For more information,
contact news@oli.org



RAIL SAFETY WEEK

OLI.ORG

Thanks for supporting
Operation Lifesaver
in our 50th year. We look
forward to even more
success in 2023.

HELP STOP TRACK TRAGEDIES

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

JOIN US

VISIT OLI.ORG

FOLLOW US ON SOCIAL

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