



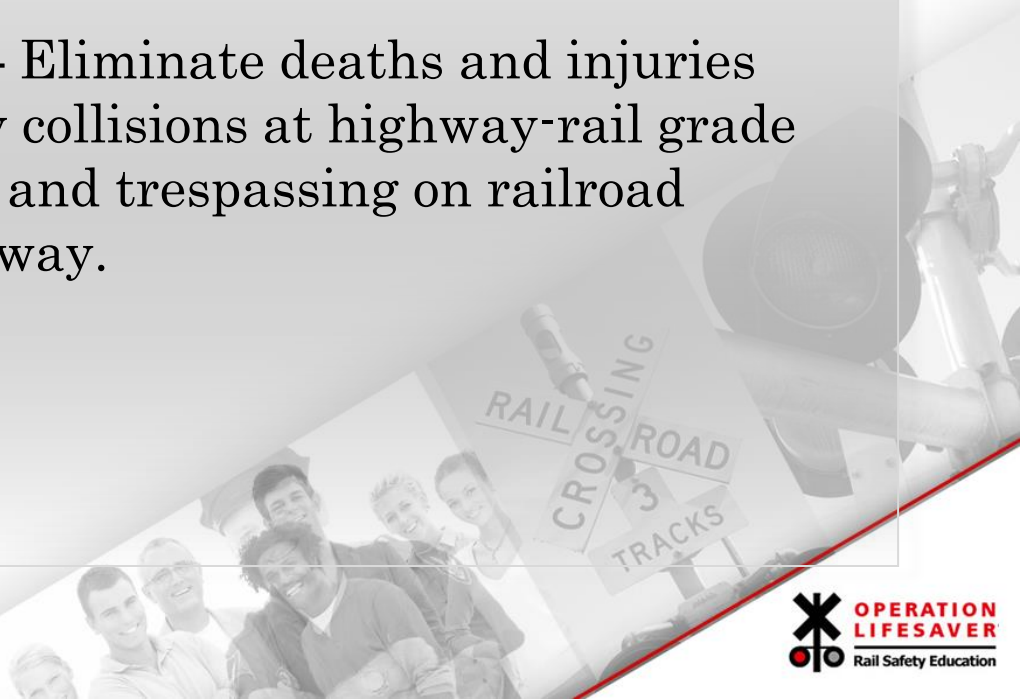
California Operation Lifesaver



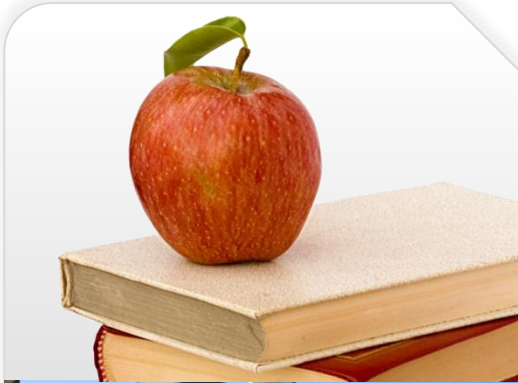
Who Are We?



- Non profit organization
- Public safety education program
- In all 50 states, and International, including Mexico and Canada
- **Mission** – Eliminate deaths and injuries caused by collisions at highway-rail grade crossings and trespassing on railroad rights-of-way.



Components



Education

public presentations, PSAs, videos, printed materials



Engineering

endorse safety improvements at crossings through design and technology



Enforcement

encourage active enforcement of existing laws



Supporting Partners



- Federal (FRA, FHWA)
- Class 1 Railroads
- State (DOT)
- Short Line Railroads
- Corporate
- Grant Funding



Sharing the Rail Safety Message

THROUGH DEDICATED VOLUNTEERS

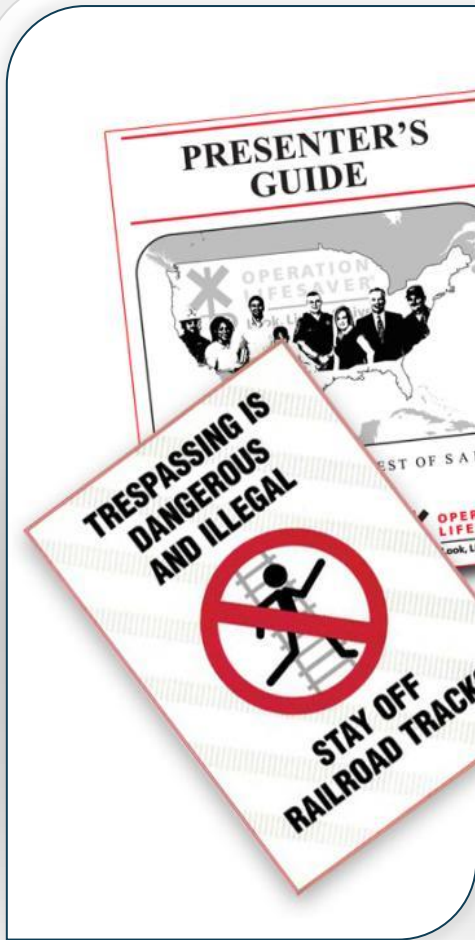
- Operation Lifesaver Authorized Volunteers make free presentations throughout the state

Tailored message for all audiences:

- Variety of audiences: K-12, civic groups, law enforcement, first responders, professional drivers and more.



Public Education



- Presentations
- Safety Booths
- Public Service Announcements
- Videos
- Printed Materials
- Train Authorized Volunteers for OL Rail Safety Presentations



CAOL Collaborates With

- **Railroads and Transit providers**
- **City governments**
- **Law Enforcement**
- **School districts**
- **Public service agencies**
- **Private industry organizations**
- **Area businesses**

To raise awareness about rail safety among the groups and communities that need it most



California Safety Education Results

In 2015, California Operation Lifesaver volunteers gave:

- **1229 presentations** to groups throughout the state
- Combined educational **presentations and events reached 204,390 Californians**
- In 2015, **5 million people in California** were personally exposed to the Operation Lifesaver message via Billboard and Transit Advertising
- Since 1972, when Operation Lifesaver was founded, train-vehicle collisions **in the U.S. have been reduced from approximately 12,000 to approximately 2059 in 2015**



Rail Safety Education... IMPORTANT and NEEDED

- **California ranks Number 1 in Trespass Incidents**
- **California ranks Number 2 in Grade Crossing Incidents**



The Numbers in Our State

	2014	2015
Total Grade Crossing Incidents	128	148
Crossing Fatalities	33	32
Crossing Injuries	45	42
Total Trespassing Casualties	143	148
Trespass Fatalities	91	97
Trespass Injuries	52	51



Santa Barbara County

- **18 Casualties (both injuries /fatalities) since 2012**
- **2 Casualties in 2014 - 5 casualties in 2015**
- **150% increase from 2014**
- **4 of the 5 casualties in 2015 were fatalities**



Raising Awareness – Changing the Numbers

- Identify the areas and demographics in need of the message
- Create rail safety campaigns to reach those communities
- Create partnerships to encourage proactive participation from all sectors of the community
- Create a “rail safe” community educated and aware
- Proactive vs Reactive
- Grow the effort together
- Sustain the message



Grow and Sustain the Message

- Community involvement is key
- Every Community has its own unique needs
- Work together to identify and target the message to educate the community
- Create varied and specific campaigns to reach those community groups



Community Partnership

Rail Safety Campaigns:

- City/County Rail Safety Proclamations -September
- Law Enforcement Partnerships - Positive Enforcement Campaigns
- Schools - Student Involvement Peer Education
- Community Events
- State Parks
- Linking to OLI and Rail Safety Messaging
- Local Access Channel PSA's
- Community Magazines/Articles
- Hotel/Community Rail Safety Card
- Social Media Messaging

Campaigns are tailored to meet your community needs



Graphic Messaging



**THE MOST LOPSIDED
★ CLASH IN HISTORY. ★**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

MAN
175 LBS.
OF PURE, HUMAN
FLESH AND BLOOD

VS

TRAIN
6,000 TONS
OF SOLID BUILT
AMERICAN STEEL

Every day, people tempt fate and die trespassing on railroad tracks.

IT'S NO CONTEST.

OPERATION LIFESAVER ASSOCIATE OF AMERICAN RAILROADS

SeeTracksThinkTrain.org

**THE MOST LOPSIDED
CLASH IN HISTORY.**

VS

VS

IT'S NO CONTEST

More than half of all pedestrians killed by a train are under the influence of alcohol or drugs.

ABOUT EVERY THREE HOURS A PERSON OR VEHICLE IS HIT BY A TRAIN

See Tracks?
**THINK
TRAIN™**

OPERATION LIFESAVER
www.obl.org

San Clemente *magazine* SPRING 2016

EXCLUSIVE! SPECIAL SAVINGS ON SELECT SUMMER CAMPS

PLANS: WEEKLY CAMPS | 1-NIGHT WEEKEND CAMPS | 2-NIGHT WEEKEND CAMPS



Community Rail Awareness Visuals



Digital Traffic Sign Messaging



Grade Crossing
Sidewalk Decal



How Can You Help:



Be proactive about Rail Safety get involved with CAOL



Support CAOL with Volunteers



Share See Tracks? Think Train message!



Share the Message





Contact Us

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