It is the Mission of Minnesota Operation Lifesaver to create awareness and provide education to the public on how to make safer decisions around tracks and trains in an effort to reduce collisions, deaths and injuries at highway-rail grade crossings and on railroad property in Minnesota.
The 3 E's

• Education: public presentations, PSAs, videos, printed materials
• Engineering: endorse safety improvements at crossings through design and technology
• Enforcement: encourage active enforcement of existing laws

83%

Decline in collisions
We’ve helped to reduce the number of train/motor vehicle collisions from a 1972 high of roughly 12,000 annual incidents to approximately 1,953 incidents in 2012.
(Source: FRA preliminary 2012 statistics).
Public Crossing Collisions By Age
2012–2016

Trespass Fatalities by Age
(2014–2016)
The average American spends **24 hours** a week online.

**80%** of internet users own a Smartphone.

**89%** of Americans use the internet

**57%** of all US online traffic now come from smartphones and tablets.
Public Education

- Presentations
- Safety Booths
- Public Service Announcements
- Videos at oli.org
- Printed Materials
- Training for Authorized Volunteer Presenters
Myths or Realities? Pedestrian Safety Around Tracks & Trains.

Highway-Rail Grade Crossing Training for Professional Truck Drivers

Presented by Operation Lifesaver

Key Safety Tips at Highway-Rail Grade Crossings

Provided in the Interest of Safety
Tips for Snow Plow Operators

Snow, Salt, & Chemicals

Avoid piling snow on or near railway crossings. Windrows must be kept to a minimum as they reduce visibility at crossings and may be hit by a passing train.

Thrown ice or hard packed snow could result in possible injury to the public.

Do not pile snow under gate arms or mechanisms. This may result in the malfunction of railway signal equipment.

When possible, do not pile snow on access roads parallel and adjacent to the tracks.

When possible, “clear” crossing approaches to bare pavement in order to expose railway/pavement markings.

Never dump salt or chemicals directly on or near any highway-railway crossing. Salt or chemicals reduce the resistant properties of track ties and ballast. This in turn can cause the electrical signals carried through the rails to short out, resulting in confusion of flashing light warning devices or malfunction of train signals.

To prevent sand from being carried onto the tracks, ensure sand is not applied within fifteen feet of railway crossing tracks.

To prevent a build-up at the crossing, which could contribute to derailments, avoid or limit the use of abrasives at railway crossings.

Maintenance Considerations

Contact the railway before performing work in proximity to a crossing.

If maintenance requires work within close proximity to the trackage, you need permission from the railway before starting in order to ensure safety and compliance with regulations.

Please remember: ANY TIME IS TRAIN TIME! As you carry out maintenance at a railway crossing, crossing signals may activate as little as 20 seconds before a train arrives. An average large truck can take 18 seconds to clear the track area from a standing start.

Emergency Situations/Reporting Hazards

If your plow stalls or gets stuck on a crossing, get out immediately and move quickly to a point at least 300 feet away from the track and the truck. This will reduce the chances of being struck by flying debris if a train hits the vehicle.

If the plow or wing accidentally hits the rail, signage, or signal equipment, report it immediately. Notify your dispatcher and/or contact the railway directly.

Many railway companies post their emergency numbers prominently at crossings. If the number cannot be located immediately, call 911 or the local emergency number.

Police Officer or Flag Person at the Crossing

If a police officer or properly identified railway flag person is at the crossing, obey directions. Remember, however, you are not relieved of the responsibility to ensure your personal safety and you must confirm it is safe to cross the tracks by looking and listening for the approach of a train.

For additional railway safety information, please visit:

- Website: www.oli.org
- Facebook: www.facebook.com/operationlifesaver
- Twitter: www.twitter.com/oli_national

LOOK, LISTEN, LIVE!

OPERATION LIFESAVER
1420 King Street, Ste 401
Alexandria, VA 22314
Tel: 1-800-877-6224
E-mail: general@oli.org
Innovative Outreach

Ryan’s Brain & Challenge
- Full Video and shorts
- Free Lesson plans
- Chromebook giveaway

Parody music videos
- Think Train!
- Operation Lifesaver Rap
- You Better Be Aware
- A Story To Tell
Operation Lifesaver on Social Media

Follow Operation Lifesaver, Inc.

Facebook  facebook.com/operation.lifesaver
Twitter twitter.com/olinational
Pinterest pinterest.com/olinational
Instagram instagram.com/operation_lifesaver_inc
Vimeo vimeo.com/operationlifesaver/
Skype operation.lifesaver

We appreciate when people like Betsy Daugherty become rail safety advocates. https://bit.ly/2yr7RyO

Mother who lost son in train accident teaches others about safety

Post about an Operation Lifesaver presentation.
Respond to tweets sent by Operation Lifesaver.
Share Operation Lifesaver accounts with friends.
Take pictures at Operation Lifesaver events.
Send messages about rail safety.
Share #railsafety hashtags.
See Tracks? Think Train!
OL FOR KIDS

Operation Lifesaver helps kids and adults learn about staying safe when it comes to railroads. You'll find our most popular materials for kids right here!

Videos for Kids
Did you know we have a number of videos intended for the younger audience? You can click here to see videos specifically "For Young People."

Click on the My Fox & Eddie Coloring Page for pictures you can print and color.

Check out our safety posters.

Complete our word search puzzles.

View and print the Operation Lifesaver activity sheets from our partners at Canadian. (Note: Page 7 stats are in KMAH.)

Contact Us
Did you know Operation Lifesaver has programs in states across the U.S.? Contact your Ol. State Coordinator or call us at 770-725-0900 for information about free safety presentations, training and volunteer opportunities available in your area.

Is a phone call worth your life?
According to the AAA, 47% of drivers used to take jing on cell phones while driving, and 21% read or send text messages or essays while driving. That figure rises to 69% for drivers under the age of 34.
“Trespassing” is going somewhere you’re not supposed to go, like walking into a stranger’s house without permission.

TRESPASSING IS AGAINST THE LAW.

This law is meant to keep us safe.
Train & the WHATEVERITWAS

This is Train and her friend, Track.

Train finally came to a stop.

"What?" she said. "It took me a long, long time to stop."

"I agree," said Track. "It’s longer than a mile!"

"That’s great, Train," said Track.

"If people would just keep back from you and me, we would all be safe. People can admire us from a distance."
TEST YOUR TRAIN SAFETY KNOWLEDGE

THE FOLLOWING ARE SOME COMMON BELIEFS ABOUT TRAINS. WHICH OF THE FOLLOWING ARE TRUE AND WHICH ARE FALSE?

Belief: If a train comes, I can move out of the way in time.

T or F?

False

Trains cannot swerve to avoid something in their path the way cars can.

Trains don’t have steering wheels like cars do.

A train can only follow the tracks.

Trains move much more quickly than you do.

The only way to be safe is to never be on the tracks.
Updated Presentation Materials

Cheating Death

Imagine

And it’s destructive.
Safety for Photographers

FILMMAKER SAFETY TIPS

Operation Lifesaver, Inc., the nation’s rail safety organization, works with the film industry and film schools to ensure no filming occurs on or near railroad tracks without permission from the railroad.

Filmmakers - follow these safety tips to ensure a safe set:

- Railroad tracks, trestles, yards and rights-of-way are private property.
- All filmmakers, crews, film students, and amateur who want to film MUST get permission from the railroad to film on or near the railroad tracks.
- Filmmakers must obtain a formal permit or contract from the railroad, based on the individual railroad’s legal requirements.
- Any filming on or near railroad tracks without explicit permission from the railroad can result in severe injury or death.
Operation Lifesaver PSA - Trespassing Changes Your Life
9-27-2018 PSAs
Mark Kalina talks about what happened to him.

Look for the Blue and White ENS Sign PSA :15
9-20-2018 PSAs
For Adult Drivers
Look for the Blue and White to Save Your Life :15 PSA by Operation Lifesaver, Inc.

How to Drive Near Trains
3-02-2018 PSAs
Training Modules
This full-length training video features teen vlogger Ryan helping his sister prepare for her driving test by learning how to drive safely near trains.

Drive Safe PSA
3-02-2018 PSAs
Training Modules
This :30 PSA tells you why it's important to drive safely near trains – and how to enter to win a prize!

Railroad Safety Signs
3-02-2018 PSAs
Training Modules
Jessica talks about signs you need to know to stay safe when driving near train tracks. Educators - download the lesson plan.

What to do at a Crossing
3-02-2018 PSAs
Training Modules
This video shows drivers what to do at the railroad crossing. Educators - download the lesson plan.

Distractions
3-02-2018 PSAs
Training Modules
Distractions can be deadly near train tracks – watch to find out why. Educators - download the lesson plan.

Train Facts
3-02-2018 PSAs
Training Modules
Learn why your car is like a soda can, and other train facts, in this video. Educators - download the lesson plan.

Light Rail
3-02-2018 PSAs
Training Modules
How can drivers safely share the road with light rail trains? Educators - download the lesson plan.

No shot is worth the risk: Get a permit or stay off the tracks
3-01-2018 PSAs
This PSA for filmmakers shows that filming on train tracks is deadly and illegal if proper permits are not obtained. Play it
Minimizing Collisions at Metro Transit

Michael Conlon, Director – Rail and Bus Safety
Metro Transit

Toward Zero Deaths Conference
Oct 23, 2018
Metro Transit Facts

• Largest transit operator in the state of MN

• Multimodal operations serve 7 counties (Anoka, Hennepin, Ramsey, Carver, Scott, Dakota, Washington)

• 80 million passengers annually on a network of commuter rail, light rail and bus

• 900 buses, 91 LRVs and 28 commuter rail coaches (powered by 6 locomotives)
Topics for Today

• Recap of LRT Blended Outreach and Engineering Since 2016.

• Bus Operator Training Program

• Vision Zero Pedestrian Safety Working Group

• MT Ped/Cyclist Awareness Notification System (PeCANS)
Rail Safety Outreach

- BILLBOARDS – more than 1.25 Million impressions
- TRAIN ULTRA SUPER KING AD PANELS (4 TRAINS) – over 50 Million impressions
- LIVE RADIO SPOTS – more than 200,000 impressions
- SOCIAL MEDIA (Facebook & Twitter) – over 700,000 impressions
Rail Safety Outreach (cont’d)

• SCHEDULE-SIZED BROCHURES – Somali, Hmong, Spanish, and English

• STATION SAFETY BLITZES – handing out trinkets with safety messaging, and engaging in conversation with patrons about safe behavior at stations and around trains

• OPERATION LIFESAVER ACTIVITY BOOKS for daycare, elementary and preschools near LRT.
LRT Engineering – Cantilevered Blankout
LRT Engineering – WigWag Headlights
Outreach/Engineering Program Outcomes

LRT PEDESTRIAN COLLISIONS

<table>
<thead>
<tr>
<th></th>
<th>Blue Line</th>
<th>Green Line</th>
<th>Total</th>
<th>Increase (Decrease)</th>
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<td>Jan 4 2015 to Jan 3 2016</td>
<td>7</td>
<td>7</td>
<td>14</td>
<td>7 fewer after program</td>
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<tr>
<td>Jan 4 2016 to Jan 3 2017</td>
<td>3</td>
<td>4</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

1. The year-long comparison begin and end dates have been shifted to account for the last accident of the 6 that prompted this program.

2. There were zero pedestrian fatalities (3 fewer) during the year of the blended outreach/engineering program.

Metro Transit earned the 2017 American Public Transportation Association Gold Award for transit systems with >20 M trips annually.
Bus Operator Training Program Enhancements

• Increased attention to safety conferences
• Safety-delivered modules in new operator training classes
• Overcoming the “forgetting curve”
  – Post-accident 1 on 1 training
  – Programmed refresher training
    • Triennial Safety Keys
    • Annual Winter Driving Tips
Data Mining Drives the Supplemental Training

- **Bus Accident Probability Tool**
  - Age, driving experience, route experience, work schedule, snowfall, rainfall, and time of day.
  - A database of 18 M trips is the base for queries involving combinations of variables for forecasting mishap probability.

- The same database is used to map mishap locations so as to identify clusters for further analysis.

- Results: comparing the 2007 rate per 100k mi against the five year average 2013 – 2017, 100 fewer collisions, equating to $284,200 in mishap cost savings.

- This program earned the 2018 APTA Bus Safety Awards Certificate Of Merit
Pedestrian & Cyclist Awareness Notification Study (PeCANS)

- Operator Challenges
  - A-Pillar impedes visibility
  - Unpredictable road and traffic conditions
  - Reactive braking vs. informative monitoring

- City of Minneapolis Pedestrian Crash Study (2017)
  - 85% of pedestrian crashes at intersections
  - 63% of pedestrian crashes on high-frequency transit routes

- On-Street Bike Lanes Growth = Increasing Probability of Bus-Bike Interactions
  - Minneapolis Bike Master Plan (2015):
    127 miles existing; **222 miles planned**
  - Saint Paul Bicycle Plan (2015):
    79 miles existing; **132 miles planned**
Potential PeCANS Proof-of-Concept Approaches

• No-Cost Proof-of-Concept (POC)
• Awareness Notifications (Alert / Warning)
  – Direct to bus operators
  – Bus to pedestrians and cyclists via announcements
• Collision Awareness Monitor Display for Bus Operators
• Vehicle-to-Everything (V2X) Communications
  – Bus to pedestrians and cyclists via mobile app
  – Bus to riders via pylon displays / announcements at bus stops
  – Bus to Digital Message Signs (DMS) at intersections
Forging New Tracks

Working with our partners... MNOL has looked for ways to forge new tracks in reaching important audiences
IntoxBox Breathalyzer Kiosk

Helping you know before you go

As we have entered the age of information and technology, it's time to do more than simply asking people not to drink and drive. The IntoxBox allows consumers to know when they've reached their limit and helps them make informed decisions.

Identifying the Problem

While drunk driving has long been written off as a reckless and irresponsible act, we do not accept that these are the only causes. In surveying hundreds of DWI offenders, we have found that over 60% believed their BAC was under .08 when they decided to drive.

Creating the Solution

Speedometers are in cars to help us obey the speed limits. Why shouldn't we have easy access to reliable breathalyzer technology to help us obey the drinking and driving laws? IntoxBox is the resource our society needs to make better decisions.

Quality First

Other bar breathalyzers have come before us, but failed to reach mainstream acceptance with cheap quality and inconsistent maintenance practices. We go the extra mile with law-enforcement breathalyzer technology and professional operators.
Pandora

TARGETED USERS: 100% GUARANTEED

REGISTRATION INFORMATION FOR EACH USER:
- Age
- Gender
- Zip Code

PANDORA ONLY TARGETS YOUR AUDIENCE:
- No wasted impressions

GUARANTEED VIEW: ADS ARE SERVED WHEN:
- Users are looking at the screen
- Interacting via thumbs
- Creating stations
- Using site functionality

TIME SPENT DRIVES BRAND ENGAGEMENT

AVG. HOURS SPENT PER USER PER MONTH

<table>
<thead>
<tr>
<th>Platform</th>
<th>Hours Spent</th>
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<td>Google</td>
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</tbody>
</table>

Every year, about 20 million students head to a college campus. They’ll do so boasting a tremendous buying power of $545 billion and consuming content on an array of devices. When marketing to students, it’s not just about reaching them at scale – it’s also about providing contextual relevancy in a cluttered, ad-filled world. Three key factors for marketers to consider for reaching busy, on-the-go students include:

- **Go go gadget.** On average, students own 6.8 total devices. It is crucial to have a cross-device communication strategy with them on all of their gadgets.

- **Leverage data and insights to better understand students.** Cross-device data and attribution is pivotal, but making sense of that data can be challenging. That’s why you need a partner to help translate data and create actionable insights.
Mobile Audio

Overview
Mobile Audio offers impactful audio ads delivered to Pandora listeners in between songs that enable brands to connect with users with two-way engagement.

Benefits
Mobile Audio engages users during brief musical breaks enabling the advertiser to reach a target audience whether or not their eyes are on the screen. An audio ad is accompanied by a clickable visual presence, offering increased engagement.
Quantum Network Display Program
01 GeoAudience
Who You Are
Home neighborhood demographics and spending patterns

02 Scored GeoFences
Where You Are
Contextually aware proximity-based targeting

03 GeoCookies
Where You’ve Been
Real-world retargeting based on historical location data
(CNN) - Fans have been begging for it, and now it's really happening.

It was announced Friday that a "Downton Abbey" movie is set for production.
#MNOffTheRails

https://minnesotaol.com/safety-challenge  
https://community.oli.org/state/mn

INTRO TO CHALLENGE

Welcome to the #MNOffTheRails High School Safety Challenge
Youth and Social Media

Follow Us and post your ST3 selfie to win great prizes!

@MinnesotaOperationLifesaver
@MinnesotaOL
@Minnesota_Operation_Lifesaver

EVERY 3 HOURS
A PERSON OR VEHICLE IS HIT BY A TRAIN.

See Tracks? Think Train

DISTRACTIONS ARE DEADLY
STAY ALERT WHEN YOU DRIVE NEAR TRAIN TRACKS.

#SeeTracksThinkTrain

#StayOn
#StayAway
#StayAlive

Minneapolis Operation Lifesaver, Inc is a 501c3 registered nonprofit whose mission is to reduce tragedies through free public awareness, presentations, and events. We can be reached at mnoperationlifesaver@gmail.com 651-328-3259 P.O. Box 22254 Minneapolis, MN 55422
Questions?

Thank You!