Minnesota Operation Lifesaver, Inc

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.

It is the VISION of Minnesota Operation Lifesaver to establish recognition as the trusted resource for education about highway-rail grade crossing safety and trespass prevention on railroad property in Minnesota.

Public Education

- Presentations
- Safety Booths
- Public Service Announcements
- Videos
- Printed Materials
- Train and Authorize Volunteer Presenters
- Develop new materials
- Identify target areas for outreach and at risk audiences for education
Forging New Tracks

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).
Meet Them Where They Are

Sinclair
1345 Grand Ave
St. Paul, MN 55105
The Strength of Digital

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
TARGETED USERS: 100% GUARANTEED

Overview
Mobile Audio offers impactful audio ads delivered to Paradise listeners in behavioral slots that enable brands to connect with users with two-way engagement.

Benefits
Mobile Audio engages users during brief musical breaks, ensuring the advertisement reaches 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.

WWW.OLI.ORG

ALL VIDEOS PSA FOR ADULT DRIVERS FOR KIDS TRAINING MODULES STOP TRACK TRAGEDIES VOLUNTEERS

Operation Lifesaver PSA - Trespassing Changes Your Life
9-27-2018 PSA Training Modules
Mark Katrina talks about what happened to him.

Look for the Blue and White
ENS Sign PSA 3:15
9-20-2018 PSA Training Modules
This full-length training video features teen vignettes showing how to drive safely near trains.

How to Drive Near Trains
3-02-2018 PSA Training Modules
Learn why your car is like a soda can, and other train facts, in this video. Educators - download the lesson plan.

Drive Safe PSA
3-02-2018 PSA Training Modules
This 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 PSA Training Modules
Jessica talks about signs you need to know to stay safe when driving near train tracks.

No shot is worth the risk:
3-02-2018 PSA The PSA for filmmakers shows that filming on train tracks is deadly and illegal if proper permits are not obtained. Play it
GeoAudience
Who You Are
Home neighborhood demographics and spending patterns

Scored GeoFences
Where You Are
Contextually aware proximity-based targeting

GeoCookies
Where You’ve Been
Real-world retargeting based on historical location data
Youth and Social Media

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

@MinnesotaOperationLifesaver
@MinnesotAO
@Minnesota_Operation_Lifesaver

I'm learning about safety & Operation Lifesaver.

#ST3
#TracklessTrain

#SeeTracksThinkTrain

Minnesota Operation Lifesaver, Inc is a 501(c)3 registered nonprofit whose mission is to reduce train injuries through free public awareness, presentations, and events. We can be reached at mmso@minnesotalifesaver.org, 612-328-3200, P.O. Box 2254 Minneapolis, MN 55442

Top Tweet:

"Youth & Social Media - MNRail Safety, preventing track injuries. Please retweet to help spread the word! #RailSafetyWeek #ST3"

Top Mention:

"Thank you all for spreading the word about rail safety and keeping our youth safe! #RailSafetyWeek #ST3"

Top Retweet:

"Congratulations to our members and volunteers for their hard work and dedication to rail safety! #RailSafetyWeek #ST3"

Top Liked:

"Rail safety is everyone's responsibility. Let's work together to keep our communities safe! #RailSafetyWeek #ST3"
Questions?