Pedestrian Rail Safety Symposium

Operation Lifesaver Update
Reilly McCarren, Chairman

June 22, 2010
What is Operation Lifesaver?

• Nonprofit, founded in 1972

• Mission: ending collisions, deaths and injuries where roadways cross train tracks, and on railroad rights-of-way.
Why OL is Important

• A proven model for reducing collisions, injuries and fatalities

• OL is a success story within the traffic safety community
In 2009, OL reached:

- **3.4 million** people via OL state programs, training and events nationwide
- **175,000** new drivers in **7,000** Driver Ed presentations
- **33,700** professional drivers and commercial bus operators in **2,200** presentations
IL Operation Lifesaver Stats

- More than **150** presenters across the state
- In 2009, IL OL presenters gave **3,900** safety talks throughout Illinois
- **Approximate audience reached: 230,000**
- **2010 presentations on track to meet or exceed 2009 levels**

Source: ILOL, OLI
Operation Lifesaver

- Tailors its safety communications strategies to different audiences
- Crossing safety efforts continue, with new focus on pedestrian safety
In 2009, approximately 2.6 million “hits” on the OLI website

Visitors spent an average of 3 minutes on the site

Redesign coming in 2010
The pedestrian safety challenge
An all-too common headline

Elyria girl hit by train was listening to iPod, police say
Published: Tuesday, May 04, 2010, 10:14 AM   Updated: Tuesday, May 04, 2010, 10:25 AM
Michael Sangiacomo, The Plain Dealer

Man killed on train tracks was using cell phone and drinking
Recent OL billboard campaign

There's a fine line between taking a shortcut and having your trip cut short.

Don't walk that line.

Tracks are for trains.

Dontwalkthatline.org
www.CommonSenseUseIt.com

Common Sense

Use it every day. Especially around trains.

It's using very electronic
difficult devices to near pay
railroad attention tracks to
can two be things extremely
at dangerous once.

Don't text near trains.

Please use common sense.

Especially around railroad crossings.

Bill Bandola

Dennis O'Leary

Dave Baldwin

[Image of signs and train]

Operation Lifesaver

Look, Listen & Live
Station ads used in DC

It’s Using very electronic difficult devices to near pay railroad attention tracks to can two be things extremely at dangerous once.

Don’t text near trains.

CommonSenseUseIt.com
OLI’s Distracted pedestrian PSA . . .
Operation Lifesaver wants drivers and pedestrians to "Look, Listen, & Live"

In my work raising awareness about the dangers of distracted driving, I've heard from a number of drivers complaining about pedestrians who are texting, listening to mp3 players, or talking on cell phones while walking.