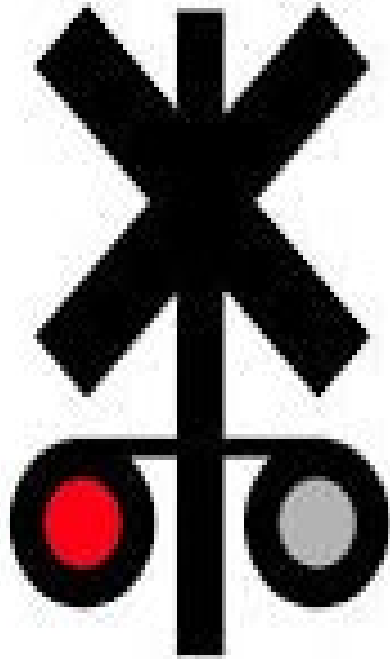


Oregon Operation Lifesaver



**OPERATION
LIFESAVER®**

OREGON

Objectives



- ❧ Who we are
- ❧ History
- ❧ What we do
- ❧ Crossing Plan
- ❧ Incidents around the State
- ❧ Volunteer Process

Who Are We?



- ❧ Operation Lifesaver is a nonprofit public safety education and awareness organization dedicated to reducing collisions, fatalities and injuries at highway-rail crossings and trespassing on or near railroad tracks

Operation Lifesaver



History



- ❧ Oregon Operation Lifesaver began in October 1977 following the lead of the state of Idaho.
- ❧ Idaho home to the first Operation Lifesaver, founded in 1972.
- ❧ In 1978 national Operation Lifesaver was created to provide support for the growing number of state organizations.
- ❧ In 1986 Operation Lifesaver Inc.

Oregon Operation Lifesaver



- œ In 1994 Oregon Operation Lifesaver adopted by-laws
- œ Elected officers
- œ Attained non-profit tax-exempt status as a 501(c)(3)

Oregon Operation Lifesaver



- ❧ Since our founding the number of collisions at public highway-railroad crossings steadily decreased.
- ❧ Operation Lifesaver public awareness is considered to be a major factor in reducing collisions and incidents involving trains.
- ❧ To accomplish this mission, we promote the 3 E's

Education



☞ Operation Lifesaver strives to increase public awareness about the dangers around rails. The program seeks to educate both drivers and pedestrians to make safe decisions at crossings and around railroad tracks.



Enforcement



Operation Lifesaver promotes active enforcement of traffic laws relating to crossings signs and signals and private property laws related to trespassing.



Engineering



- ❧ Operation Lifesaver encourages continued engineering research and innovation to improve the safety of railroad crossing.



Oregon Operation Lifesaver Today



- ❧ We are one of 47 state programs.
- ❧ Oregon OL is funded almost entirely by voluntary contributions from Oregon's railroads with the exception of a few other donations.
- ❧ Our board consists of 10 board members.
- ❧ We have over 40 volunteers around the state.
- ❧ We have partnered with 30 agencies and railroads and other organizations.

Oregon Operation Lifesaver



- ❧ We are involved in presentations in schools
- ❧ School Bus Drivers
- ❧ Drivers Education
- ❧ Participate at City Fairs
- ❧ County events
- ❧ Police academy

Billboards



Oregon Operation Lifesaver				
2021 Billboard campaign - 10 posters				
PANEL	LOCATION	MARKET	INSTALL DATE	WEEKLY ADVERTISING IMPRESSIONS
				10/5/21
89652	Portland Highway 300 feet east of 60th Avenue	Portland	9/23/21	83,863
93179	Martin Luther King Boulevard 80 feet north of Kilpatrick	Portland	9/23/21	48,924
94863	North Interstate Avenue 100 feet south of Shaver	Portland	9/23/21	31,228
94167	Northwest St Helens Road 500 feet north of 31st Avenue	Portland	9/23/21	13,363
93303	North Denver .16 miles north of Columbia Boulevard	Portland	9/23/21	43,579
93526	North Lombard Street 50 feet west of Vincent Avenue	Portland	9/23/21	65,069
94781	North Interstate Avenue 3 feet south of Knott Street	Portland	9/23/21	29,587
77440	Portland Road Northeast 200 feet north of Rockdale	Salem	9/23/21	51,341
17257	Railroad Boulevard 950 feet east of River Road	Eugene	9/20/21	16,232
17343	I-105 .68 miles east of Exit 6 Mohawk	Eugene	9/20/21	111,070
				494,256

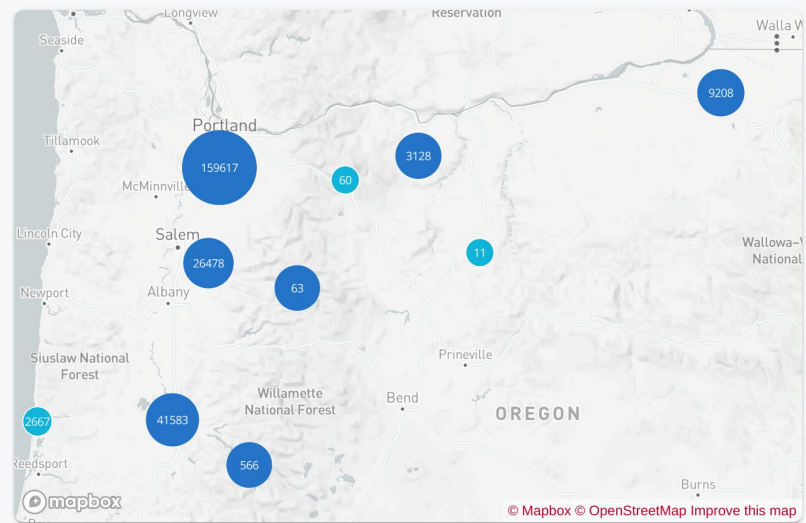
Digital Campaign



OTT Top Geographic Impressions

City	State	Impressions
Portland	OR	91,739
Eugene	OR	25,814
Salem	OR	21,241
Beaverton	OR	12,124
Gresham	OR	10,621

1-5 of 103



GEO Fencing

September Recap

Product	Impressions Delivered	Targeting	Clicks	CTR
Geo Fencing	150,499	Portland DMA	236	.17%

Top Site and App Placements

- Yahoo
- Fox News
- AccuWeather
- USA Today
- Sports.Yahoo.com
- Realtor.com
- Quizlet



Homeless



Oregon Railroads

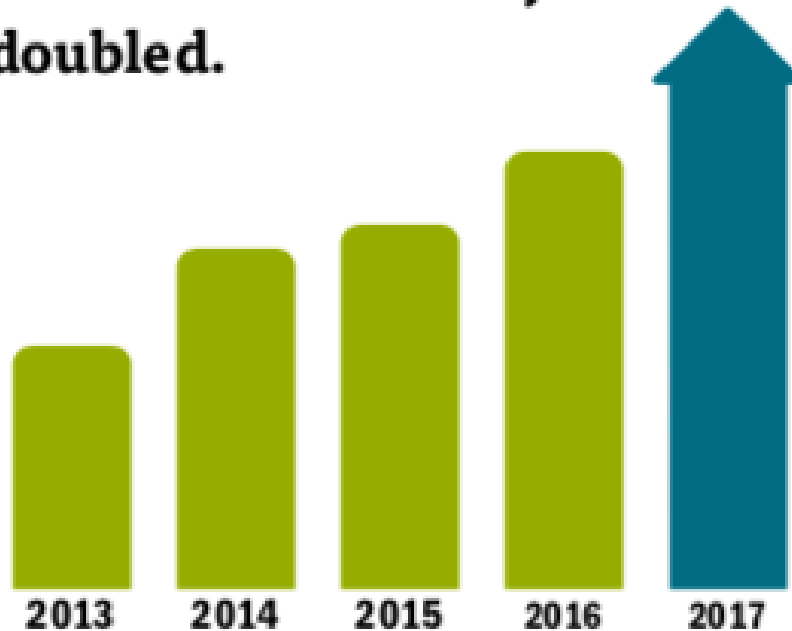


- ❧ Oregon's railroads system encompasses 1,142 route miles of Class 1 railroads and 1,245 miles of short line rail miles.
- ❧ There are 2,373 total crossings in Oregon.
- ❧ Oregon has 24 railroads who operate over these crossing and route miles.

Crossing Incidents

Crossing Incidents

Between 2013 and 2017,
the number of Oregon
railroad crossing
incidents have **nearly
doubled.**

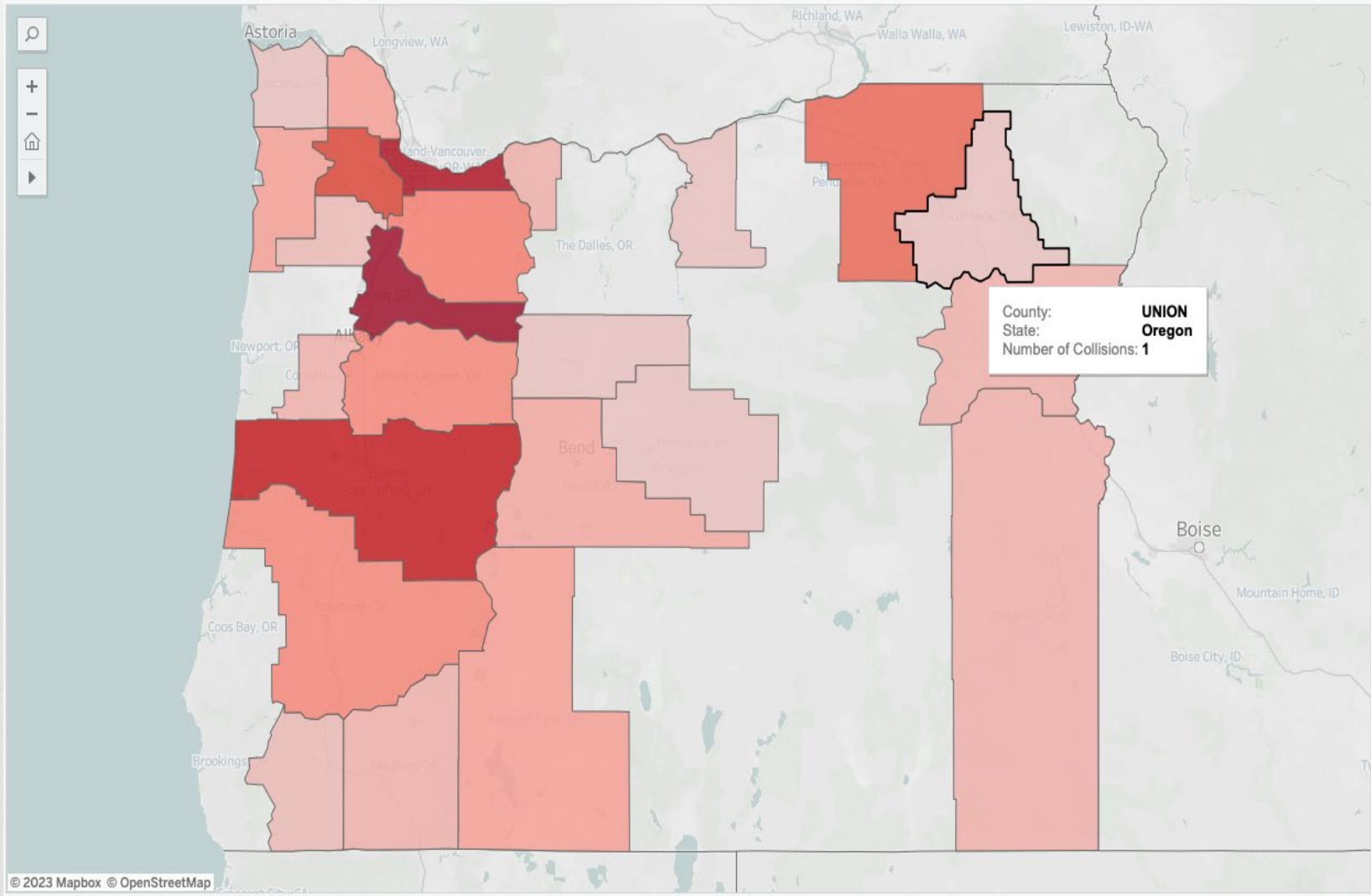


Year	2018	2019	2020	2021	2022
Crossing	21	21	17	19	10
Tresspassing	12	20	33	25	11

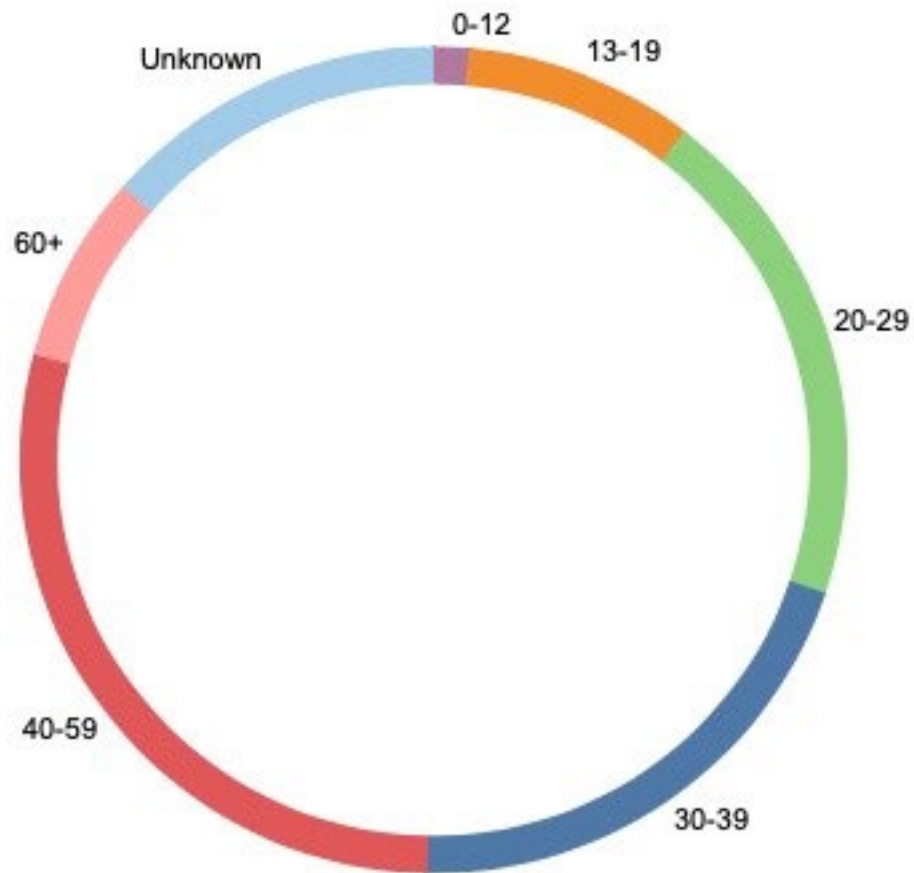
Trespass and Suicide Dashboard



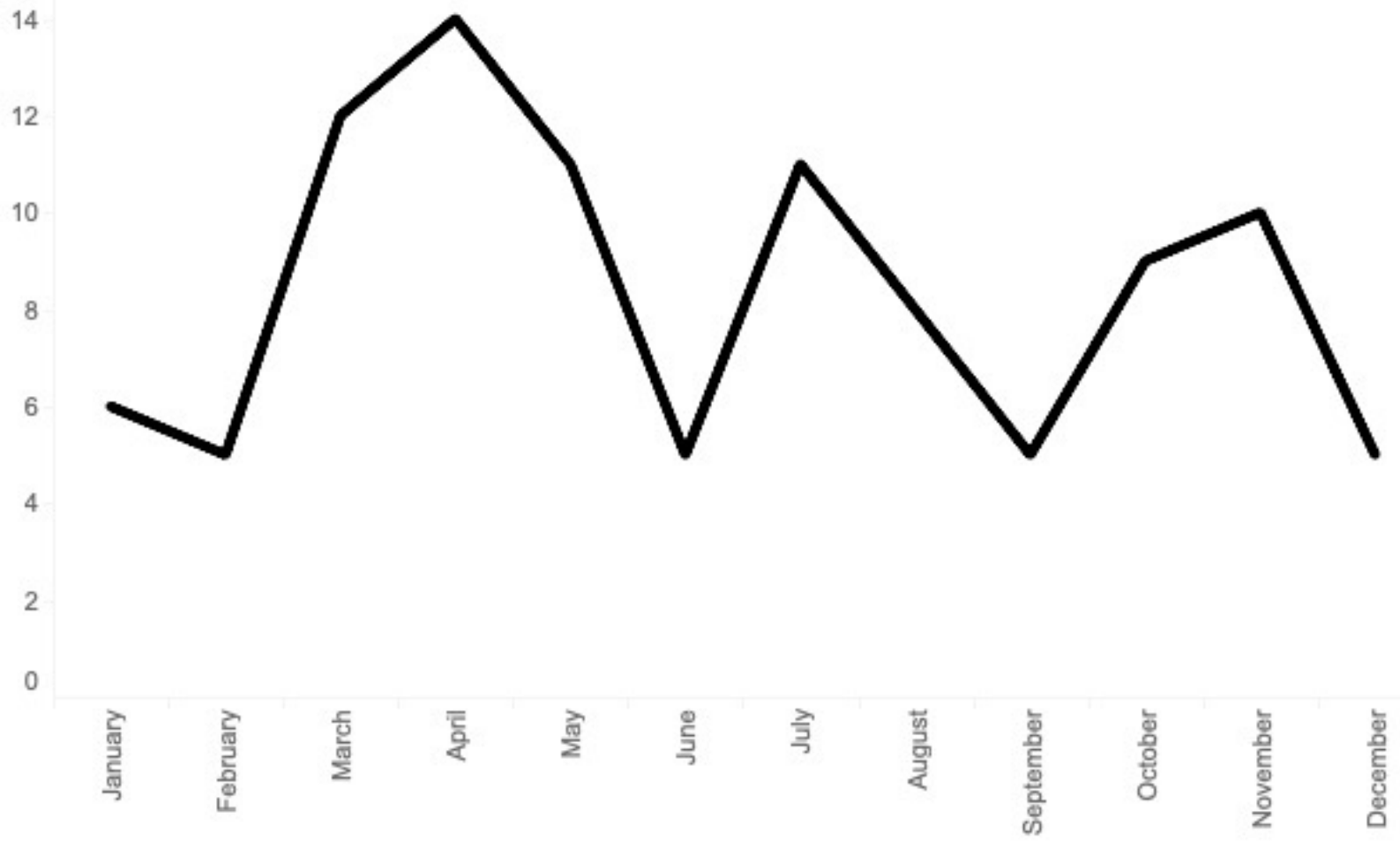
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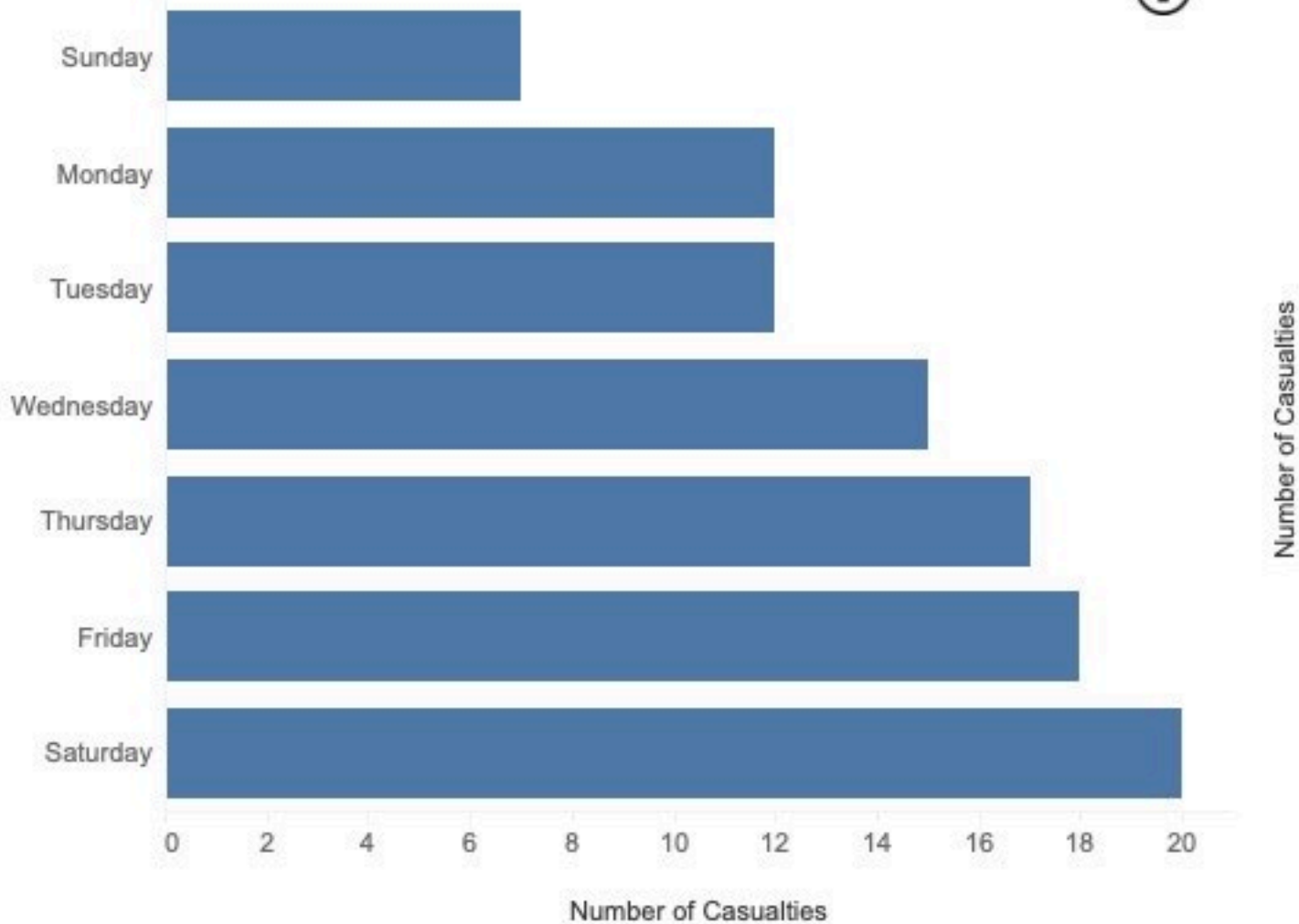
Trespassers by Age



Trespassing by Month



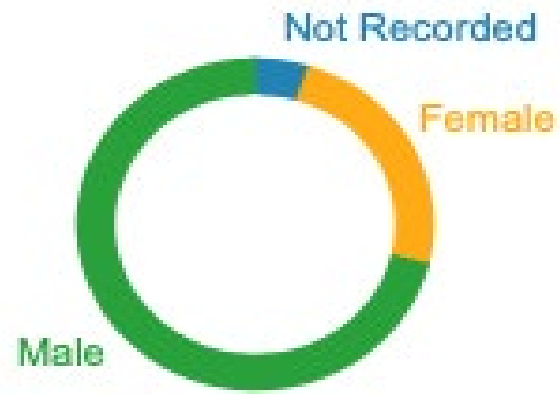
Trespassing by Day of the Week



Highway-Rail Crossing
Collisions 2018-2022
(Partial)



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Driver Age

DRIVER GENDER



Driver Age





Vehicle Position



Volunteer



- ❧ Apply at oli.org
- ❧ Fill out an Application
- ❧ Application gets approved and then you are sent a small online training.
- ❧ In-Person or Phone conference with State Coordinator or one of our Coaches.

Questions



Q&A