



**OPERATION
LIFESAVER®**

Utah

**Newsletter
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This is the official newsletter of **Operation Lifesaver Utah (OL Utah)**, a highway-rail grade crossing safety program and a railroad trespass prevention program. To unsubscribe to this newsletter, please contact Vern Keeslar at olut@digis.net or call 801-310-1035.

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State Coordinator's Message – Operation Lifesaver President Joyce Rose to complete tenure with nonprofit in 2015

The Operation Lifesaver, Inc., (OLI) board of directors announced that Joyce Rose will complete her tenure as OLI President later this year, after three years with the national nonprofit rail safety education organization.

OLI Board Chairman Bill Barringer said, “On behalf of Operation Lifesaver’s board, I express sincere thanks to Joyce Rose for her strong leadership. Under her watch, OLI experienced financial growth from increased federal funding and new contributors; launched the high-profile, ongoing “See Tracks? Think Train!” public awareness campaign; streamlined the process for becoming an Operation Lifesaver authorized volunteer; and increased the organization’s online and social media presence. Joyce leaves Operation Lifesaver with the organization well-positioned for future success.”

Said Rose, “I know that Operation Lifesaver will continue to make progress in the years to come in its core mission – educating drivers and pedestrians to make safe choices near tracks and trains. While I have greatly enjoyed working with the amazing OL team over the last three years, I am excited to pursue new opportunities assisting the transit community with meeting new federal safety requirements.”

Before joining Operation Lifesaver in December of 2012, Rose served as staff director for the Railroads Subcommittee of the House Transportation and Infrastructure Committee. She previously served as a professional staff member of the Highways and Transit Subcommittee. Before joining the House T&I Committee staff, Rose worked for the U.S. Senate Committee on Appropriations from 1988 to 2001 as the professional staffer responsible for Federal transit and rail funding issues, pipelines and hazardous materials, and transportation research.

I have personally enjoyed my professional working relationship with Joyce. She is a hard worker and has been extremely valuable in working with our Federal and private safety partners. While I am sad to see Joyce leave OLI, I know that she will be successful in her new pursuit of new opportunities. She leaves with OLI positioned for continued success now and in the future. Thanks Joyce Rose for all that you have done for rail safety education in the U.S. and internationally!

OL Utah Booth Update

Thanks for all those who participate in the booths sharing the Operation Lifesaver safety messages. Operation Lifesaver Utah attended following events during the third quarter of 2015.

- Community Safety Fair on August 22, 2015 in Pleasant Grove.
- Neighborhood Night on August 31, 2015 in West Valley City.
- Emergency Preparedness Fair on September 19, 2015 in Layton.

Operation Lifesaver Utah provides mounted posters free of charge

Operation Lifesaver Utah has mounted 300 “See Tracks? Think Train!” posters for driver’s education, school bus drivers, and trucking companies. If you are interested in receiving a free mounted poster as shown below, contact Vern Keeslar at 801-310-1035 or olut@digis.net



Operation Lifesaver releases new video PSA targeting risky driver behavior near rail crossings

Operation Lifesaver, Inc. launches a new [video public service announcement](#) to combat dangerous driver behavior at railroad crossings, according to President and CEO Joyce Rose.

“The video demonstrates in a very compelling way the potential danger that drivers face at highway-rail grade crossings and the tremendous force of a train hitting a car on the tracks.”

Operation Lifesaver partnered with the Federal Highway Administration (FHWA), who partially funded the new video public service announcement, along with the Federal Railroad Administration (FRA) and Federal Transit Administration (FTA) on the new video PSA.

The video PSA has been distributed to TV stations in states where the most crossing collisions occurred last year, according to the FRA statistics. “Last year’s “See Tracks? Think Train!” radio and video public announcements have reached a total potential audience of 225 million people, with more than 75,000 broadcasts, so we are hopeful that the new video will receive similar airtime, knowing how critical this safety message is for drivers of all ages,” adds Rose.

