

This is the official newsletter of **Utah Operation Lifesaver (Utah OL)**, a nonprofit public safety education and awareness organization dedicated to reducing collisions, fatalities and injuries at highway-rail grade crossings and trespassing on railroad tracks.

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## **Executive Director's Message – 2021 Utah Rail Safety Week**

Utah Rail Safety Week, September 12-18, 2021, was very successful. This year Utah Operation Lifesaver teamed up with Utah Transit Authority (UTA), the Utah Department of Transportation (UDOT), and the Utah Department of Public Safety, which includes the Utah Highway Patrol (UHP) and the Utah Highway Safety Office (UHSO).

Utah Rail Safety Week hosted a full week of educational, enforcement and outreach activities. The goal of Utah Rail Safety Week was to raise awareness for pedestrians, bicyclists, and motorists on keeping themselves safe around railroad tracks and at railroad crossings. "We are grateful for the positive response from the media and our safety partners across Utah as many activities for Utah Rail Safety Week were carried out," said Utah OL State Coordinator Vern Keeslar."

This year safety partners from UTA, UDOT, and UHP participated in press conference on Monday, September 12, 2022 at UTA's Salt Lake City Central Station to start Utah Rail Safety Week. We were particularly grateful to have UTA's Trustee Carlton Christensen, UTA Executive Director Jay Fox, UDOT Traffic & Safety Director Robert Miles, and the Utah Highway Patrol Lieutenant Colonel Mark Zesiger address the media at the press conference. This event kicked off a full week of education, outreach and enforcement activities to heed.

This year's slogan was "*Use Brains Near Trains*" that included the following seven messages to stay safe.

**CROSS** at designated crossings.

**KEEP** off tracks. Even if you drop something.

**LISTEN** for trains before crossing.

**REMEMBER** trains can't stop quickly.

**STOP** for flashing lights & gates. Don't go around.

**WALK** bikes, scooter & skateboards through crossings & stations.

**WATCH** for a second train in both directions.

## **Utah Rail Safety Activities**

The following list includes the events for Utah Rail Safety Week.

### **Monday, September 12, 2022**

Combined press conference at UTA's Salt Lake City Central Station with UTA, UDOT, UHP and Utah Operation Lifesaver.

Message Monday on UDOT Variable Message Signs on Utah's Interstate Highway System stated, "Use Brains Near Trains, Rail Safety Week."



Jim Golden gave rail safety presentations to Pleasant Grove High School Driver Education classes.

Kent Holbrook gave rail safety presentations to the Fremont High School Driver Education classes.

Kent Muhlestein gave a rail safety presentation to 58 adults.

## **Tuesday, September 13, 2022**

Captain James Petersen of the UTA Police Department and Mason Haycock of the Utah Highway Patrol coordinated outreach at four different crossings throughout Salt Lake and Utah County educating 615 drivers about crossing safety. Those crossings included 1300 South in Salt Lake City, 2100 South at South Salt Lake City, 7200 South in Midvale, and Freedom Boulevard in Provo.

Kent Holbrook gave rail safety presentations to the

Fremont High School Driver Education classes.

Walt Webster gave rail safety presentations to Green Canyon High School Driver Education classes.

## **Wednesday, September 14, 2022**

On Wednesday, we gave a rail safety presentation to 35 professional truck driver students at the Tooele Technical College in Tooele. We also handed out rail safety pamphlets, keychains, and doughnuts at UDOT's Motor Carrier Division Port of Entry in Perry to truck drivers for Professional Truck Driver Appreciation Week.

## **Thursday, September 15, 2022**

On transit safety day we handed out water bottles, key chains, pens, and pamphlets to more than 300 riders at the FrontRunner North Temple Station and the TRAX Salt Lake City Central Station.

Sheldon Shaw gave rail safety presentations to Weber High School Driver Education classes.

## **Friday, September 16, 2022**

On school outreach day, more than 100 posters were distributed to more than a dozen schools that are located near railroad crossings. These 11- by 17-inch posters included the seven rail safety messages.

## **Saturday and Sunday, September 17 and 18, 2022**

On photo contest weekend, prizes and gift cards were awarded to people taking pictures of safe behavior at railroad crossings and stations.

Thanks to our teaming partners UTA, UDOT, UHP, UHSO and the staffs for those organizations. We want to specifically thank Jay Fox, Sheldon Shaw, James Larson, Captain Jason Petersen of UTA, Robert Miles and Jim Golden of UDOT, Lieutenant Colonel Mark Zesiger and Sargent Mason Haycock of UHP, Carrie Silcox of the UHSO, and Walt Webster of Utah Operation Lifesaver for their terrific effort and hard work in making Utah Rail Safety Week a huge success. THANK YOU!



This year's slogan was "Use Brains Near Trains" that included the following seven messages to stay safe.

**USE BRAINS NEAR TRAINS**  
7 bright ideas to stay safe:



**LISTEN**



Listen for trains before crossing.



**USE BRAINS NEAR TRAINS**  
7 bright ideas to stay safe:



**WALK**



Walk skateboards, bikes & scooters through crossings & stations.



**USE BRAINS NEAR TRAINS**  
7 bright ideas to stay safe:



**CROSS**



Cross at designated crossings.



**USE BRAINS NEAR TRAINS**  
7 bright ideas to stay safe:



**KEEP**



Keep off tracks. Even if you drop something.



**USE BRAINS NEAR TRAINS**  
7 bright ideas to stay safe:



Stop for flashing lights & gates. Don't go around.



**STOP**



**USE BRAINS NEAR TRAINS**  
7 bright ideas to stay safe:



**WATCH**



Watch for a second train in both directions.



**USE BRAINS NEAR TRAINS**  
7 bright ideas to stay safe:



Remember trains can't stop quickly.



**REMEMBER**



Tim Booth giving a presentation to new truck drivers at the Tooele Technical College.

# Utah Rail Safety Week Summary

Utah Operation Lifesaver partnered with Utah Transit Authority, UDOT, Utah Highway Patrol, Salt Lake Police Department, and Truck Drivers Association. to kick off our Rail Safety Week Campaign. The campaign tagline was *“Use your Brains near Trains”*. We educated drivers, pedestrians, bicyclists, skateboarders, and scooterists about the bright ideas to stay safe. This message was conveyed on signs at crossings, trails, stations and buses. We also ran Spotify radio, digital, and paid social campaigns to educate the public about staying safe near crossings.

We shared this message of *“Use your Brains near Trains”* as a press conference on Monday, which featured speeches from Jay, Carlton, and our partners. Multiple stories ran on FOX, NBC, CBS, ABC, Telemundo, Salt Lake Tribune and Deseret News throughout the week.



Utah Transit Authority Executive Director Jay Fox speaking at the press conference.

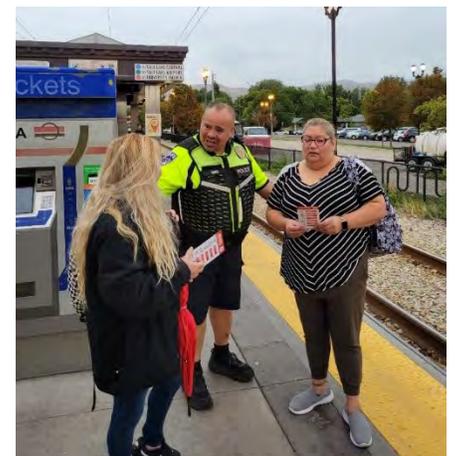
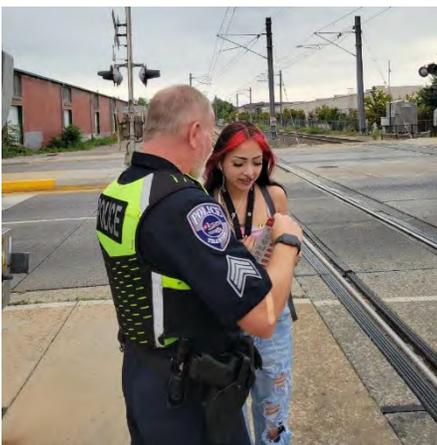


Utah Operation Lifesaver Executive Director Vern Keeslar at Monday’s press conference.



UDOT Traffic & Safety Director Robert Miles providing some data at the press conference.

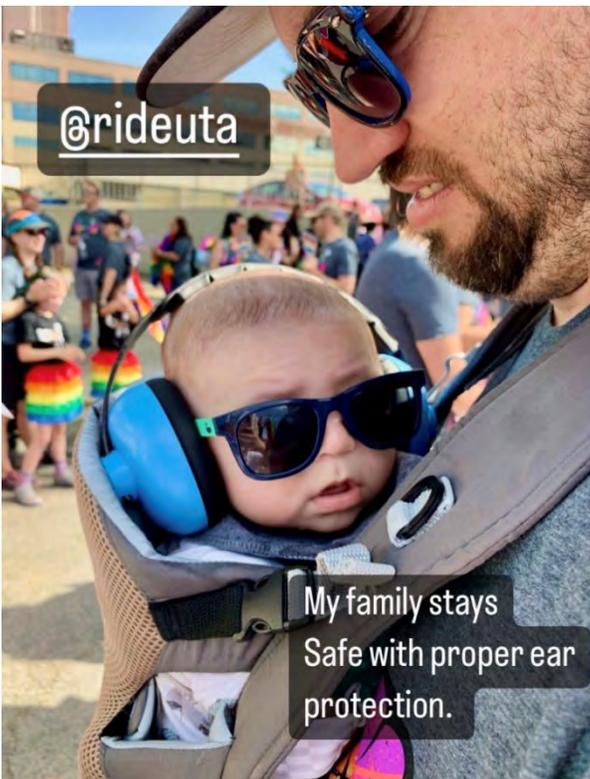
On Tuesday, UTA Police partnered with Salt Lake City Police Department and Utah Highway patrol to educate drivers and pedestrians at the 1300 South Ballpark Crossing, 2100 South Central Pointe crossing, 7200 South Fort Union Crossing, and the Freedom Boulevard Provo FrontRunner Crossing. They educated over 615 drivers to *“Use their Brains Near Trains”*.



On Thursday we handed out literature, water bottles, pens and keychains to 2000 riders at FrontRunner North Temple, TRAX City Center, and Murray Central Stations.



We wrapped up the week with a photo contest over the weekend for riders to share safety memes.



Several agencies including UDOT Motor Carrier Division, the Utah Trucking Association, and Utah Operation Lifesaver handing out drinks, doughnuts, and gift bags for Professional Truck Driver Appreciation Week during the same week as Utah Rail Safety Week. Utah Operation Lifesaver volunteer Kent Jorgenson preparing handouts of drinks and food along with rail safety information for truck drivers at the UDOT Motor Carrier Division Perry Port of Entry near Brigham City.

