

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

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**National Rail Safety Alliance**

Website

[www.nrsainc.org](http://www.nrsainc.org)

## Executive Director's Message – Utah Rail Safety Week 2023

Utah Rail Safety Week, September 18-24, 2023, 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 Operation Lifesaver Executive Director Vern Keeslar.”

This year safety partners from UTA, UDOT, and UHP participated in a press conference on Monday, September 18, 2023 at UTA's Salt Lake City Central Station to start Utah Rail Safety Week. We were particularly grateful to have UTA's Chief Operating Officer Cheryl Beveridge, UDOT's Rail Safety Division Leader Brad Palmer, Utah Highway Safety Office Director Robyn LaLumia, Utah Highway Patrol Public Information Officer Sergeant Cameron Roden to 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 “*Safety in Seconds*” that included the following eight messages to stay safe.

- Don't run in front of trains.
- Don't race to beat a train.
- Look both ways.
- Hold your child's hand.
- Stay behind the yellow line.
- Wait for red lights to stop flashing.
- Use crosswalks.
- Don't be distracted.

## Utah Rail Safety Week Activities

The following list includes the events for Utah Rail Safety Week 2023.

## **Monday, September 18, 2023**

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

## **Tuesday, September 19, 2023**

Captain James Petersen of the UTA Police Department coordinated outreach with the Salt Lake City Police Department and the Utah Highway Patrol to provide outreach at three different crossings throughout Salt Lake County educating 658 drivers about railroad crossing safety. Those crossings included 1300 South in Salt Lake City, 2100 South at South Salt Lake City, and 7200 South in Midvale.

Travis Shingleton gave a rail safety presentation to 25 students at Two Rivers High School driver education class.

The Utah Operation Lifesaver Board of Directors attended the Salt Lake Bees baseball game on Tuesday, September 19, 2023 as part of Utah Rail Safety Week.

## **Wednesday, September 20, 2023**

On Wednesday, Tim Booth with the Tooele Technical College gave a rail safety presentation to 20 professional truck driver

students at the Tooele Technical College in Tooele.

Travis Shingleton gave a rail safety presentation to 30 students at Roy High School driver education class.

## **Thursday, September 21, 2023**

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.

Kent Muhlestein gave a rail safety presentation to 23 employees at Utah Transit Authority.

## **Friday, September 22, 2023**

On school outreach day, more than 100 posters were distributed to nine schools that are located near railroad crossings. These 11-inch by 17-inch posters included the eight "*Safety in Seconds*" rail safety messages. The schools included Bountiful, Davis, Layton, Viewmont, Woods Cross, Granger, Lehi, Maple Mountain, and Pleasant Grove high schools.

Travis Shingleton gave a rail safety presentation to 32 students at Roy High School driver education class.

Thanks to our teaming partners UTA, UDOT, UHP, UHSO and the staff for those organizations. We want to specifically thank Cherryl Beveridge, Sheldon Shaw, James Larson, Captain Jason Petersen of UTA, Brad Palmer of UDOT, Sergeant Cameron Roden of UHP, Robyn LaLumia 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!

## **Utah Rail Safety Week Summary**

Utah Operation Lifesaver partnered with Utah Transit Authority, UDOT, Utah Highway Patrol, and the Utah Highway Safety Office to kick off our Rail Safety Week Campaign. The campaign tagline was "*Safety in Seconds*". We educated drivers, pedestrians, bicyclists, skateboarders, and scooterists about the 10 ideas to stay safe at railroad crossings. This message was conveyed on signs at railroad crossings, trails, stations, and buses. We also ran Spotify radio, digital, and paid social campaigns to educate the public about staying safe near crossings. Five videos showing

We shared this message of "*Safety in Seconds*" at a press conference on Monday, which featured speeches from Cherryl Beveridge, Vern Keeslar, Brad Palmer, Robyn LaLumia, and Sergeant Cameron Roden. Multiple stories ran on TV and social media throughout the week. For TV coverage, see the links below.

[Utah law enforcement stepping up rail safety precautions | KSL.com](#)  
[UTA offers Rail Safety Week \(abc4.com\)](#)

[VIDEO: Shocking close calls with Utah trains shared during safety week \(fox13now.com\)](#)



# Our Results

**615** drivers

**1200**  
web visits

**908**  
social engagements

**2000**  
riders

**978**  
video views

**615,000**  
ad impressions



our videos

- [https://youtu.be/Ld\\_WTtUAa-o?si=Mpsxgm\\_Fng9lz15w](https://youtu.be/Ld_WTtUAa-o?si=Mpsxgm_Fng9lz15w)
- <https://www.youtube.com/watch?v=wr7c2TNI4Dg>
- <https://www.youtube.com/watch?v=Tm3uVaom0n4>
- [https://www.youtube.com/watch?v=k6\\_Pi4jlc8w](https://www.youtube.com/watch?v=k6_Pi4jlc8w)
- <https://www.youtube.com/watch?v=4TbLobrM8zQ>



our PARTNERS





UTA Police Department handing out rail safety information on the platform.



UTA Police Department educating drivers about rail safety during Utah Rail Safety Week.



Photo of the kickoff press conference at Salt Lake Central Station on September 18, 2023. From left to right: Robyn LaLumia, Brad Palmer, Vern Keeslar, Sergeant Cameron Roden, Julianna Brine, and Cherryl Beveridge.



UTA Police Department Educating pedestrians about rail safety on Tuesday, September 19, 2023 during Utah Rail Safety Week.



Walt Webster (left) and Tim Booth (right) giving a rail safety presentation to new truck drivers at the Tooele Technical College on Wednesday, September 20, 2023 during Utah Rail Safety Week.