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Operation Lifesaver, Inc. Awards \$214,075 for Crossing Safety Public Awareness Campaigns in 12 States

WASHINGTON, DC, April 25, 2023 – [Operation Lifesaver, Inc. \(OLI\)](#), in partnership with the [Federal Highway Administration \(FHWA\)](#) and the [Posner Foundation of Pittsburgh](#) today announced \$214,075 in competitive crossing safety awareness grants to Operation Lifesaver programs in 12 states. The FHWA provided \$200,000 of the total funding.

The FHWA-funded grants will be awarded to Operation Lifesaver organizations in [California](#), [Indiana](#), [Minnesota](#), [Mississippi](#), [Missouri](#), [New Jersey](#), [North Carolina](#), [Ohio](#), [South Carolina](#), [Tennessee](#), [Texas](#) and [Washington](#). Funding from the Posner Foundation of Pittsburgh will supplement the Missouri Operation Lifesaver grant project. The grants will be used for a variety of crossing safety public education projects and campaigns that will encompass Rail Safety Week, September 18-24, 2023.

FHWA Administrator Shailen Bhatt said, “The Federal Highway Administration is proud to support the work of Operation Lifesaver by providing Bipartisan Infrastructure Law funding for these and other highway rail crossing safety efforts across the United States. Operation Lifesaver is keeping drivers, bicyclists and pedestrians safe in areas where roads and railways intersect by raising awareness and providing education and is helping us reach our goal of zero deaths.”

Said **Posner Foundation Executive Director Anne Marie Toccket**, “The Posner Foundation of Pittsburgh is committed to helping states share the rail safety message and save lives. We invite others to join us in partnering with Operation Lifesaver.”

OLI Executive Director Rachel Maleh said, “Congratulations to the winning state programs, who will use this funding on public outreach and education to help make their communities safer. A record number of state Operation Lifesaver programs applied for the FHWA competitive crossing safety awareness grants, showing their enthusiasm for sharing the rail safety education message. Our continued partnerships with the Federal Highway Administration and the Posner Foundation of Pittsburgh help make these critical rail safety projects possible across the U.S.”

Projects funded by the FHWA grants include:

- **California** Operation Lifesaver will conduct a rail safety education digital ad campaign using geofencing, Connected TV (CTV) and streaming radio in the top 13 counties for grade crossing incidents to reach a range of audiences including homeless populations, commuter rail passengers, business districts, sports arenas and colleges as well as freight and passenger rail corridors.
- **Indiana** Operation Lifesaver plans a multifaceted crossing safety campaign aimed at commuters and communities with commuter service to include responsive digital ads on social media, transit station videos and posters, train wraps and in-train signage as well as targeted safety presentations, law enforcement safety blitzes and college-focused outreach.
- **Minnesota** Operation Lifesaver’s project will expand the audience and reach of the organization’s new professional driver videos by creating Spanish and Somali voice-over versions, distributing the translated videos to 650 Minnesota companies, adding the new videos to the state’s website and running social media ads with excerpts of the videos to reach these native speakers.
- **Mississippi** Operation Lifesaver’s campaign will run during September and encompasses billboards in key locations with proximity to railroad crossings as well as social media advertising to underscore the rail safety message for drivers and pedestrians.



- **Missouri** Operation Lifesaver will use funding from the Posner Foundation of Pittsburgh and FHWA for an ad campaign to include display ads starting in July with support on state media networks as well as concentrated radio and social media ads during Rail Safety Week.
- **New Jersey** Operation Lifesaver will run a targeted digital mobile ad and geofencing/geofarming campaign throughout September to reach drivers in key counties with rail safety messaging.
- **North Carolina** Operation Lifesaver and **South Carolina** Operation Lifesaver are partnering for a combined “Heart of the Carolinas” radio ad campaign to reach Carolina Panthers football fans across the two states during home games throughout the 2023 season as well as at in-person booth events at the team’s Charlotte, NC stadium and Spartanburg, SC training facility.
- **Ohio** Operation Lifesaver’s campaign, which will feature streaming video public service announcements introduced by Cincinnati Bengals starting linebacker Logan Wilson, will run from July through September.
- **Tennessee** Operation Lifesaver will partner with the Tennessee Central Railroad Museum in Nashville to refurbish the Tennessee program’s caboose inside and out with rail safety messaging, video displays and educational information for use as a static display in the museum as well as a traveling billboard on museum excursion rides.
- **Texas** Operation Lifesaver’s project will focus on reaching professional truck drivers near the Port of Houston with a Rail Safety Week campaign to include digital audio safety messaging as drivers enter ports-of-call, distributing rail safety visor cards as drivers enter the port, providing safety materials to Port Terminal Railroad police and social media messaging throughout the state.
- **Washington** Operation Lifesaver will share the rail safety message to drivers and pedestrians in key locations throughout the state with a campaign to include digital geofencing, display ads and social media messaging from July through September as well as billboards in select locations during September.

The approved grants were awarded through a competitive process, with selection based on criteria such as the defined safety need, the number of highway-rail collisions in the state, and how the proposal leverages federal funds with private partnerships.

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About Operation Lifesaver

Operation Lifesaver is a non-profit public safety education and awareness organization dedicated to stopping track tragedies. For more than 50 years, Operation Lifesaver programs have saved lives via public awareness campaigns and a network of trained volunteers across the U.S. who give free presentations encouraging safe behavior near railroad tracks and trains. The [Operation Lifesaver, Inc. \(OLI\)](#) national office supports the efforts of state programs in 47 states and the District of Columbia. Explore OLI’s virtual library of rail safety materials on the [oli.org](#) website. Learn more about [OLI](#), the annual observance of [Rail Safety Week](#), how to request a [free presentation](#) and [become a volunteer](#). Follow OLI on social media via [Facebook](#), [Instagram](#), [LinkedIn](#), [Pinterest](#), [Twitter](#) and [YouTube](#).