



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** May 3, 2016

**TO:** Mayor and Councilmembers

**FROM:** City Administrator's Office

**SUBJECT:** Presentation From Santa Barbara County Association Of Governments On Rail Safety Education

### **RECOMMENDATION:**

That Council receive a presentation from the Santa Barbara County Association of Governments (SBCAG) on Rail Safety education.

### **DISCUSSION:**

Council will receive a presentation from Santa Barbara County Association of Governments (SBCAG) on Rail Safety education and awareness. The California Operation Lifesaver program will work with the City and County to personalize the Rail Safety campaign to meet the needs of the community.

**PREPARED BY:** Nicole Grisanti, Administrator's Office Supervisor

**SUBMITTED BY:** Paul Casey, City Administrator

**APPROVED BY:** City Administrator's Office

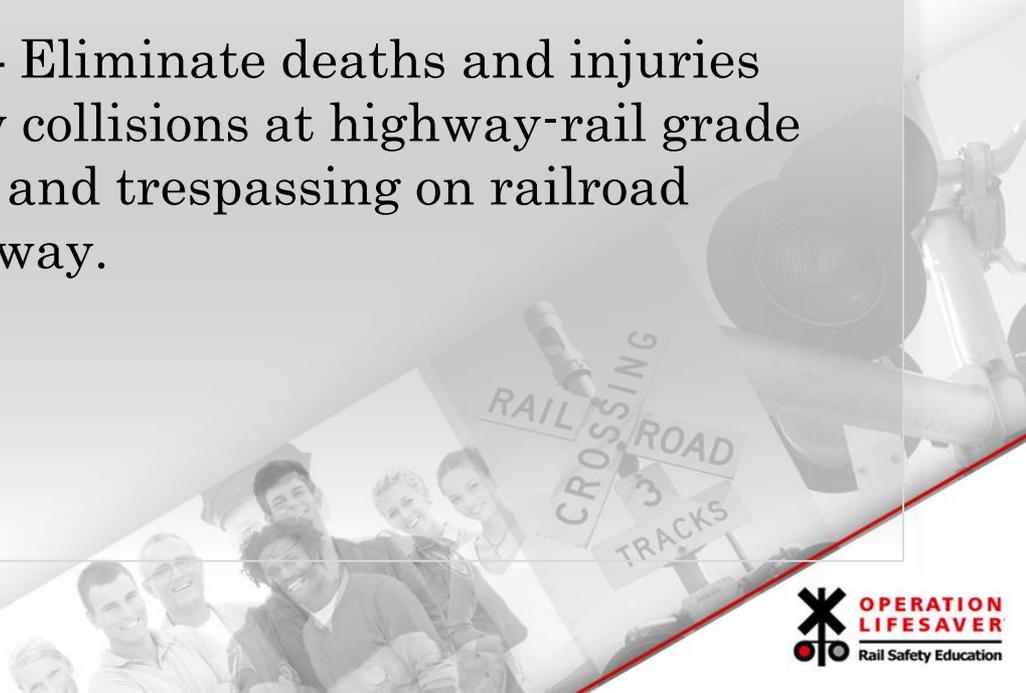


# California Operation Lifesaver

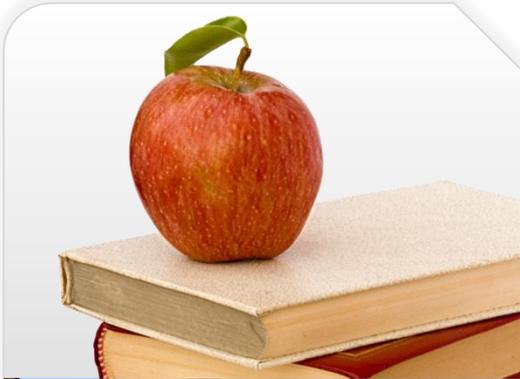
# Who Are We?



- Non profit organization
- Public safety education program
- In all 50 states, and International, including Mexico and Canada
- **Mission** – Eliminate deaths and injuries caused by collisions at highway-rail grade crossings and trespassing on railroad rights-of-way.



# Components



## Education

public presentations, PSAs, videos, printed materials

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## Engineering

endorse safety improvements at crossings through design and technology

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## Enforcement

encourage active enforcement of existing laws



# Supporting Partners



- Federal (FRA, FHWA)
- Class 1 Railroads
- State (DOT)
- Short Line Railroads
- Corporate
- Grant Funding



# Sharing the Rail Safety Message

## THROUGH DEDICATED VOLUNTEERS

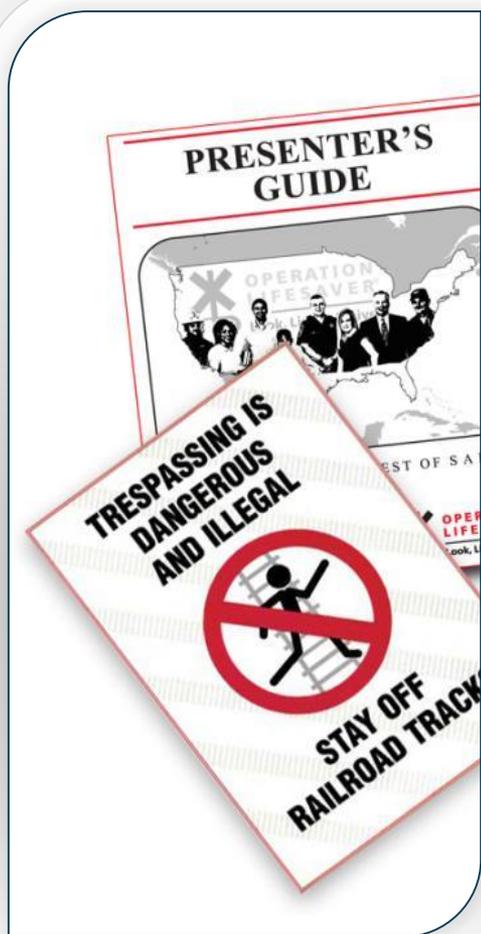
- Operation Lifesaver Authorized Volunteers make free presentations throughout the state

### Tailored message for all audiences:

- Variety of audiences: K-12, civic groups, law enforcement, first responders, professional drivers and more.



# Public Education



- Presentations
- Safety Booths
- Public Service Announcements
- Videos
- Printed Materials
- Train Authorized Volunteers for OL Rail Safety Presentations



# CAOL Collaborates With

- **Railroads and Transit providers**
- **City governments**
- **Law Enforcement**
- **School districts**
- **Public service agencies**
- **Private industry organizations**
- **Area businesses**

**To raise awareness about rail safety among the groups and communities that need it most**



# California Safety Education Results

**In 2015, California Operation Lifesaver volunteers gave:**

- **1229 presentations** to groups throughout the state
- Combined educational **presentations and events reached 204,390 Californians**
- In 2015, **5 million people in California** were personally exposed to the Operation Lifesaver message via Billboard and Transit Advertising
- Since 1972, when Operation Lifesaver was founded, train-vehicle collisions **in the U.S. have been reduced from approximately 12,000 to approximately 2059 in 2015**



# Rail Safety Education... IMPORTANT and NEEDED

- **California ranks Number 1 in Trespass Incidents**
- **California ranks Number 2 in Grade Crossing Incidents**



# The Numbers in Our State

	2014	2015
Total Grade Crossing Incidents	128	148
Crossing Fatalities	33	32
Crossing Injuries	45	42
Total Trespassing Casualties	143	148
Trespass Fatalities	91	97
Trespass Injuries	52	51



# Santa Barbara County

- **18 Casualties (both injuries /fatalities) since 2012**
- **2 Casualties in 2014 - 5 casualties in 2015**
- **150% increase from 2014**
- **4 of the 5 casualties in 2015 were fatalities**



# Raising Awareness – Changing the Numbers

- Identify the areas and demographics in need of the message
- Create rail safety campaigns to reach those communities
- Create partnerships to encourage proactive participation from all sectors of the community
- Create a “rail safe” community educated and aware
- Proactive vs Reactive
- Grow the effort together
- Sustain the message



# Grow and Sustain the Message

- Community involvement is key
- Every Community has its own unique needs
- Work together to identify and target the message to educate the community
- Create varied and specific campaigns to reach those community groups



# Community Partnership

## Rail Safety Campaigns:

- City/County Rail Safety Proclamations -September
- Law Enforcement Partnerships - Positive Enforcement Campaigns
- Schools - Student Involvement Peer Education
- Community Events
- State Parks
- Linking to OLI and Rail Safety Messaging
- Local Access Channel PSA's
- Community Magazines/Articles
- Hotel/Community Rail Safety Card
- Social Media Messaging

**Campaigns are tailored to meet your community needs**





# Community Rail Awareness Visuals



Digital Traffic Sign Messaging



Grade Crossing  
Sidewalk Decal



# How Can You Help:



Be proactive about Rail Safety get involved with CAOL



Support CAOL with Volunteers



Share See Tracks? Think Train message!



# Share the Message





# Contact Us

## State Coordinator

**Nancy Sheehan-McCulloch**

Phone: 530-832-0683

Email:

[nsheehan.caol@sbcglobal.net](mailto:nsheehan.caol@sbcglobal.net)

## Assistant State Coordinator

**Sara Logan**

Phone: 951-442-9491

Email: [slogan.caol@gmail.com](mailto:slogan.caol@gmail.com)

More Information

Websites:

[www.caol.us](http://www.caol.us)

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

