

Trespass Prevention Strategies

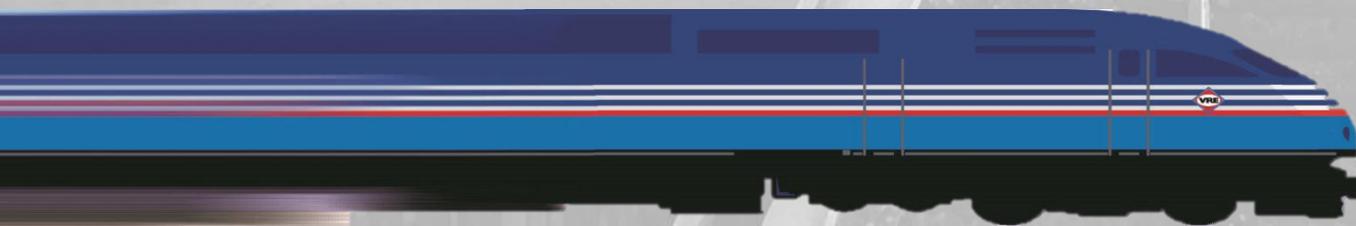


An “All Fronts” Campaign



VRE has declared an All Fronts prevention campaign ...

Education, Engineering, Enforcement and Encouragement are collectively applied to our three critical groups of stakeholders to combat this problem.



An "All Fronts" Campaign

Education

→ Passengers

Onboard magazine

- Issued monthly
- Placed in seats to increase readership

SEE TRACKS, THINK TRAIN
OPERATION LIFESAVER
Rail Safety Education

VRE HOSTS OLI AT QUANTICO AS THEY FILM THE PSA FOR THEIR NATIONAL "SEE TRACKS, THINK TRAIN" CAMPAIGN

Operation Lifesaver (OLI) is a national non-profit organization dedicated to educating citizens about the dangers of trespassing on railroad tracks and falling to stop, look and listen for approaching trains at crossings where roadways and railways intersect.

In response to a rising number of fatalities, injuries and property damage at railroad crossings and involving those walking along or across tracks, OLI has partnered with a number of railroad organizations across the country, the Federal Railroad Administration and the Federal Transit Administration to launch a "See Tracks, Think Train" awareness campaign. VRE, whose headquarters are based across the street from those of OLI has long been committed to the mission of Operation Lifesaver.

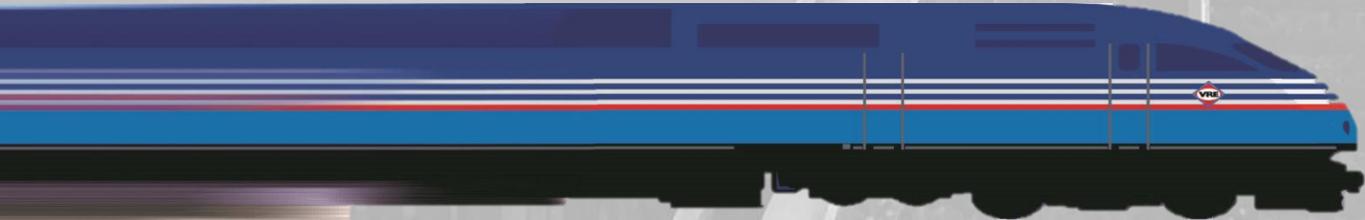
Recently, OLI President and CEO Joyce Rose reached out to us for some assistance in scouting a good location to film the video that would carry the core message of their campaign. We jumped at the chance to help out and immediately located Quantico station on the Loudoun Line. With its vehicle an an grade crossing, frequency of and classic small-town USA location was ideal for filming the video shows the dangers of crossing and carefully navigating those crossings and standing by yellow tactile platform or recently aware of his or her issues that are important as well. The video will be made available to the OLI website at www.oli.org

RIDE
VIRGINIA RAILWAY EXPRESS MAGAZINE
FEBRUARY 2015
VRE

VRE RECEIVES "GOLD STANDARD" RATING ON TSA 2014 BASE ASSESSMENT

Virginia Railway Express (VRE) was recently notified by the Transportation Security Administration (TSA) that it has received a near perfect score and a "Gold Standard" rating on its 2014 Baseline Assessment for Security Enhancement (BASE) audit. The BASE program is designed to establish a security standard for individual system security programs and assess progress in enhancements and implementation. The review focuses on categories identified by the transit community as fundamentals for a sound transit

VIRGINIA RAILWAY EXPRESS
A Better Way. A Better Life.
VRE



An "All Fronts" Campaign

Education

→ Passengers

Social Media Campaign

- Summer-long weekly campaign
- Drive traffic to OL's website
- Winners receive OL ST3 and VRE "Safe Travels" merchandise.



Virginia Railway Express
June 23, 2014 · 🌐

Scavenger Hunt: Visit www.oli.org to find the answer. Operation Lifesaver has worked hard to educate the public on rail safety. They report a _____% drop in train/motor vehicle collisions since 1972.

Like · Comment · Share · 👍 2 🗨 6

Virginia Railway Express
June 25, 2014 · 🌐

Congratulations Stephanie Matonek (please email gotrains@vre.org with your address)! The correct answer is 83%, which can be found here: <http://oli.org/about-us/news/statistics/>.

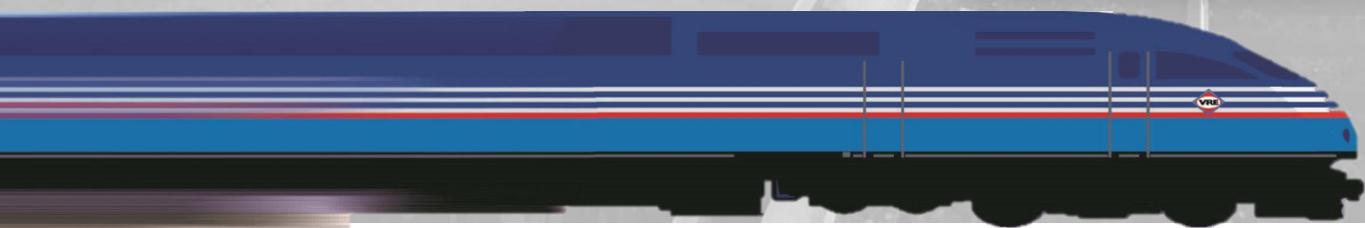
Stay tuned for our next challenge and your chance to win some Operation Lifesaver and VRE swag.

Virginia Railway Express
July 9, 2014 · 🌐

The correct answer is C. Placing yourself a safe distance from rail traffic is a very good habit for you and helps our locomotive engineers get a sense of comfort as they approach a platform. Thanks for all of the responses. Stay tuned, the next challenge is on its way. Stay Safe!

This week's winner, John Penrod! Email gotrains@vre.org with your address and we'll send you some VRE and Operation Lifesaver goodies!

Like · Comment · Share · 👍 4



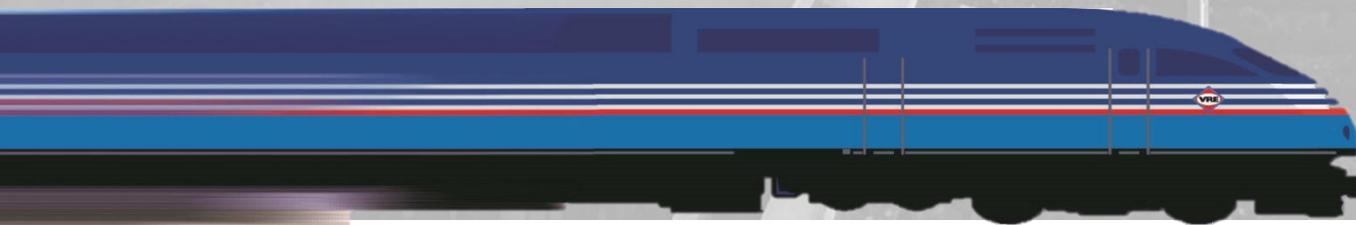
An “All Fronts” Campaign

Education

→ Passengers

Platform Presence

- Summer-long platform events with safety campaign materials

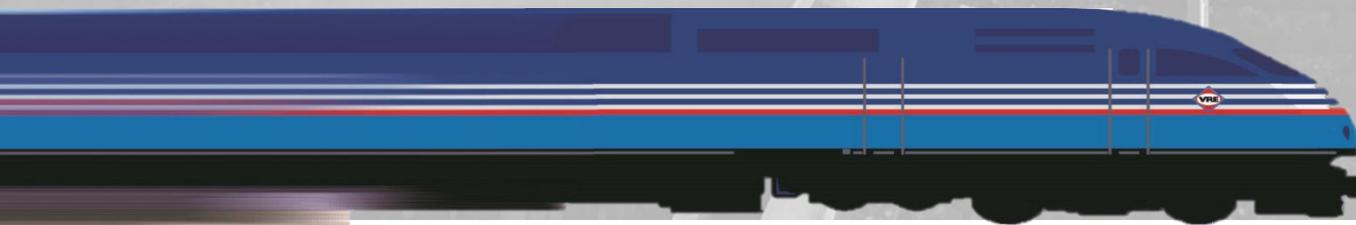


An “All Fronts” Campaign

Education

→ **Community**

Hosting Operation Lifesaver’s ST3 Video Shoot



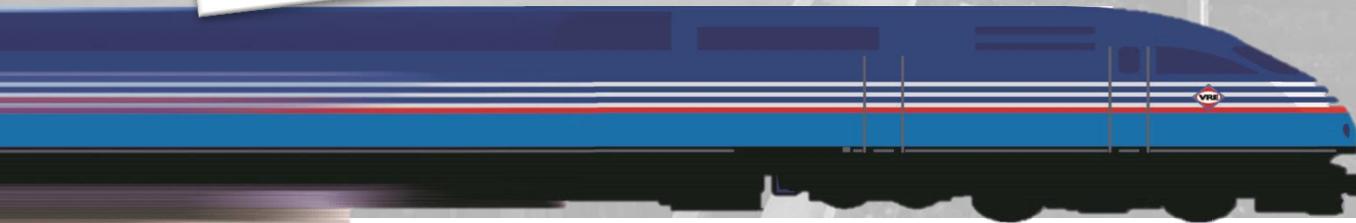
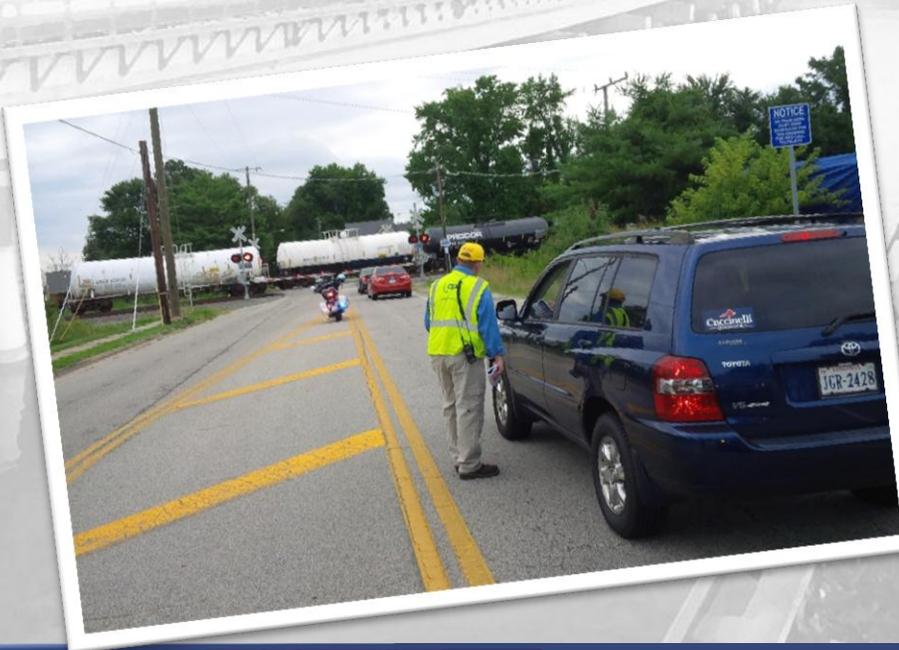
An “All Fronts” Campaign

Education

→ Community

System wide Crossing Blitzes

- VRE, CSX, Norfolk Southern and local police staff team up to “blitz” our major crossings.



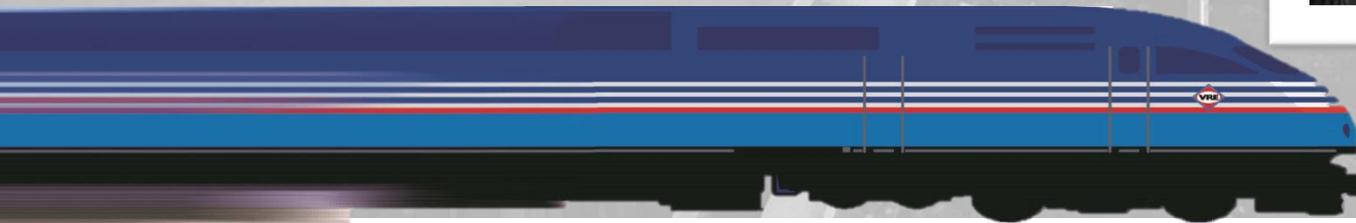
An “All Fronts” Campaign

Education

→ Community

Community Festivals

- National Night Out, Arts and Rail Festivals and Trunk or Treat



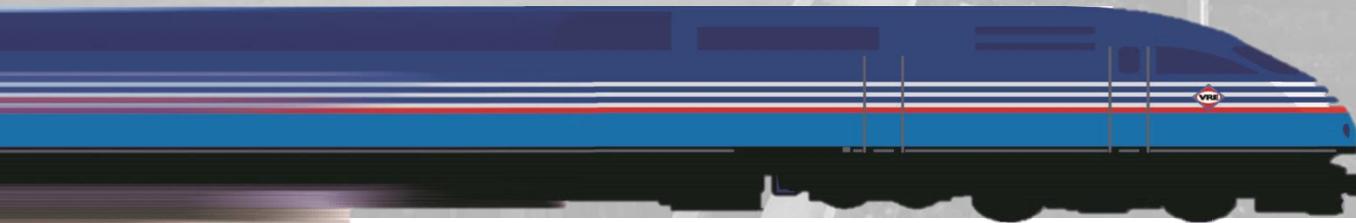
An “All Fronts” Campaign

Education

→ Community

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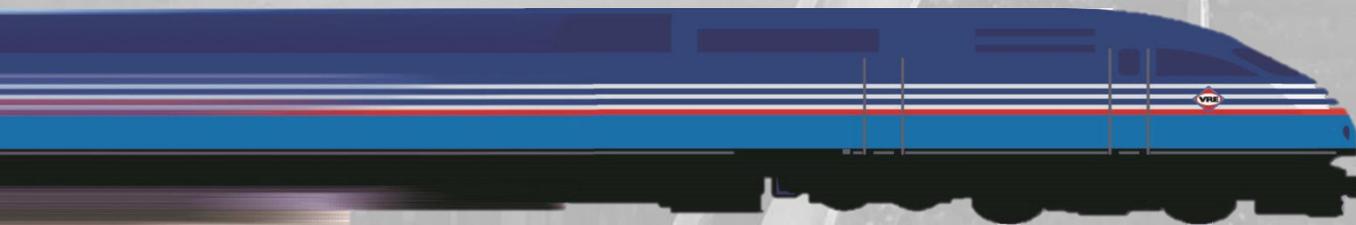
An “All Fronts” Campaign

Education

→ Community

Blitzes at Retail Locations

- Walmart locations on our system
- Weekday evenings, weekend mornings



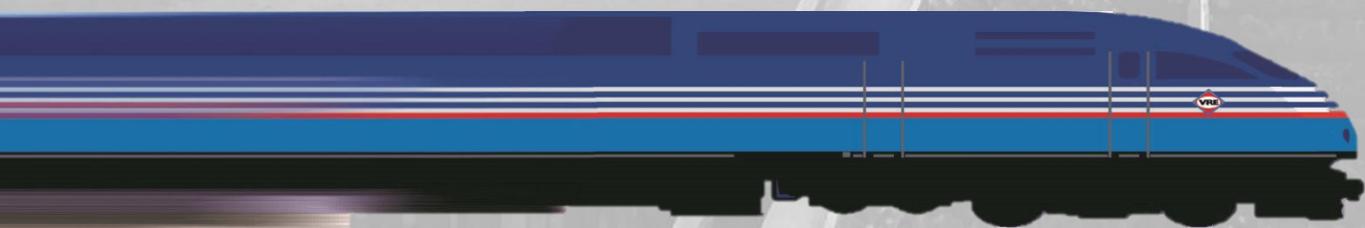
An "All Fronts" Campaign

Education

→ VRE Employees

Safety Ambassador Program

- Employee commitment to community safety

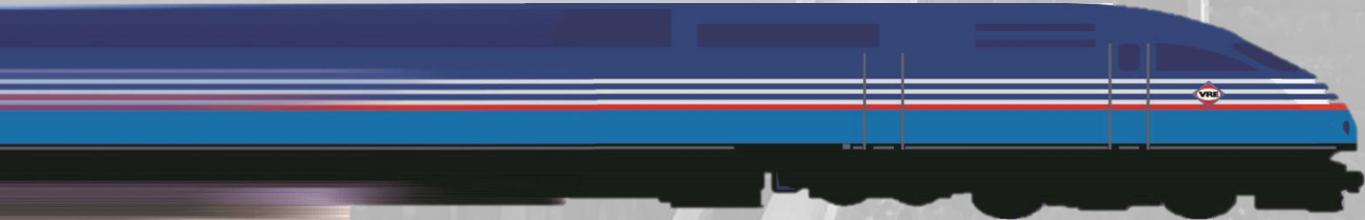


An "All Fronts" Campaign

Enforcement & Engineering

→ Passengers

Enhanced Signage

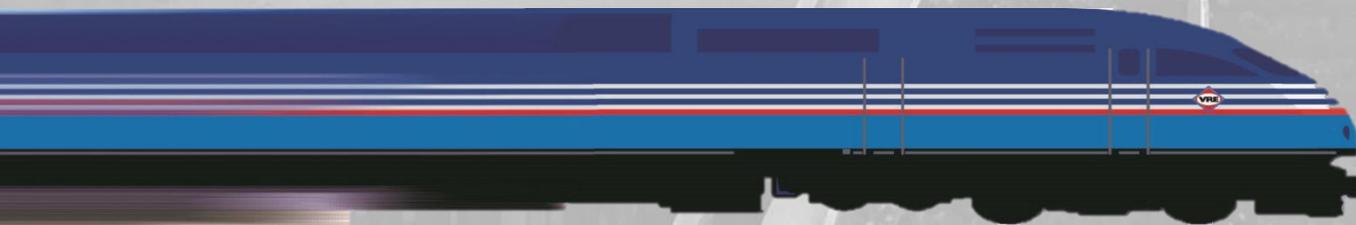


An “All Fronts” Campaign

Enforcement

→ Community

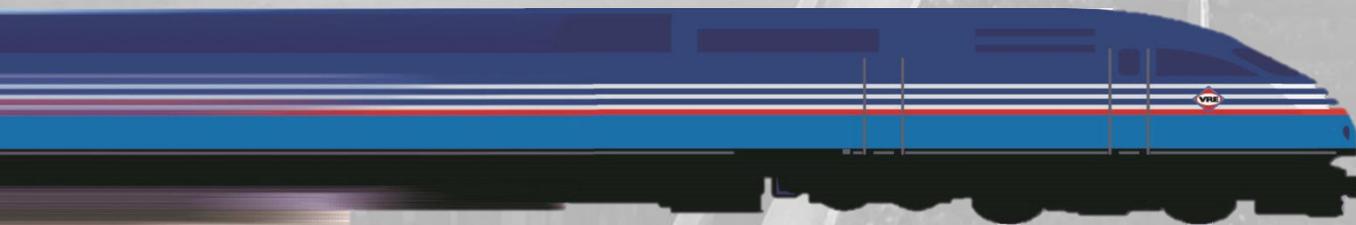
Urging grass-roots support in our community amongst law enforcement, fire and EMS personnel.



Conclusion



VRE has declared an all fronts prevention campaign ...
Our commitment to this issue will continue until no need exists.



For Additional Information Concerning this
Presentation.

Please contact Greg Deibler @
gdeibler@vre.org

