



BUILDING AMERICA®

August 4, 2015

2015 ROW Trespassing Workshop

Can Communities
Regard Freight
Railroads as Good
Neighbors?

Kristen South
Corporate Communications

Public Outreach



2010

7,300
EVENTS

450,000
PEOPLE

2011

8,000
EVENTS

700,000
PEOPLE

2012

8,500
EVENTS

700,000
PEOPLE

2013

9,000
EVENTS

615,000
PEOPLE

2014

13,500
EVENTS

625,000
PEOPLE

UP CARES / Operation Lifesaver 2015 Events



MORE THAN
700

Public Safety Campaign: 2012-2014



Messaging

- Trespassing
- Truck driving
- Winter driving
- Agricultural driving



Social Media Usage: 2015 Pew Research



- 93% of Americans ages 18-29
- 81% of American adults
- 52% of online adults use two or more social media sites
 - 71% Facebook
 - 28% LinkedIn and Pinterest
 - 26% Instagram
 - 23% Twitter
- 63% say Twitter and Facebook are a primary source of news



Creating Positive Interaction

Don't Sell, Tell Me a Story



- Develop engaging, highly shareable stories in Community Ties.
 - Technology
 - Safety
 - Community Outreach
- Photos and video are a must!

A screenshot of a news article from "COMMUNITY TIES" (STANFORD SERVICE PRESS). The main article is titled "Mission Completely Possible: South St. Paul Task Force Takes On Crossing Safety" and is dated July 28, 2015, 3:34 p.m. CST. Below the title are social media sharing icons for Facebook, Email, Print, LinkedIn, Twitter, and YouTube. The main image shows a group of people in yellow shirts posing in front of a "RAILROAD CROSSING" sign. To the right, there is a "More Stories" section with three items: "Chicagoland Rail Safety Is High-Tech" (July 13, 2015, 10:10 a.m. CDT), "Paz De Cristo Community Center Empowers People in Need" (July 02, 2015, 5:43 p.m. CDT), and "Girls Inc. Honors Tradition of Tenacity" (June 24, 2015, 1:45 p.m. CDT). Below that is an "Even More Stories" section with four items: "UP Team helps 'Clean Sweep' Council Bluffs" (June 12, 2015, 10:00 a.m. CDT), "Railroad Roots Connect Generations of Chinese" (June 02, 2015, 2:02 p.m. CDT), "Forget Disneyland: I'm Going to Santa Teresa" (May 13, 2015, 1:48 p.m. CDT), and "Bee Whisk Sacramento Garden Sprouts Hope" (Apr. 24, 2015, 9:07 a.m. CDT). At the bottom of the main article, there is a small caption: "Members of the South St. Paul Mayor's Youth Task Force line up for the city's summer parade. A bus that featured the remains of a train after it collided with a freight train was used to emphasize the importance of..."

High School Photo Safety Campaign



Union Pacific Photo Safety

YOU WOULDN'T TAKE YOUR SENIOR PHOTO HERE.

Don't Be This Guy!

Show us the fun, creative and safe places you'd choose for your senior photo. Share it using the hashtag #SafeSeniorPhotos

Think about it. Tracks are for trains, not your senior photos.

Everybody loves getting senior photos taken, right? After all, your senior year of high school is the exciting culmination of one journey and the beginning of another. Don't let this journey get lost when...choosing to take your senior photos on railroad tracks is not only illegal, it can be deadly.

Resources: Proactive Safety

- About Senior Photographs Photos
- Proactive Safety

Standard-Examiner
www.standard.net

Railroads: Don't take photos on train tracks

YOU WOULDN'T TAKE YOUR SENIOR PHOTO HERE. OR WHY WOULD YOU TAKE IT ON RAILROAD TRACKS?

SHARE NOW

RailwayAge

Home Freight Personnel Passenger Mechanical MFR CEO Management Safety PTC

When vanishing vistas = vaporized students

Written by William C. Klemmer, Editor-in-Chief

High school graduation. Time for friends, family, relaxation, and taking senior photos and videos. Lots of young people seek the perfect artistic backdrop: a "vanishing vista." What better, more artistic vanishing vista is there than railroad tracks disappearing into the distance, right?

Wrong—dead wrong. Apparently, the practice of taking senior photos and videos on railroad tracks has become popular as well as a big problem, and Union Pacific is doing something about it by reaching out to young people with a couple of helpful but absolutely vital messages accompanied by some caution: senior advice.

- **656,613** paid Facebook impressions – nearly **7x** the industry standard.
- Tweets reached **50,844 accounts** in the first week.
- Multimedia news release generated **54,000 views**.
- Outreach effort to educate more than **100** industry leaders.

www.up.com/photosafety



Coming
Soon

Your Life is
Worth the Wait



Your Life is Worth the Wait

YouTube Pre-Roll



- Most watch just the mandatory 5 seconds of a YouTube ad
- Create 5-second ad(s)
- Organic and paid social media opportunities





**We live in more
than 7,300
communities**



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