

FRESNO TRESPASS CAMPAIGN

Peggy Lyda, Manager Public Safety, UPRR

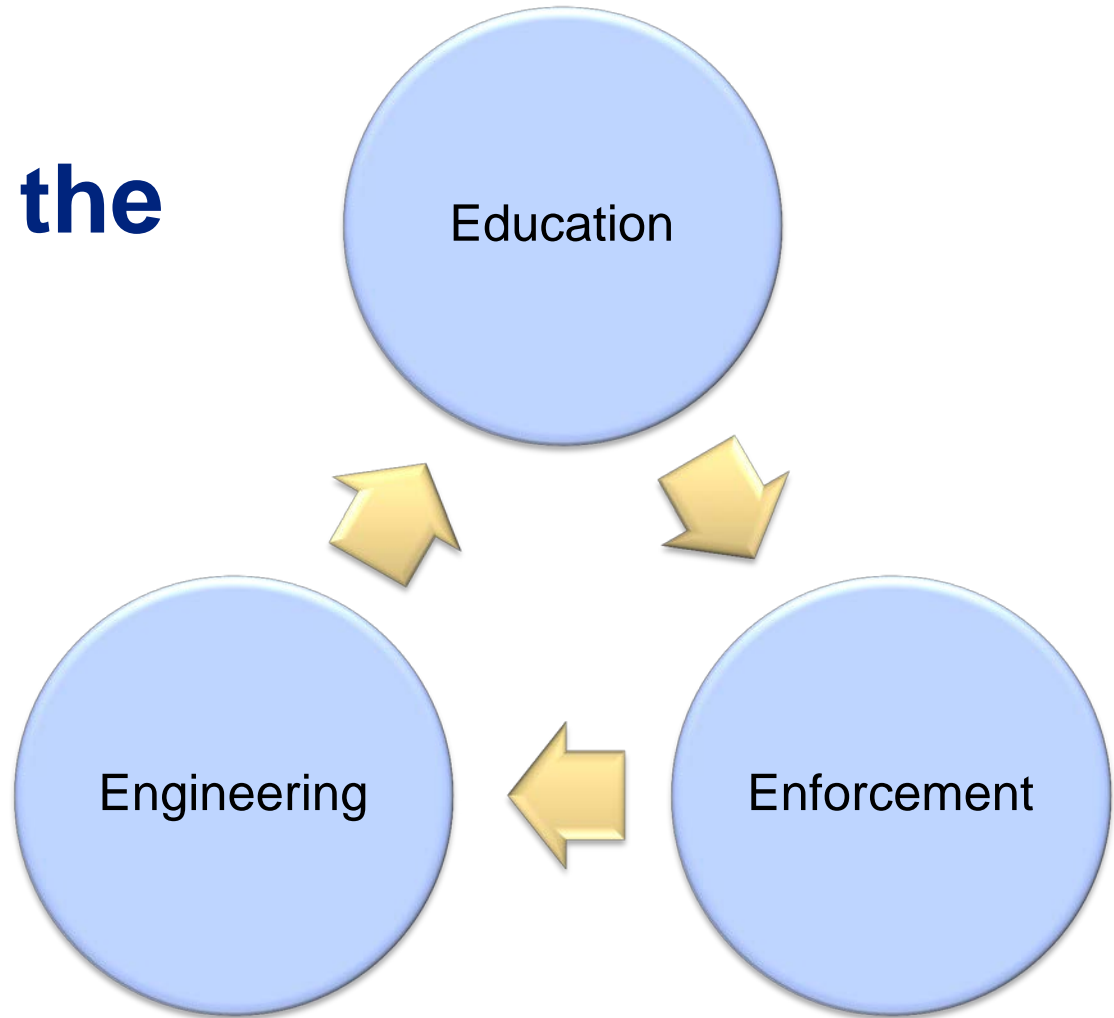
150 YEARS



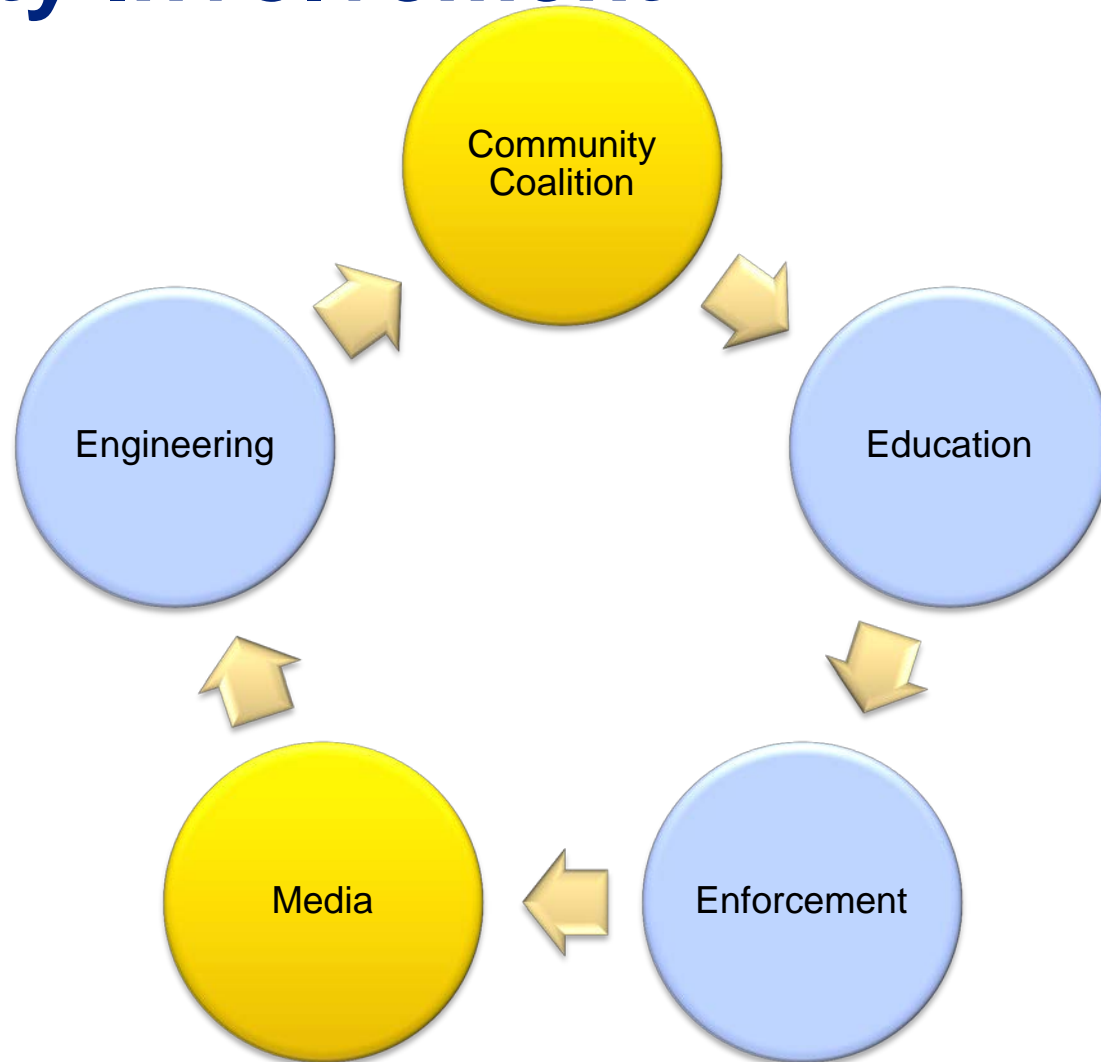
BUILDING AMERICA®

FRESNO TRESPASS CAMPAIGN

Expanding on the Three E's

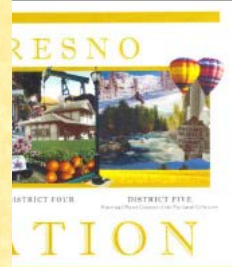


Community Involvement



Media to Re-enforce Message

Community Coalition Group City and Counties Proclamations of Support



olving highway-rail grade incidents. These crossing and are more likely to result in

grade-crossing incidents in Fresno, which ranks highest for

nted with increased public appropriate driving safety laws;

ormation and education grade crossing crashes; and

ng, all citizens are encouraged grade crossings – whether on e should lead to greater safety ade crossing crashes and

Fresno County Board of Lifesaver Rail Safety Month and e crossing crashes during this





Federal Railroad Administration

California
Public Utilities
Commission



2012 Rail Safety Poster Contest Presents . . .

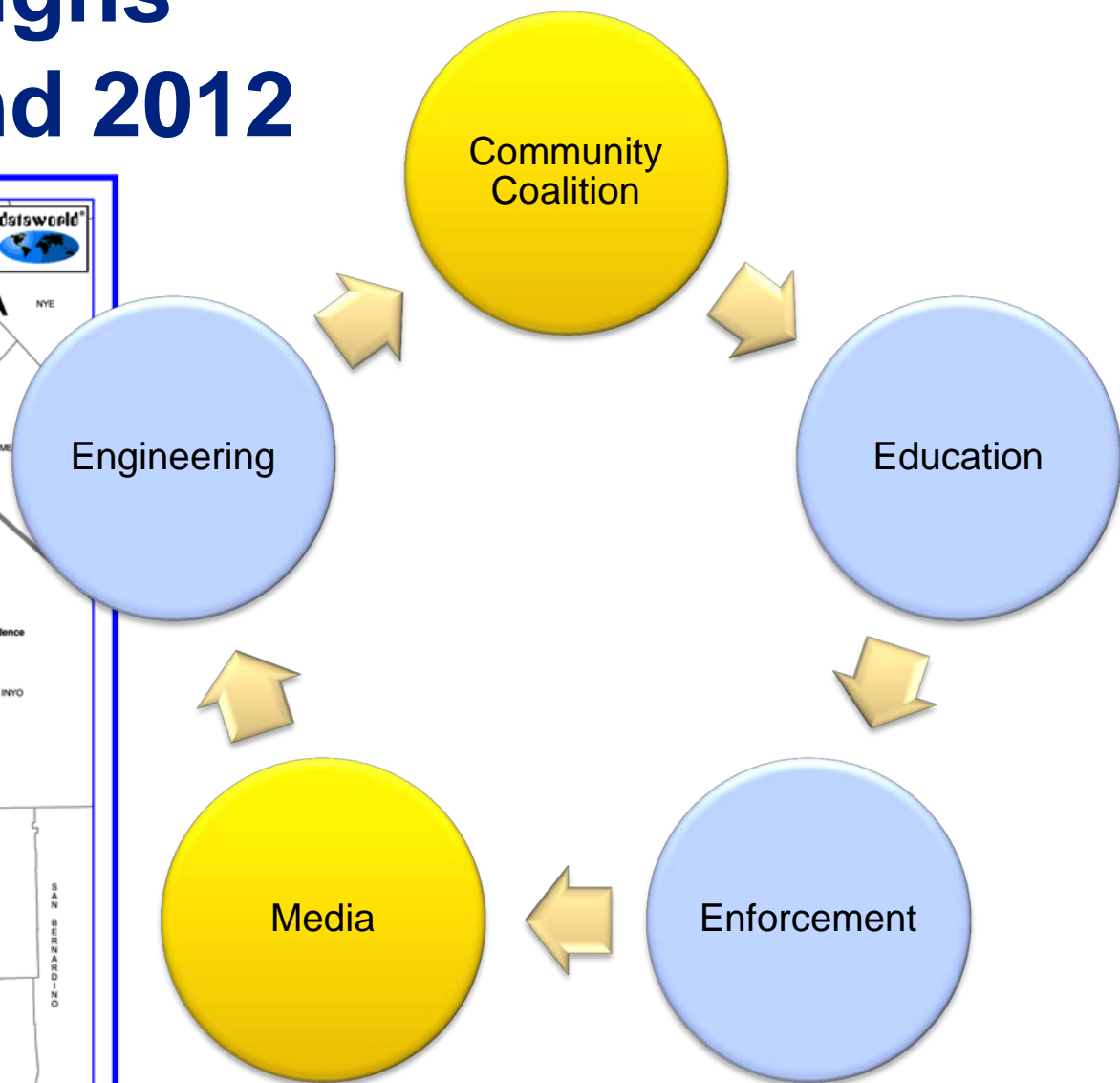
First Place Winner,

Jennifer Sanchez
Norseman Elementary

SPONSORED BY: CAOL, FRA, UP, BN,
City of Fresno, County of Fresno, CPUC,
Fresno Unified School District, Amtrak



Media Campaigns 2010, 2011, and 2012



Radio, Events, and Giveaways

Reaching core demos with:

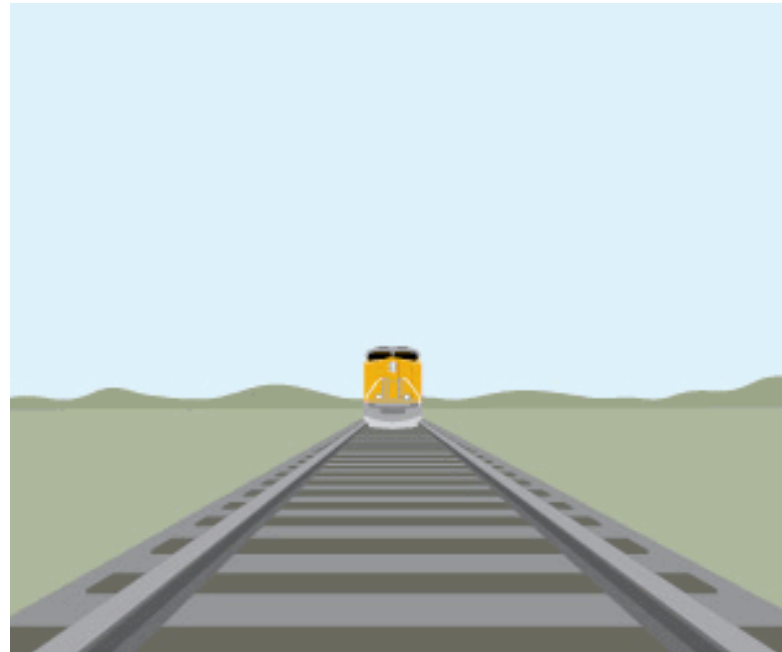
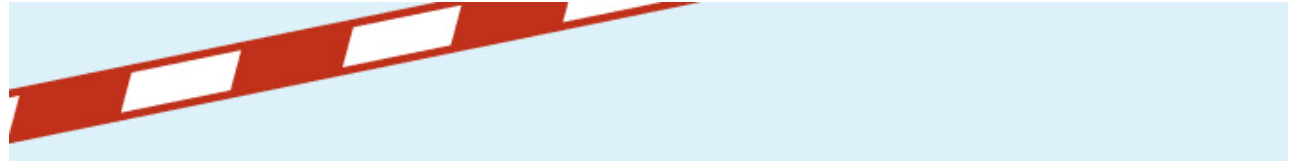
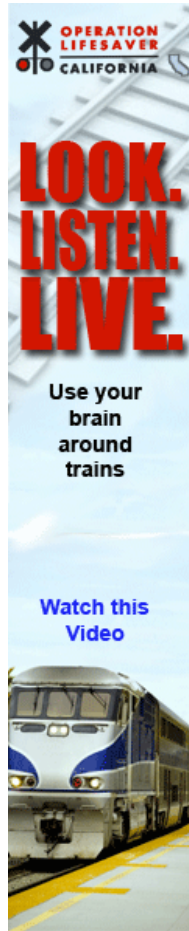
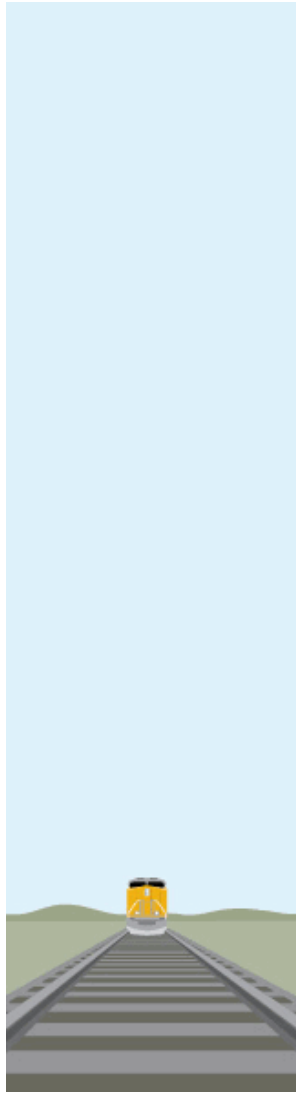
- Specific radio stations
- Web advertisements
- Event participation for large crowds
- Promotions with a focus on teens



Billboards in strategic locations



Online Banners and Landing Sites





Landing Sites

I Brake For Trains Mozilla Firefox

http://www.upr.com/the/safety/ibrakefortrains/index.shtml

I BRAKE FOR because they can't brake for me

What you don't know about trains can hurt you.

Most people who are hurt by trains aren't trying to do anything dangerous.

People who walk on the tracks think they'll hear the train coming in time to move.

People who cut through crossing arms think they have plenty of time to get across the tracks.

Hundreds of people are killed – and thousands are injured – every year because of these assumptions. The more you understand about trains, the less likely you are to take your safety for granted on the tracks.

Trains can be surprisingly quiet.

- You won't always hear a horn or the clacking of the wheels.
- Stop, look and really listen before you cross the tracks. If you're in a car at a crossing, you should turn off your radio and your air conditioning, and roll down your window, so that you can hear a train coming.
- Definitely don't just talk on a cell phone or use headphones on or near the tracks.

Trains are always moving faster and are closer than you'd think.

- So, if you can see a train at a crossing, stop. Don't try to beat it.
- And if you can't see a train – but the crossing arm is down or the lights are flashing, stop. The only safe thing to assume is that a train is on its way.

Trains can't stop in time to avoid hitting you – even if the engineer sees you on the tracks. A train can take a full mile to stop.

- And if they do hit you, you're on the losing side of physics. The weight ratio of a car to a train is proportional to a soda can and a car.

Test Your Safety Smarts

[Take Our Railroad Safety Quiz](#)

Listen to the new ibrakefortrains.com radio commercials:

- [Shark](#) (mp3 file)
- [Runway](#) (mp3 file)

Spanish-language radio commercials:

- [Operation Lifesaver No. 1](#) (mp3 file)
- [Operation Lifesaver No. 3](#) (mp3 file)

Common Sense

[SWIM WITH A SHARK?](#)

[WALK IN FRONT OF A DRIVING RANGE?](#)

Find out more about rail safety:

Union Pacific
Operation Lifesaver
Common Sense

OPERATION LIFESAVER
Look, Listen & Live

BUILDING AMERICA

COMMON SENSE 

Use it every day. Especially around trains.

THIS IS THE DEAL

Common sense is something that we all have. And while some people probably have more than others, all of us, on occasion, have been guilty of not using it.

The Common Sense public safety campaign is designed to remind each and every one of us to use this often overlooked and underrated human faculty, especially around railroad tracks.

Each year, too many people are hurt or killed by not exercising caution around railroad tracks, and this joint effort between CSX, Union Pacific, Burlington Northern Santa Fe, Norfolk Southern, Kansas City Southern, Amtrak and Operation Lifesaver is our attempt to promote common sense and to save lives.

So, come back often. We will have plenty of games, interactive puzzles, videos and other fun reasons to exercise your common sense.

RAILROAD SAFETY TIPS

 The only safe place to cross railroad tracks is at a public crossing — designated by the crossbuck.

 Turn your cell phone and MP3 players off when you're near train tracks. Forget texting, as it could be a deadly distraction near the tracks.

 Look both ways and listen before crossing train tracks. Expect a train at any time.

 Anywhere other than a public crossing, stay off and away from the tracks.

 Tracks, trestles, rail yards and equipment are private property. If you hunt, fish or ride your ATV on the tracks, you are trespassing on private property. Besides being fined, you could lose your life.

COMMON SENSE IN HISTORY

 The Splinix? The Boston Tea Party? The 1849 Gold Rush? See Common Sense as it happened throughout history [HERE](#).

TRY THE COMMON SENSOR



COMMON SENSE MEDIA

Check out the latest Common Sense ads [HERE](#).

HOWE | MEDIA | HISTORY

CSX **UNION PACIFIC** **AMTRAK** **NORFOLK SOUTHERN** **BURLINGTON NORTHERN SANTA FE** **OPERATION LIFESAVER**

