

FRESNO TRESPASS CAMPAIGN

Peggy Lyda, Manager Public Safety, UPRR

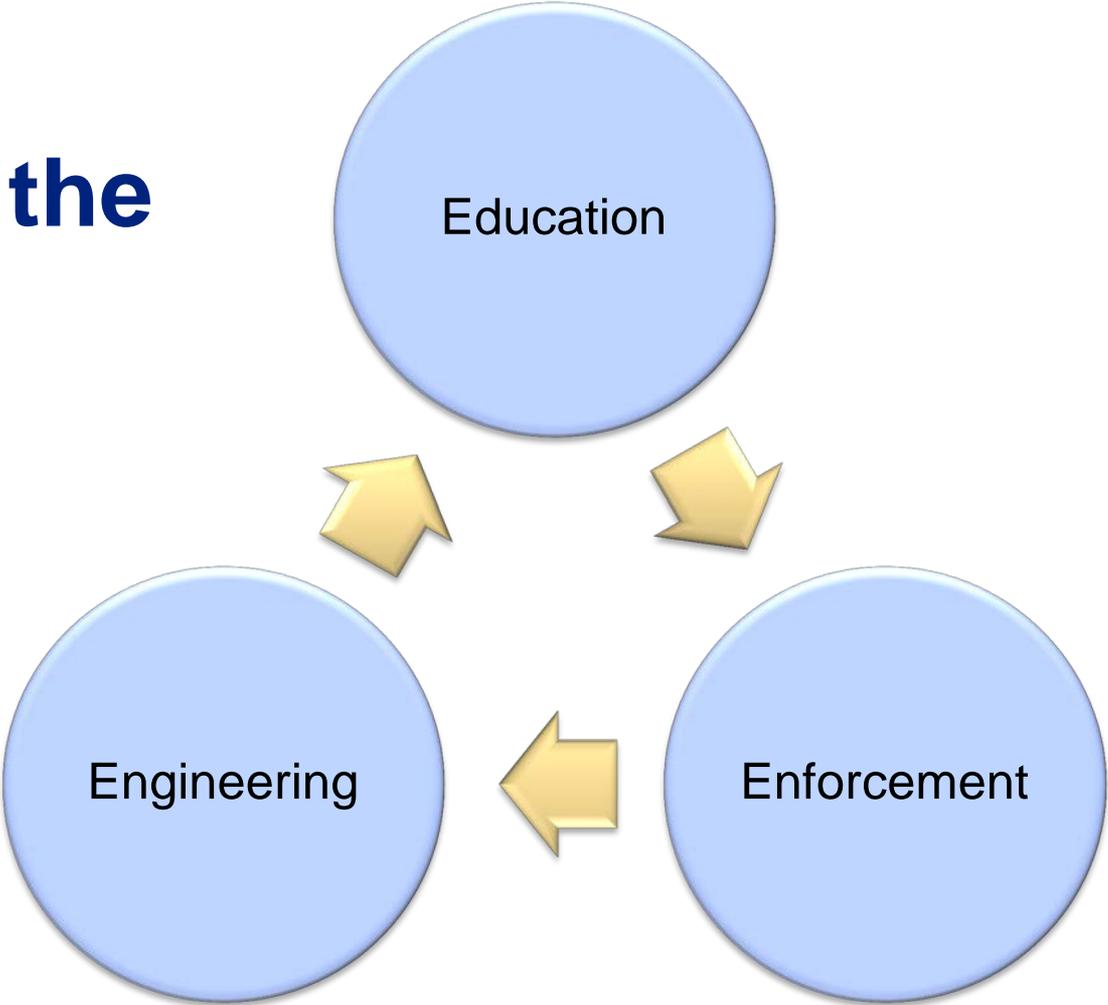
150 YEARS



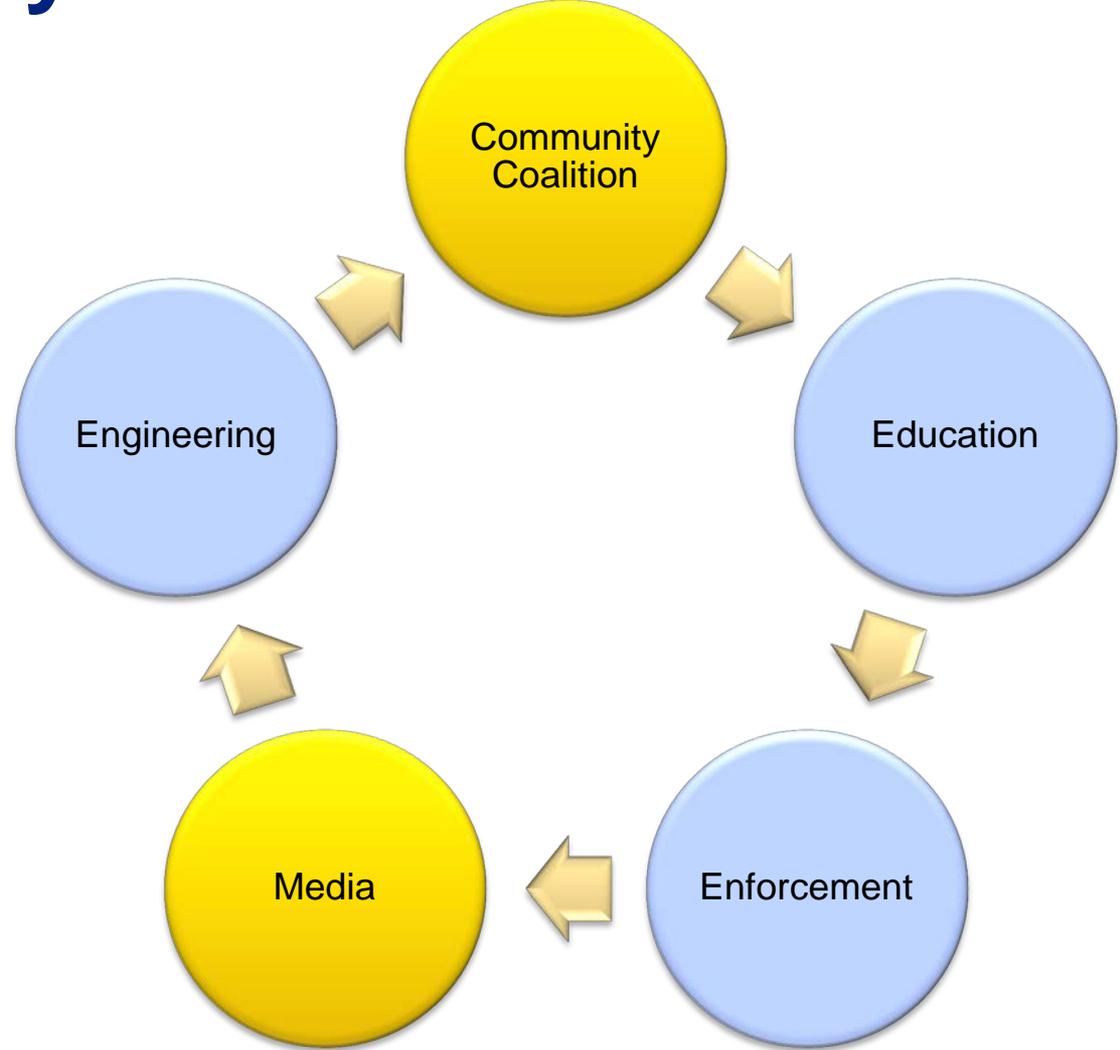
BUILDING AMERICA®

FRESNO TRESPASS CAMPAIGN

Expanding on the Three E's

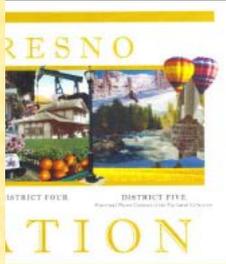


Community Involvement



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



Chairman, District 1 Supervisor
Nubrah A. Poochigian
 Vice-Chairman, District 4, Poochigian, District 5 Supervisor
Susan B. Anderson
 Susan B. Anderson, District 2 Supervisor

Henry Fresno, District 3 Supervisor
Michael M. Case
 Michael M. Case, District 4 Supervisor



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



Engineering

Community Coalition

Education

Media

Enforcement

Radio, Events, and Giveaways

Reaching core demos with:

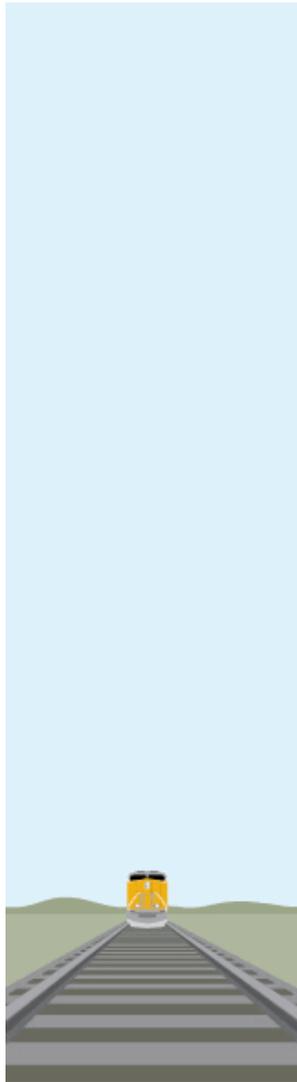
- Specific radio stations
- Web advertisements
- Event participation for large crowds
- Promotions with a focus on teens



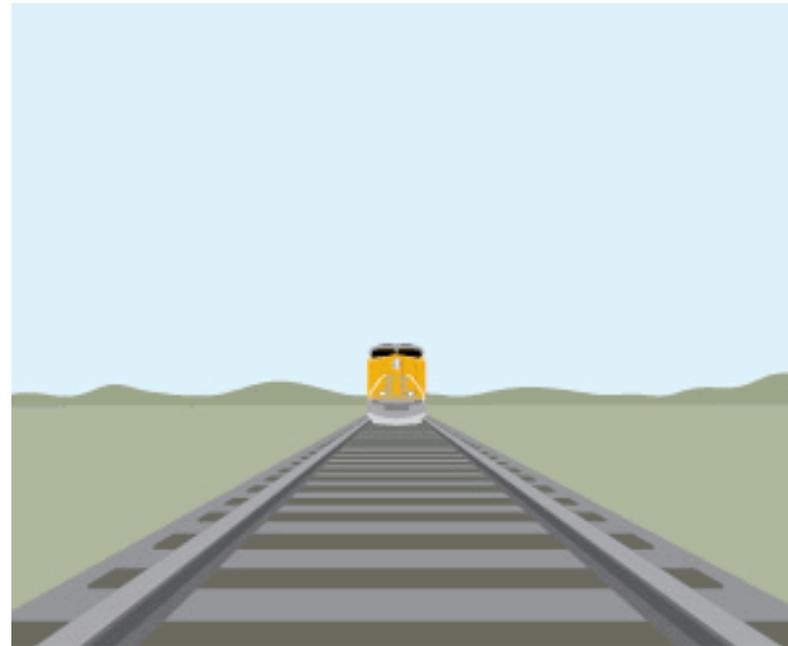
Billboards in strategic locations



Online Banners and Landing Sites



A vertical banner with a light blue background. At the top, it features the 'OPERATION LIFESAVER CALIFORNIA' logo, which includes a stylized 'X' and a train icon. Below the logo, the text 'LOOK. LISTEN. LIVE.' is written in large, bold, red, sans-serif capital letters. Underneath this, the text 'Use your brain around trains' is written in a smaller, black, sans-serif font. Further down, the text 'Watch this Video' is written in a blue, sans-serif font. At the bottom of the banner is a photograph of a blue and white passenger train.



Internet Explorer browser window showing the website for La Preciosa 92.9 FM. The address bar shows <http://www.929.com/>. The page features a navigation menu with links for INICIO, CONCURSOS, LOCUTORES, EVENTOS, CLUB LA PRECIOSA, and FOTOS. A search bar is located on the right side of the menu.

The main content area is titled "Photos" and displays a grid of images with captions:

- Jugueteo 2011 en el Manchester Center el sábado 3 de Diciembre.** (Accompanied by a small image of children playing with toys.)
- La Preciosa 92.9 a control con los amigos de la Tertulia Guerrero en United Market.** (Accompanied by a small image of people at a radio control booth.)
- La Preciosa 92.9 a control con los amigos.** (Accompanied by a small image of people at a radio control booth.)
- Premio Lo Nuestro - Atromora Roja** (Accompanied by a small image of a woman in a red dress.)
- Jugueteo 2011 en el Manchester Center el domingo 4 de Diciembre.** (Accompanied by a small image of children playing with toys.)

At the bottom of the page, there is a "MOST RECENTLY UPDATED" section. A video player is visible on the right side of the page, showing a man speaking into a microphone, with a "Pitbull Radio" logo overlaid.

Landing Sites

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 text, 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 lbakefortrains.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



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.

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

COMMON SENSE MEDIA

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

TRY THE COMMON SENSOR



HOME | MEDIA | HISTORY



