

Community Outreach through Community Coalitions and Focus Plans.

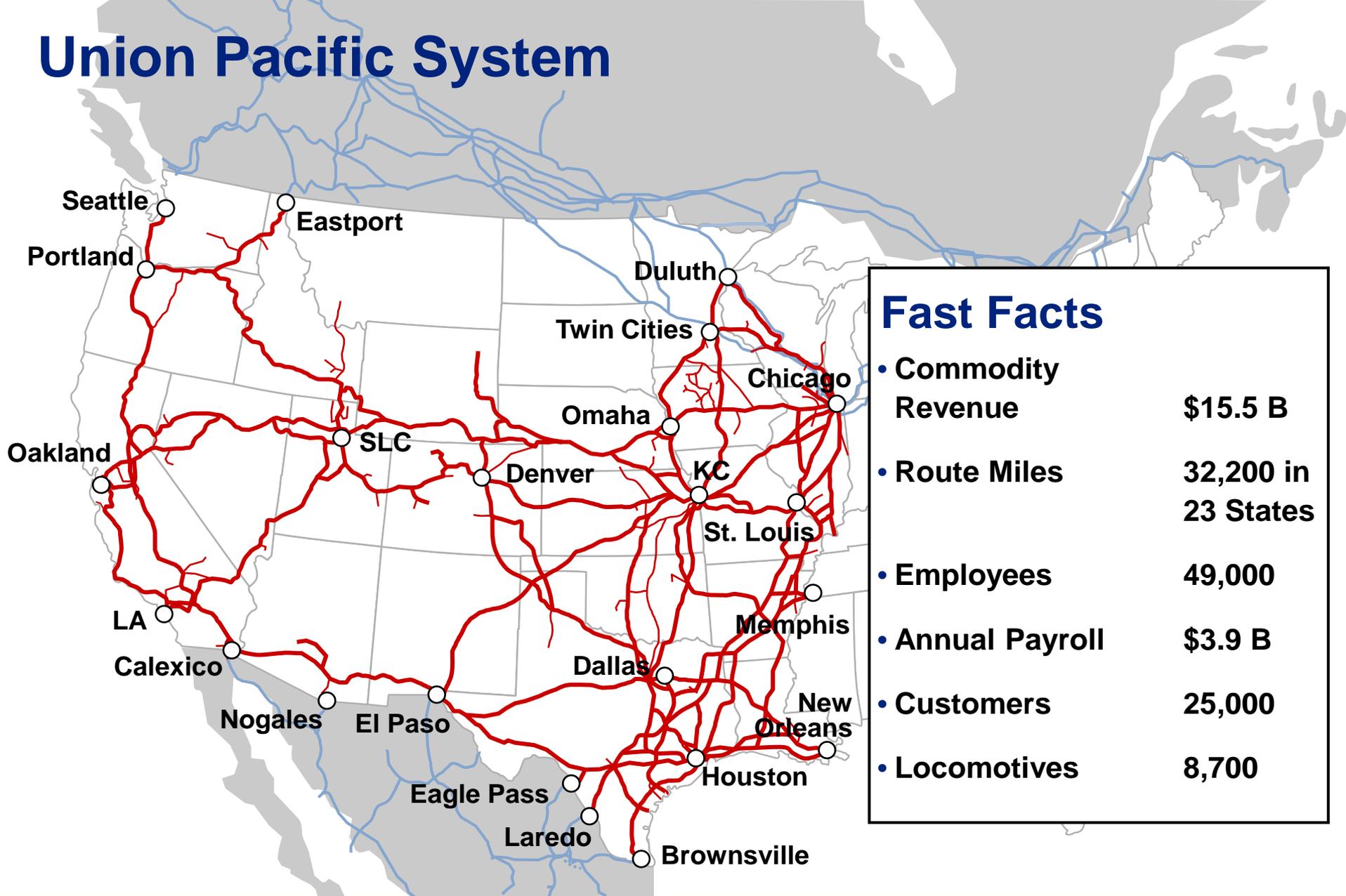
Jay Holman and John Simpson

150 YEARS



BUILDING AMERICA®

Union Pacific System

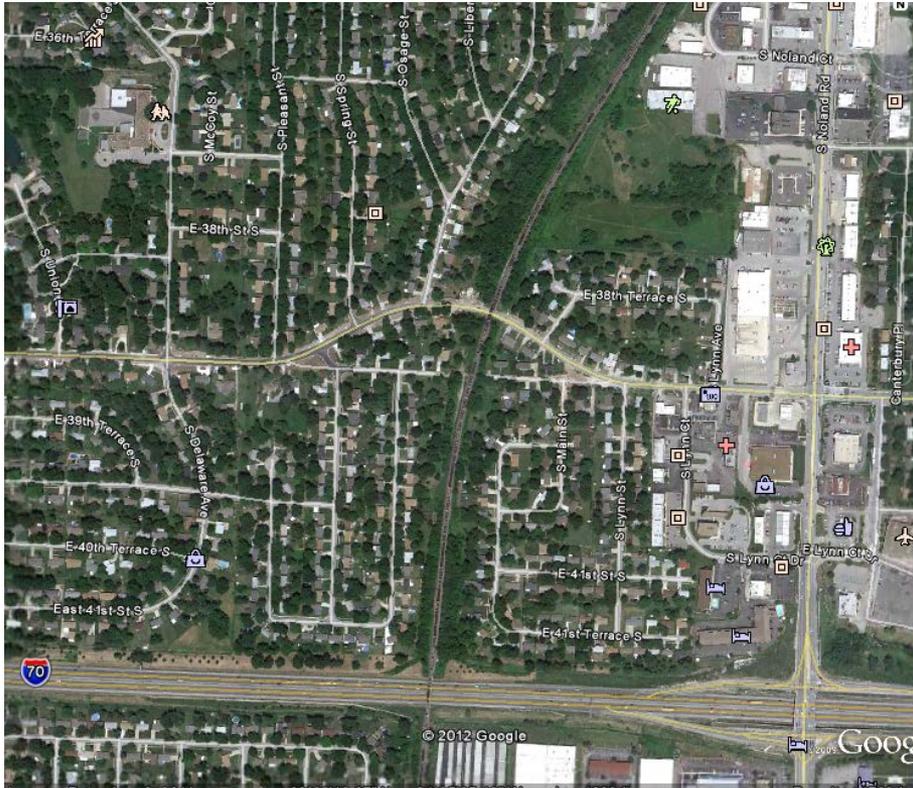


Fast Facts

• Commodity Revenue	\$15.5 B
• Route Miles	32,200 in 23 States
• Employees	49,000
• Annual Payroll	\$3.9 B
• Customers	25,000
• Locomotives	8,700

What are root causes of “casual” trespassing?

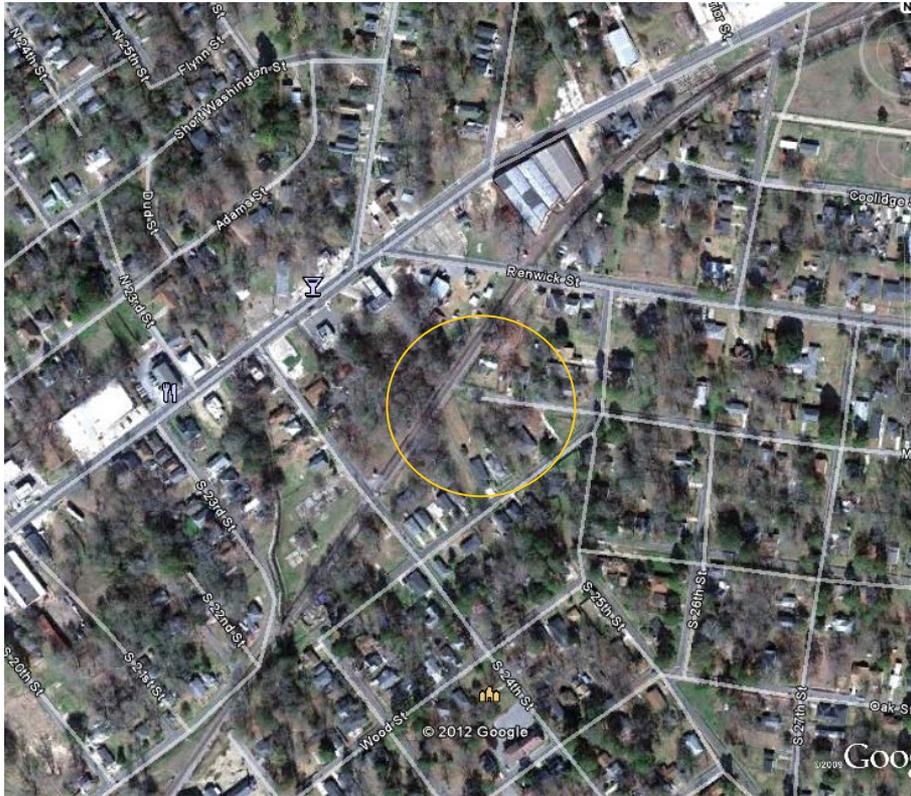
Independence, MO.



Another example...



We all agree crossing closures are a good thing for public safety, right? What about the pedestrians?



Why not post the area with NO Trespass signs?



Why Involve the Community?

White County, Arkansas UP managers with city Mayor



Why Involve the Community?



Trespass issues are NOT just a railroad problem. It is a community problem as well.



Basic fundamentals of FOCUS Plan

- Target with data (collisions, unsafe motorist reports, broken gates, trespass information, etc.)
- Help communities understand that this is a *Community* problem as well as a railroad problem
- Bring all stakeholders together at one location
- Focus resources in a geographic area
- Touch all facets, education, enforcement, engineering
- Give DOT's/highway authorities the audience that they ask for
- Create a timeline and insure continuous focus

FOCUS Plan - Phases

- **PHASE 1: Community meeting (breakfast, lunch) invite: County and City officials, Mayor, Councilmen, City Mgr, Public Works, Law enforcement, State DOT, State Operation Lifesaver, FRA, private stakeholders, cross functional group of UP personnel FINISH with inspections**
- **PHASE 2: Enforcement activities, CARE Operation, scheduled enforcement, MOU's, fencing survey**
- **PHASE 3: Education blitz, Operation Lifesaver targets all groups, especially adult drivers and professional drivers**
- **PHASE 4: Analysis of data, results, activities, trends, recommendations**

Trespass and pedestrian issues within Quiet Zones



The value of including the Public Works dept.



Success Stories

- Every FOCUS Plan implemented has shown a minimum of a 15 -20% reduction by ANY measure in the area targeted, the average is 60%, with at least two of the plans at 100%

- Pacific, Missouri trespass coalition.