

## Minnesota Operation Lifesaver, Inc



**OPERATION  
LIFESAVER®**  
Minnesota

It is the **MISSION** of Minnesota Operation Lifesaver to create awareness and provide education to the public on *how to make safer decisions* around tracks and trains in an effort to reduce collisions, deaths and injuries at highway-rail grade crossings and on railroad property in Minnesota.

It is the **VISION** of Minnesota Operation Lifesaver to establish recognition as *the trusted resource* for education about highway-rail grade crossing safety and trespass prevention on railroad property in Minnesota

## Public Education



- Presentations
- Safety Booths
- Public Service Announcements
- Videos
- Printed Materials
- Train and Authorize Volunteer Presenters
- Develop new materials
- Identify target areas for outreach and at risk audiences for education



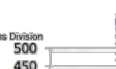
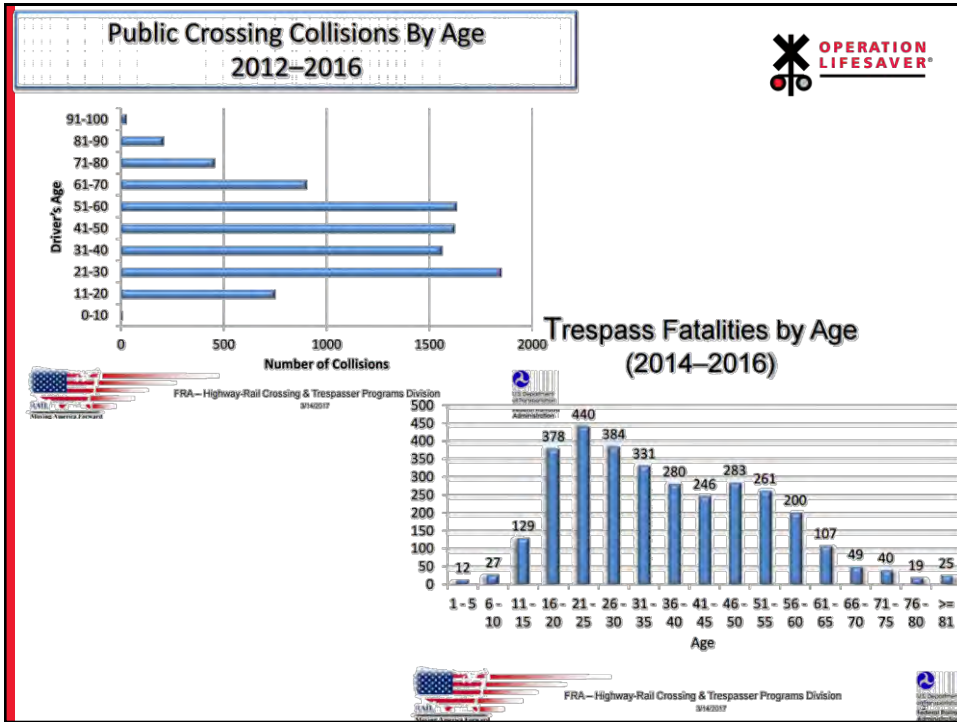
### Decline in collisions

We've helped to reduce the number of train/motor vehicle collisions from a 1972 high of roughly 12,000 annual incidents to approximately 1,953 incidents in 2012.

*(Source: FRA preliminary 2012 statistics).*

### Forging New Tracks



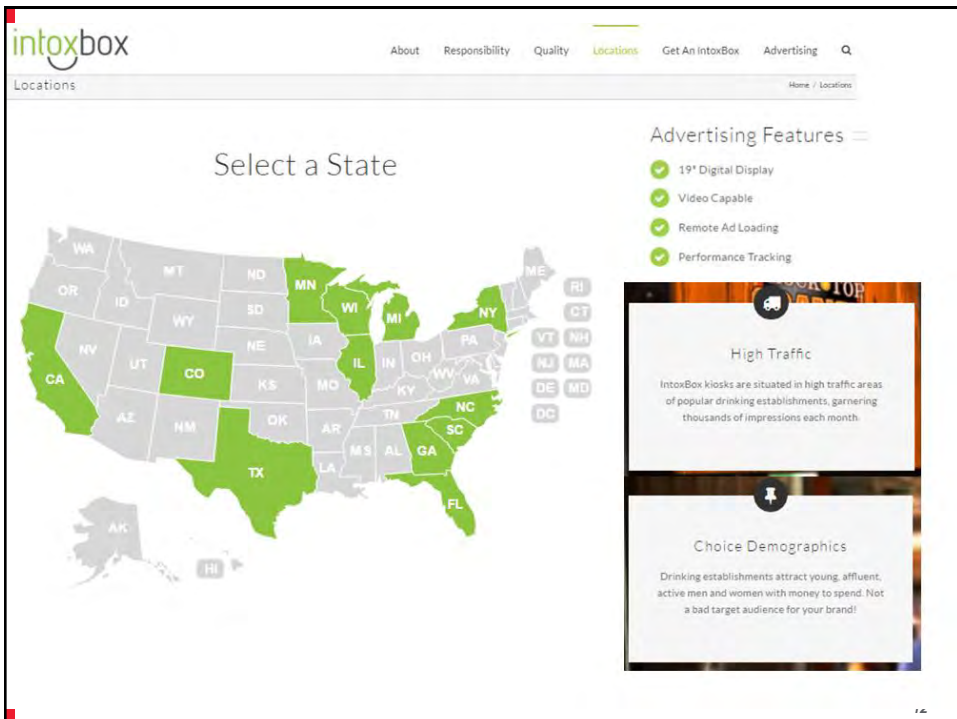


## Meet Them Where They Are



**Sinclair**  
1345 Grand Ave  
St. Paul, MN 55105






## NOW STREAMING ON A DEVICE NEAR YOU


1,000+ CONNECTED DEVICES, 160+ CAR MODELS

© PANDORA


## The Strength of Digital




The average American spends **24 hours** a week online.



**89%** of Americans use the internet



**80%** of internet users own a Smartphone.



**57%** of all US online traffic now come from smartphones and tablets

### Americans Use Electronic Media 11+ Hours A Day

Average time American adults (18+) spent with electronic media in Q4 2014 (hours:minutes)

| Media Type        | Usage Duration (hours:minutes) |
|-------------------|--------------------------------|
| Live TV           | 04:51                          |
| Radio             | 02:43                          |
| Smartphone        | 01:25                          |
| Internet on a PC  | 01:06                          |
| Timeshifted TV    | 00:33                          |
| Game Console      | 00:13                          |
| DVD / Blu Ray     | 00:09                          |
| Multimedia Device | 00:07                          |

Source: Nielsen




14

## TARGETED USERS: 100% GUARANTEED


**REGISTRATION INFORMATION FOR EACH USER**  
Age Gender Zip Code

**PANDORA ONLY TARGETS YOUR AUDIENCE**  
No wasted impressions

**GUARANTEED VIEW: ADS ARE SERVED WHEN**  
Users are looking at the screen  
Interacting via thumbs  
Creating stations  
Using site functionality

## Mobile Audio




### Overview

Mobile Audio offers impactful audio ads delivered to Pandora listeners in between songs that enable brands to connect with users with two-way engagement.


### Benefits

Mobile Audio engages users during brief musical breaks enabling the advertiser to reach a target audience whether or not their eyes are on the screen. An audio ad is accompanied by a clickable visual presence, offering increased engagement.


# WWW.OLI.ORG




ALL VIDEOS PSAS FOR ADULT DRIVERS FOR KIDS TRAINING MODULES STOP TRACK TRAGEDIES VOLUNTEERS




**Operation Lifesaver PSA - Trespassing Changes Your Life**  
9-27-2018 PSAs  
Mark Kalina talks about what happened to him.




**Look for the Blue and White ENS Sign PSA :15**  
9-20-2018 PSAs  
For Adult Drivers  
Look for the Blue and White to Save Your Life :15 PSA by Operation Lifesaver, Inc.




**How to Drive Near Trains**  
3-02-2018 PSAs  
Training Modules  
This full-length training video features teen vlogger Ryan helping his sister prepare for her driving test by learning how to drive safely near trains.




**Drive Safe PSA**  
3-02-2018 PSAs  
Training Modules  
This :30 PSA tells you why it's important to drive safely near trains – and how to enter to win a prize!




**Railroad Crossing Safety Signs**  
3-02-2018 PSAs  
Training Modules  
Jessica talks about signs you need to know to stay safe when driving near train tracks. Educators - download the [lesson plan](#).




**What to do at a Crossing**  
3-02-2018 PSAs  
Training Modules  
This video shows drivers what to do at the railroad crossing. Educators - download the [lesson plan](#).




**Distractions**  
3-02-2018 PSAs  
Training Modules  
Distractions can be deadly near train tracks – watch to find out why. Educators - download the [lesson plan](#).





**Train Facts**  
3-02-2018 PSAs  
Training Modules  
Learn why your car is like a soda can, and other train facts, in this video. Educators - download the [lesson plan](#).



**Light Rail**  
3-02-2018 PSAs  
Training Modules  
How can drivers safely share the road with light rail trains? Educators - download the [lesson plan](#).



**Thinking of filming on train tracks?**  
No shot is worth the risk: Get a permit or stay off the tracks  
3-01-2018 PSAs  
This PSA for filmmakers shows that filming on train tracks is deadly and illegal if proper permits are not obtained. [Play it](#)

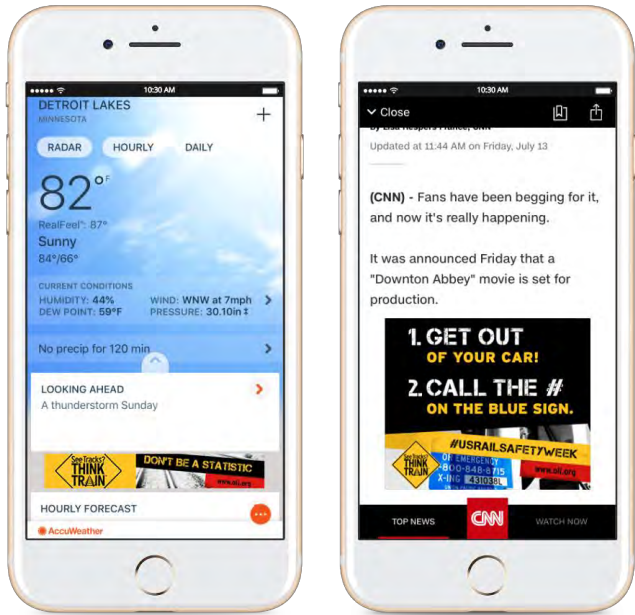




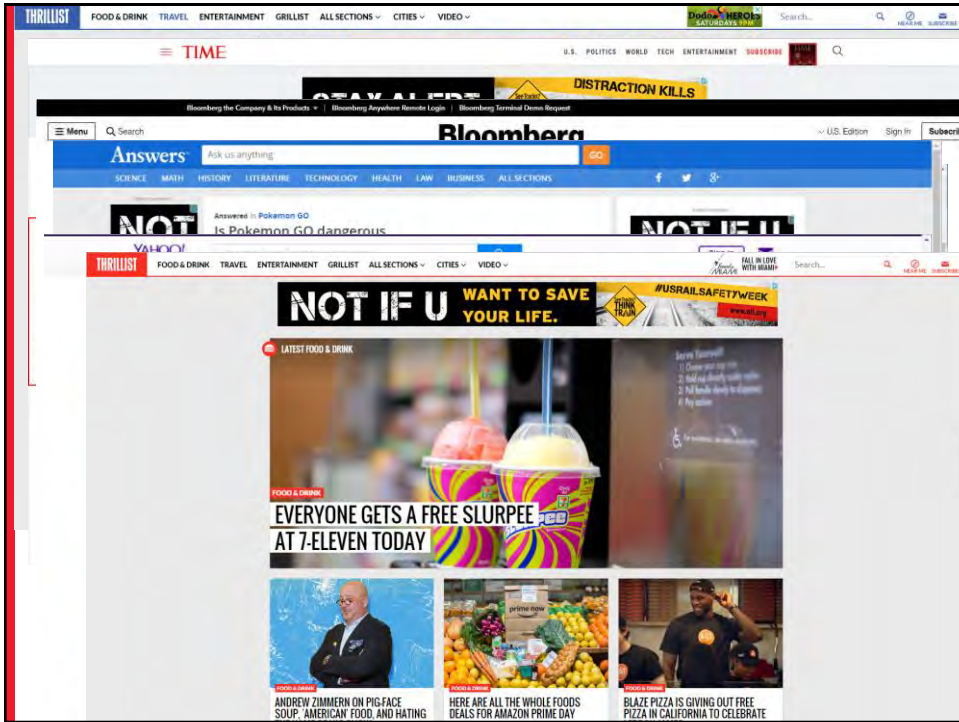
**GeoAudience**  
**Who You Are**  
 Home neighborhood demographics and spending patterns

**Scored GeoFences**  
**Where You Are**  
 Contextually aware proximity-based targeting

**GeoCookies**  
**Where You've Been**  
 Real-world retargeting based on historical location data

03





# Youth and Social Media



Follow Us and post your ST3 selfie to win great prizes!

[@MinnesotaOperationLifesaver](#)  
[@MinnesotaOL](#)  
[@Minnesota\\_Operation\\_Lifesaver](#)



Minnesota Operation Lifesaver, Inc is a 501(c)3 registered nonprofit whose mission is to reduce tragedies through free public awareness, presentations, and events. We can be reached at [mnooperationlifesaver@gmail.com](mailto:mnooperationlifesaver@gmail.com) 651-328-3259 P.O. Box 22254 Minneapolis, MN 55422



**Top Tweet** earned 2,813 impressions  
We're passing out #RailSafety reminders in #Minneapolis for #RedOutForRailSafety day as we close out @RailSafetyWeek! Thanks to @CanadianPacific @BNSFRailway for their partnership! [pic.twitter.com/6gJH17AeS1](#)

**Top mention** earned 74 engagements  
Congratulations Mallory Moran-@gbrxcompanies for your ach the rrail industry and winning @RailwayWomen Member-of-Award! @Railway\_Supply @AREMarail @rail\_pre\_meg @Railwylnterchg @Minnesot @MeetMinneapolis @BNSFR @CanadianPacific @Holland pc.twitter.com/KGUVCnMCF5

**RAIL SAFETY WEEK**  
313 posts 197 followers 162 following  
MN Operation Lifesaver  
Help us #stoptragedies! Request a #rail safety presentation at [mno@uic.edu](mailto:mno@uic.edu) 509/41947414

Grid of photos showing various safety events, including people holding signs, a mascot, and group photos.

Questions?



26