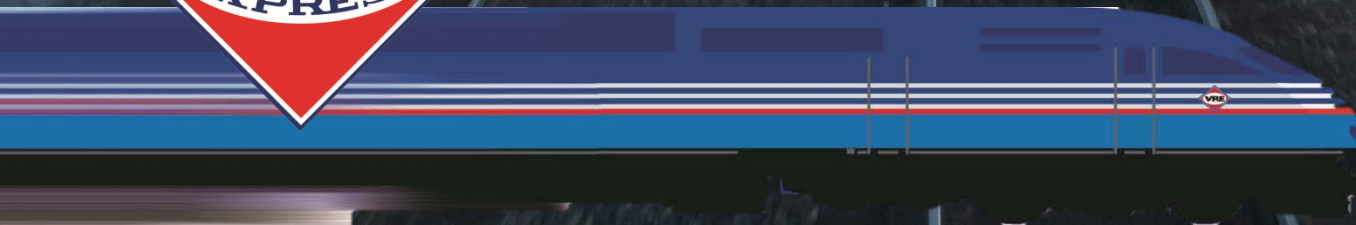


# Trespass Prevention Strategies





# An “All Fronts” Campaign



VRE has declared an All Fronts prevention campaign ...

Education, Engineering, Enforcement and Encouragement are collectively applied to our three critical groups of stakeholders to combat this problem.



# An “All Fronts” Campaign

## Education

→ Passengers

### Onboard magazine

- Issued monthly
- Placed in seats to increase readership





# An “All Fronts” Campaign

## Education

→ Passengers

## Social Media Campaign

- Summer-long weekly campaign
- Drive traffic to OL's website
- Winners receive OL ST3 and VRE “Safe Travels” merchandise.



Virginia Railway Express

June 23, 2014 · 🌐

Scavenger Hunt: Visit [www.oli.org](http://www.oli.org) to find the answer.

Operation Lifesaver has worked hard to educate the public on rail safety. They report a \_\_\_\_\_% drop in train/motor vehicle collisions since 1972.

Like · Comment · Share · 👍 2 💬 6



Virginia Railway Express

June 25, 2014 · 🌐

Congratulations Stephanie Matonek (please email [gotrains@vre.org](mailto:gotrains@vre.org) with your address)! The correct answer is 83%, which can be found here: <http://oli.org/about-us/news/statistics/>.

Stay tuned for our next challenge and your chance to win some Operation Lifesaver and VRE swag.



Virginia Railway Express

July 9, 2014 · 🌐

The correct answer is C. Placing yourself a safe distance from rail traffic is a very good habit for you and helps our locomotive engineers get a sense of comfort as they approach a platform. Thanks for all of the responses. Stay tuned, the next challenge is on its way. Stay Safe!

This week's winner, John Penrod! Email [gotrains@vre.org](mailto:gotrains@vre.org) with your address and we'll send you some VRE and Operation Lifesaver goodies!

Like · Comment · Share · 👍 4



# An “All Fronts” Campaign

## Education

Passengers

## Platform Presence

- Summer-long platform events with safety campaign materials





# An “All Fronts” Campaign

**Education**

→ **Community**

Hosting Operation Lifesaver’s ST3 Video Shoot





# An “All Fronts” Campaign

## Education

→ Community

### System wide Crossing Blitzes

- VRE, CSX, Norfolk Southern and local police staff team up to “blitz” our major crossings.





# An “All Fronts” Campaign

## Education

→ Community

## Community Festivals

- National Night Out, Arts and Rail Festivals and Trunk or Treat





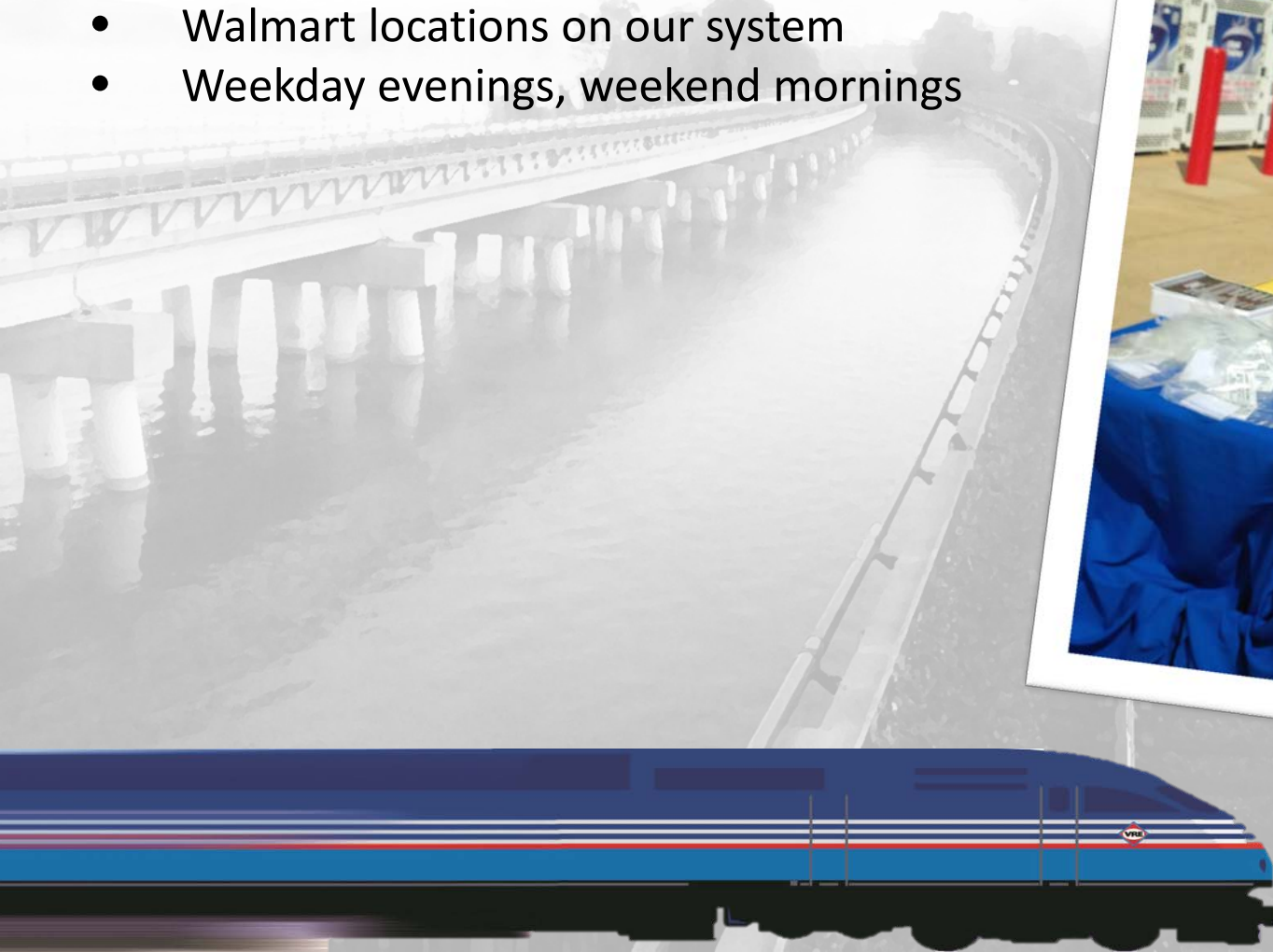
# An “All Fronts” Campaign

## Education

→ Community

### Blitzes at Retail Locations

- Walmart locations on our system
- Weekday evenings, weekend mornings



# An “All Fronts” Campaign

## Education

→ VRE Employees

## Safety Ambassador Program

- Employee commitment to community safety





# An “All Fronts” Campaign

## Enforcement & Engineering

Passengers

## Enhanced Signage





# An “All Fronts” Campaign

## Enforcement

→ Community

Urging grass-roots support in our community amongst law enforcement, fire and EMS personnel.





# Conclusion



VRE has declared an All Fronts prevention campaign ...

Our commitment to this issue will continue until no need exists.

