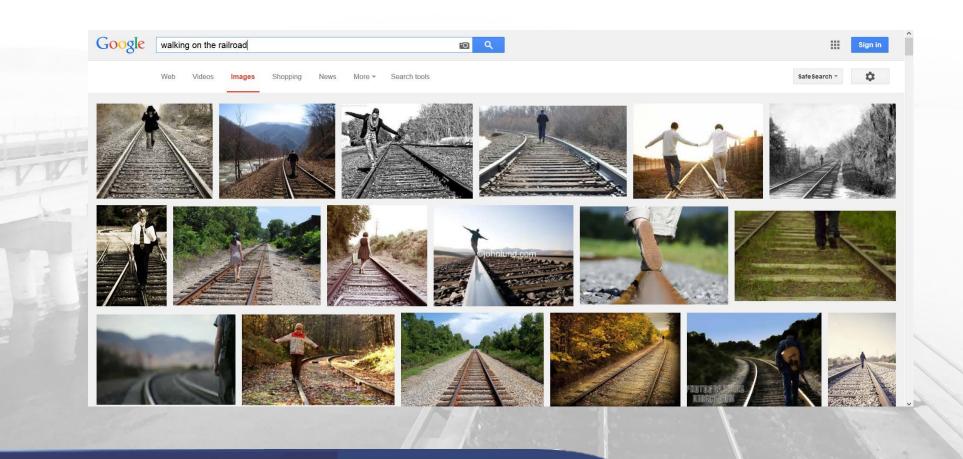


Challenges

Cultural

-Nostalgia and Unfamiliarity with Modern Railroading Have Bred Complacency



Challenges

Media

-News items often miss an opportunity to highlight the work of Operation Lifesaver and lack of other details, which ties back to the cultural unfamiliarity aspect.

NEWS > LOCAL

Two Pedestrians Fatally Struck by CSX Train in

Md.

Deputies: Anderson woman hit, killed by Norfolk Southern train

Norfolk Southern train hits, kills 28-year-old on darkened tr

Breaking News, Transportation - August 8, 2014 5:00 pm

POSTED 10:51 PM, OCTOBER 14, 2014, BY ALIX BRYAN AND MELISSA HIPOLIT, UPDATED AT 11:00

Autopsy: Deaths of pedestrians struck by BNSF train an accident

Cary man, 24, killed by Metra train on Union Pacific Northwest line

Published: Friday, Dec. 26, 2014 6:55 a.m. CST + Updated: Friday, Dec. 26, 2014 11:13 p.m. CST

Challenges

Community Perception

-A railroad problem?

-Trespassing generally begins on locally owned land and in many cases, that land is not open to public thoroughfare.



Home / News / Local / Metro

In Kirkwood, train tragedy occurred on popular shortcut





On Thursday, May 31, 2012, friends of Cameron Vennard (from left) Tyler Steinkoetter, 14, Marshall Huggins, 14, Seth Roethemeyer, 13, and Michael Schuller, 14, place a bouquet of flowers **KIRKWOOD** • The seven teenage boys walked Thursday along the railroad tracks, as they had done many times before.

It was not an unusual sight. Walking the tracks is part of life here, like in many other towns where railroad tracks cut paths like a river. The tracks provide a tempting alternative to a sidewalk's strict grid, a shortcut for car-less teens looking to reach friends in the bustling historic downtown. It's been this way for generations, despite the efforts of authorities. And, until an accident Wednesday, it wasn't clear what could ever change that.

Although the boys knew these tracks, this trip already felt different. They moved with special care. They watched warily as the path disappeared shead in a turn. They tried to be alert

Problems as Opportunities!

There is currently a foundation in place to build upon to help to solve these challenges!



Opportunities

Operation Lifesaver

- -Increases in state and federal funding to substantially widen the reach and capabilities of the organization.
- -With a strengthened OL, staff can expand the frequency of and the sense of urgency for local training programs for school-aged children, parents, law-enforcement, community leaders and the media.
- -A strengthened OL can expand its reach into sports, news and entertainment media to bring about cultural shifts in how the railroad is understood by the community surrounding it.
- -A strengthened OL can partner with AAR, FRA, NTSB and others to saturate public policy discussion on a local, regional and national level.

