



# Sunflower State Signal

Official Publication of Kansas Operation Lifesaver, Inc.

## Coordinator's Corner



It's the fourth quarter already and time to analyze the statistics, review what we have done, & begin planning for next year. Each year I often become frustrated with our numbers, not that we are high per the number of tracks we have, but the targeting of where our message needs to reach.

When I reach this point, I look at where KS OL started 49 years ago... Well, the [data only goes back to 1975](#) but at that time KS had over 260 crossing incidents a year! We don't even have the stats for trespassing. It's a far cry from the 49 incidents total we had last year, but our work isn't done!

What the stats do tell me is that in '20-'21 when our OLAVs were not allowed to be out in the community we saw an increase in incidents. It may only be 1 or 2 but the conductors, family, and friends of those one or two would tell you it's one to many. Keep fighting the good fight and know your work makes an impact!

*Jessica Mays*

[jmays@kscapitol.com](mailto:jmays@kscapitol.com)



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## IMPORTANT: NEWS FROM OLI

On October 27<sup>th</sup> at about 10:40am all OLAVs should have received an email from Moriah with OLI titled "ACTION REQUIRED: PLEASE CONFIRM YOUR OPERATION LIFESAVER STATUS!" If you have not confirmed your OLAV status you will need to find this email and do so by November 10<sup>th</sup>.

If you do not confirm your OLAV status through the link you will be made inactive!

That said if you miss the deadline email me and I will send an email to Moriah to activate your account again. If we can avoid the extra back and forth it would be appreciated.

### WHY THE PUSH TO UPDATE:

It has come to the attention of the FRA and other stakeholders that OLI has thousands of volunteers on their rolls that do not appear active. Several issues effect these "inactive" numbers, one being a lack of OLAVs reporting their presentations and events. Another is OLAVs simply not letting the State Coordinators know they are not planning on participating any longer.

**OLI inactivating OLAVS that do not confirm addresses & active status in preparation for new material release.**

### BIG CHANGES TO PRESENTATION MATERIALS:

OLI is releasing all new presentation materials in 2023. This is a huge and exciting change. With new activities, slides, and imagery. The following is a brief timetable of these changes. More information will be released as it becomes available.

- **November 10:** all OLAV addresses confirmed
  - OLI Calling all OLAVs that did not reply to email.
- **December 2:** Order put in for all new presentation materials
- **January 2023:** New handbook and slide decks mailed to OLAVs
- **Feb 15-May 30<sup>th</sup>:** virtual classrooms to show how to use new materials.
- **June 30<sup>th</sup>:** ALL old presentation materials are to be disposed of. They will be considered no longer current or approved.



## Board of Directors

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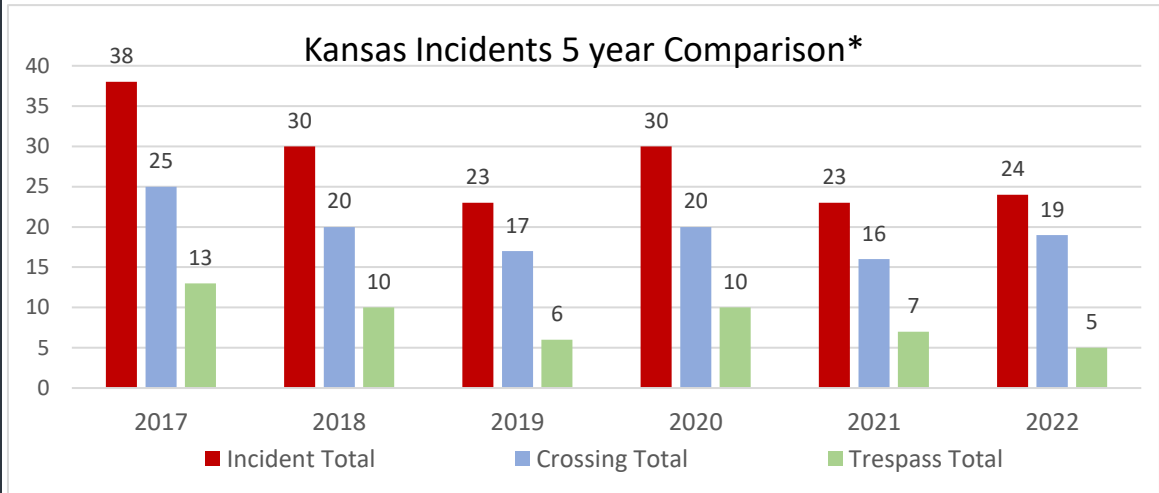
# 2022 FRA STATISTICS (So Far\*)

## 2022 KANSAS INCIDENTS:

**TOTAL: 24**

Total Crossings: 19	Total Trespass: 5
Injuries: 7	Injuries: 5
Fatalities: 4	Fatalities: 0

\*Based on previous 4<sup>th</sup> Quarter reporting. Not complete statistics for any year



### 2021 Crossing Incidents Counties (final):

5	Wyandotte	1	Linn
3	Shawnee	2	Lyon
4	Sedgwick	1	Marion
2	Butler	1	Miami
1	Dickinson	2	Montgomery
1	Ellsworth	1	Osage
1	Gray	2	Pottawatomie
1	Harvey	1	Sumner
1	Johnson	2	Wabaunsee
2	Labette	35	<b>TOTAL</b>

### 2021 Trespass Incidents Counties (final):

2	Douglas
1	Harvey
2	Johnson
1	Miami
1	Reno
3	Sedgwick
2	Shawnee
1	Wabaunsee
1	Wyandotte
14	<b>TOTAL</b>

### 2022 Crossing Incidents\* Counties:

1	Bourbon	2	Osage
1	Chase	1	Republic
1	Crawford	1	Russell
1	Edwards	6	<b>Sedgwick</b>
1	Harvey	1	Sumner
2	Lyon	2	Wyandotte
		19	<b>TOTAL</b>

### 2022 Trespass Incidents\* Counties:

1	Cowley
3	<b>Franklin</b>
1	Wyandotte
5	<b>TOTAL</b>



**OPERATION  
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SHARE THE RAIL SAFETY MESSAGE

**TOGETHER, WE CAN STOP TRACK TRAGEDIES.**

## Kansas Incidents

**2022**

Trespassing Incidents

**5 injuries**

Crossings Incidents\*

**19**

(7 injury, 4 fatality)

\*Current through 10/22

**2021**

Trespassing Incidents

**14**

Deaths

**11**

Injuries

**3**

Crossings Incidents

**35**

Deaths

**5**

Injuries

**10**

Total Incidents

**49**

Deaths

**16**

Injuries

**12**



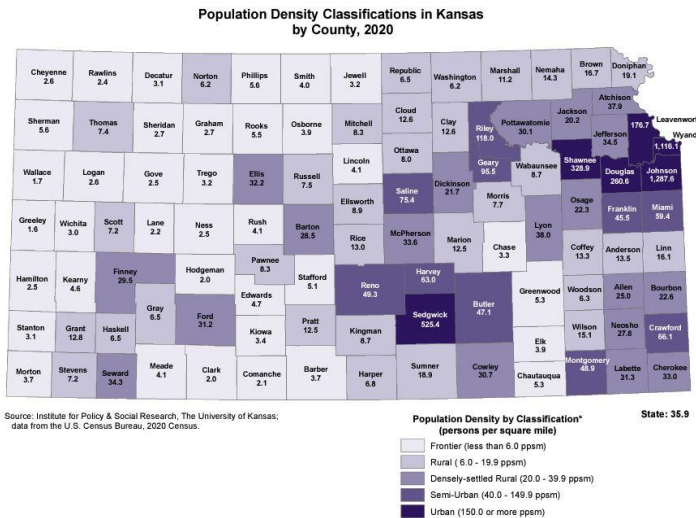
# Kansas Target Demographics

Educating the public can be difficult and feel like throwing paint at the wall hoping the message sticks. The message sticks. With FRA data and Kansas population division we can narrow the scope of where and how we deliver our message.

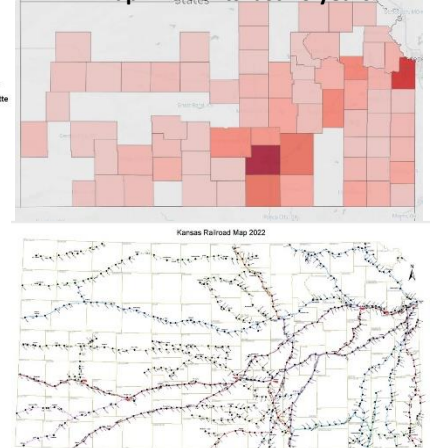
How we Target our Message

## KANSAS FACTS:

Kansas has about the land mass of the Island of Great Britain with about the population of Chicago plus its suburbs. With 3,810 track miles making Kansas the 7<sup>th</sup> in the nation for miles of tracks. Kansas is made up of 105 counties with tracks running through some portion of 100 counties ranging in population density from urban to frontier.



## FRA Map: Incidents last 10 years

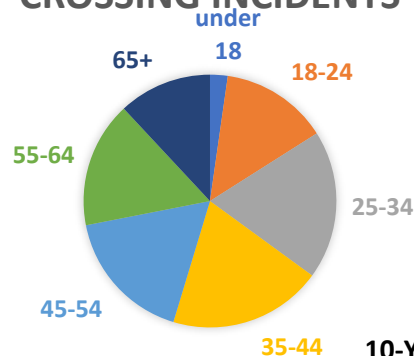


Population does not always dictate the number of incidents: It can be a predictor but isn't always reliable. While Kansas' urban\* areas may more incidents per county, they contain about 57% of trespass incidents over the last 10 years. Kansas' rural and frontier areas contain about 63% of crossing incidents over the past 10 years. With a total incident split of urban 40% and rural and frontier 60%.

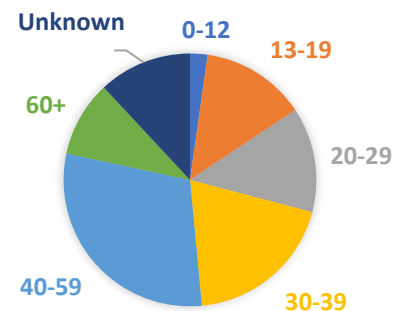
KS OL always attempts to target demographics including children, teenagers, and their parents. If rail safety is learned while a child is young, they tend to remember these lessons when they are adults. One demographic seems to continually be involved in more incidents than any other. Using FRA statistics, we know that men aged 25-55 are involved in roughly 70% of all crossing incidents. We also know that people ages 30-59 are involved in more than 50% of trespassing incidents. It is these high-risk populations KS OL targets when developing media strategies.

\*Urban Counties: Leavenworth, Wyandotte, Johnson, Douglas, Shawnee, Sedgwick

## CROSSING INCIDENTS



## TRESPASS INCIDENTS



10-YEAR OVERVIEW



## FRA Kansas Statistics Last 5 years:

### 2017:

Incidents: 52  
Crossings: 34  
Fatalities: 5  
Trespass: 18  
Fatalities: 10

### 2018:

Incidents: 46  
Crossings: 35  
Fatalities: 5  
Trespass: 11  
Fatalities: 9

### 2019:

Incidents: 44  
Crossings: 32  
Fatalities: 5  
Trespass: 12  
Fatalities: 3

### 2020:

Incidents: 49  
Crossings: 36  
Fatalities: 9  
Trespass: 13  
Fatalities: 6

### 2021:

Incidents: 49  
Crossings: 35  
Fatalities: 5  
Trespass: 14  
Fatalities: 11



# KS OL Year in Review

## Targeted Campaigns



Again, KS OL ran ads in the Fishing and Hunting & Fur Harvesting Regulations. Over 500,000 copies distributed Statewide for free.



KS OL distributed: 2,040 gloves, 600 hats, 1,000 socks, 200 backpacks, & 2,100 safety brochures to homeless across Kansas.



KS OL blasted the airwaves of Eastern KS in July & August with 600 radio ads, 120 announcements. & 2 live remotes



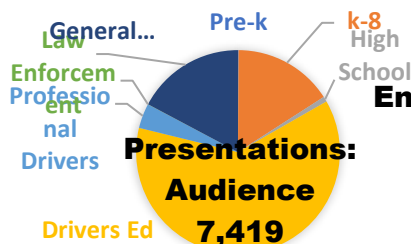
KS OL ran radio ads and live announcements during all K-State Football games.



'22-'23 Radio ads will play during all WSU sports. Safety messaging will be on scoreboards & on campus entry sign.

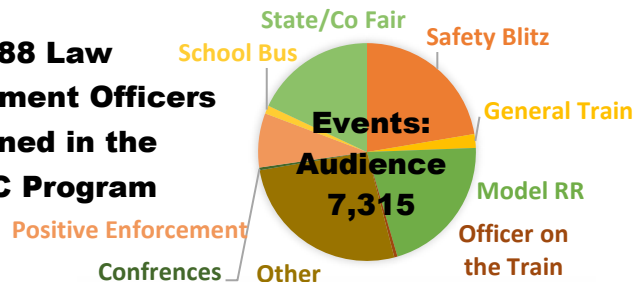
## KS OL OUT & ABOUT:

### PRESENTATIONS



**+88 Law Enforcement Officers Trained in the RISC Program**

### SPECIAL EVENTS



John LaGessee with Behind the Wheel Driver's Ed Class, Overland Park



WATCO hosts table at Pittsburg's bi-annual Artwalk during Rail Safety Week!



Debbie Romine at a Halloween event at the Great Overland



Buckle Up Driving School, New Driver's Education, Lawrence

## UP COMING EVENTS

**November 10th, 11:00:** KS OL Board & Committee Meeting (lunch provided), Topeka & Shawnee County Public Library, Anton Room 202  
**1515 SW 10th Ave, Topeka, KS 66604**

**SAVE THE DATE: Rail Safety Week:** Monday, September 18 - 24, 2023