

**KS OL 2018 Activity Goals (based on OLI state recommended activity plan):
Approved at February KS OL Board Meeting**

Approved: utilize the new OLI-created PSA materials including a video PSA aimed at new drivers and materials developed as part of a new youth trespass prevention ambassador pilot program.

Approved: During National Rail Safety Week, participate by using new “See Tracks? Think Train!” materials in advertising opportunities with vendors and partners; holding special events, media, enforcement or training activities; or other public education or outreach events to amplify rail safety messages to new target audiences.

Approved: The State Program should consider expanding the state’s safety partnerships by at least one new organization; target Kansas Department of Revenue.

Approved: consider adopting the objective of increasing by 5% the number of people reached through presentations; social media; or special events in 2018, compared to 2017. Further, regularly post on at least two forms of social media, following OLI guidelines to increase overall reach.

Approved: send out a press release and proactively contact local media with State specific railroad crossing and trespasser safety statistics when FRA releases the 2018 safety data.

Approved: State Coordinator and OLAV Coaches in a State Program could set a goal of at least three major education, enforcement, or outreach events held in a county or region of the State with higher numbers of crossing collisions or trespass incidents.

Approved: Distribute Operation Lifesaver Membership Benefits and Standards document to all state board members or other state member program leadership.

Approved: Utilize one or all four of OLI’s “Get Legal, Stay Legal” webinar video series at a state program board meeting.