

The 2018 list of goals:	Achievements (January through November)
Raise public awareness of Operation Lifesaver: utilize OLI-created PSA materials (radio, printed material, electronic graphics)	Paid advertising: Advertised in Kansas Association of Chiefs of Police Annual Directory. Intrust bank Arena 30x30 scrolling marquee for a year. Sponsorship of Force in-door Football Team, Geo-fencing around arena.
Continue to distribute and encourage media outlets to use “See Tracks, Think Train!” PSAs aimed at pedestrians, drivers, and photography	KS OL sponsored “Ride the Rails with Operation Lifesaver” during Rail Safety Week, advertising run in and around Topeka area on WIBW.
Coordinate with OLI for a National Rail Safety Week by using materials in advertising opportunities with vendors and partners; holding special media events, enforcement or training activities; or other public education events to amplify rail safety messages to new target audiences.	Kansas coordinated with OLI for National Rail Safety Week holding a “Ride the Rails” in Topeka reaching 300. In the Wichita Area: Officer on the Train events, Geo-fencing, posters in local businesses, coasters in bars and restaurants.
Expand safety partnerships with at least one new organization.	Began partnership with Intrust Bank Area and Force Football, plans to train security and staff still working.
Conduct at least 3 major enforcement or education events in Shawnee, Johnson, Sedgwick, and Wyandotte counties, the 4 with the highest number of incidents	OOT and positive enforcement lanes were conducted in each of these counties in 2018.
Publish at least one press release following the FRA publication of 2016 safety data in the first quarter of 2017	Not Achieved: the press release was submitted to the largest news outlets, but they were unwilling to publish.
Increase the number of people reached by 5% compared to 2017	With new initiatives it is easy to say that 2018 reached 85% more people than in 2017. However, this includes mass communications which are harder to track. Volunteer numbers have again shrunk, translating to a 6% drop in face to face OLAV audience.
Distribute OL Membership Benefits and Standards document to KS OL Board Members	These documents are provided annually at the quarterly meeting following the release of updated standards and recommended state program activity plan

ONGOING GOALS	
Publish a KS OL Quarterly Newsletter	Produced Quarterly and published via website
Keep the KS OL web pages updated	KS OL maintained their HTML5 compliant (and accessible) website through 2018.
Support the law enforcement agencies	KS OL provided 3,000 dash board calendars with emergency railroad contacts to law enforcement across Kansas. Also, conducted 9 law enforcement events.
Continue with an Incentive Awards Program	Completed, with no revisions for 2018.
Regularly post on at least one form of social media	Posts to KS OL's Facebook page occur roughly twice a week. in 2018 @Operation Lifesaver on Facebook has gained 72 followers, 64 likes, and our most liked post peaked at 2,325 on September 25 th . On Twitter, KS OL has 131 Following and 255 Followers. Instagram has 62 followers and 23 following. Due to the change in leadership posts have not been as frequent to Twitter or Instagram.
Utilize one or all four of OLI's "Get Legal, Stay Legal" webinar video	Achieved

KS OL 2019 Activity Goals (based on OLI state recommended activity plan):

The state member program will utilize new OLI-created PSA materials, including a video PSA aimed at distractions of pedestrian/trespassers around tracks and trains which will be developed in 2019.

During Rail Safety Week 2019 (September 22 – September 28, 2019), the state member program will participate by using OLI approved 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.

The State Program should consider expanding the state’s safety partnerships by at least one new organization; recommendation recommended to accept as this is an ongoing goal.

Consider adopting the objective of increasing by 5% the number of people reached through presentations or special events in 2019, compared to 2018; recommendation recommended to accept.

Send out a press release and proactively contact local media with State specific railroad crossing and trespasser safety statistics when FRA releases the 2019 safety data; recommendation recommended to accepted.

The State Coordinator and OLAV Coaches will ensure that at least three major education, enforcement, Authorized Volunteer classes, or outreach events are held in a county or region of the state with higher numbers of crossing collisions or trespass incidents. (Shawnee, Johnson, Sedgwick, and Wyandotte)

Establish and regularly post on at least one social media platform (Facebook, Twitter, Pinterest, Instagram), following OLI guidelines on use of social media.

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

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

Presentations continue a decline since the 2012 split from the Kansas Department of Transportation. However, OLAVs continue to leverage appearances at booths and other venues to increase number of audience members reached.

New to KS OL:

Membership: KS OL is pleased to announce adding 11 new OLAVs to the volunteer base in 2018

Other program dynamics:

Initiatives: Our focus in 2019 will be continuing to raise awareness in Sedgwick County which continues to be a hot spot. KS OL will also be focusing on ways to educate men age 35-54; Kansas’ primary incident demographic.