

Union Pacific Public Safety Community Outreach

August 31, 2012

150 YEARS



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Union Pacific Community Outreach - Education

- **Billboards And Mobile Billboards**
 - Midland/Odessa to Pecos
 - San Antonio to Laredo
- **“I Brake For Trains” – Austin Campaign**
 - 3 General Market And 1 Hispanic Radio Station
 - 60 Second On-Air Commercials
 - Live On-Air Endorsements
 - Inclusion In Station Facebook And Twitter Posts
 - Summer Cinema
 - El Veranazo de la Z (Summer Festival) – Plaza Mexico
 - White Water Weekend Summer Concert Series In New Braunfels
 - Ice Cream Festival – Fiesta Gardens
- **RMCC Key Chains And Handouts**
- **Oil And Gas Industry**
 - Industry Wide Presentations
 - 200 To 300 in Attendance
 - Headlight Presentations
 - 5 To 30 At The Rig Site
 - Company Specific
 - Midland Truck Driving Schools
- **Union Pacific Safety Trains**
- **Operation Lifesaver**
 - Schools
 - General Driver
 - Professional Driver
- **ULM “Take Your Kids to The Game” Sponsorship – Monroe, LA**
 - Contact 25,000 Students
 - Entertain And Inform At The Game



**Always expect
a train.**



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**Some shortcuts,
aren't.**



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**It's not the worst thing
that could happen.**

(That's next.)



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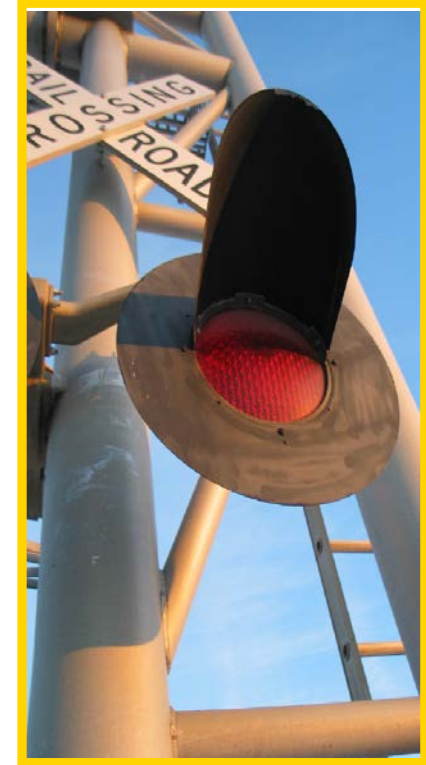
**Keep your
rear clear.**



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Union Pacific Community Outreach - Engineering

- **Road Authority/UP Partnership**
 - **Humped Crossings**
 - **Signal Preemption**
 - **Short Stage Areas**
 - Preemption Equipped Traffic Signals
 - Install Run Off Lanes
 - One-Way Roads
 - **Quiet Zones**
 - **Supplemental Traffic Control Devices**
 - Channelization - Curbing And Delineators
 - **Limit New At-Grade Crossings**
 - Prefer Separated Crossings
 - **Crossing Signage And Advance Warning Markings**
 - **Close Crossings**





What We're Up Against . . .

- According to the Dept. of Transportation, 94% of rail crossing accidents are result of risky driver behavior



“This vehicle stops at all railroad crossings”

Union Pacific Community Outreach - Enforcement

- **UPCARES**

- “Trooper On A Train”
- Trespasser Enforcement
- Crossing Education Blitzes
- First responder Education
 - Law Enforcement And Fire/Rescue



- Educate Judges And Prosecutors On Railroad Law

- **Fencing And Signage Programs**

- Railroad Tracks Are Private Property
- Illegal And Dangerous

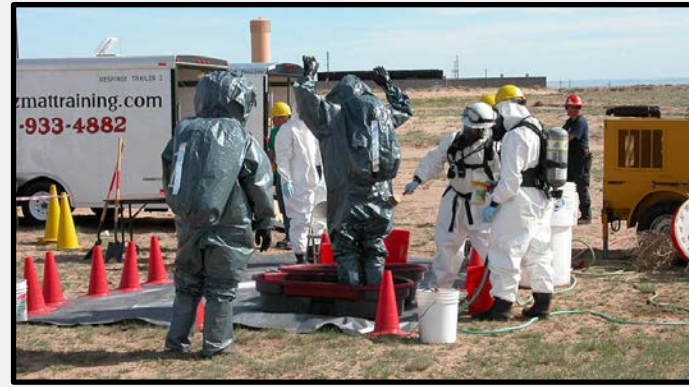
- **Operation “Texas Thunder” And “Rolling Thunder”**

- Target Audience – Professional Drivers And Oil And Gas Industry In West, TX
- In Cooperation With Texas DPS
- Distribute Safety Material At Weigh Stations And Truck Stops
- Distribute Safety Material At Traffic Stops Or When Caught Doing Something Right

CARE Event With Law Enforcement



First Responder Training



Public Safety Fencing Projects & Signage Program



Hildebrandt School Trespass Prevention Project

Before

Roadway

School

**Children Walking Through Vegetation From
Roadway Across Tracks To School.**

Hildebrandt School Trespass Prevention

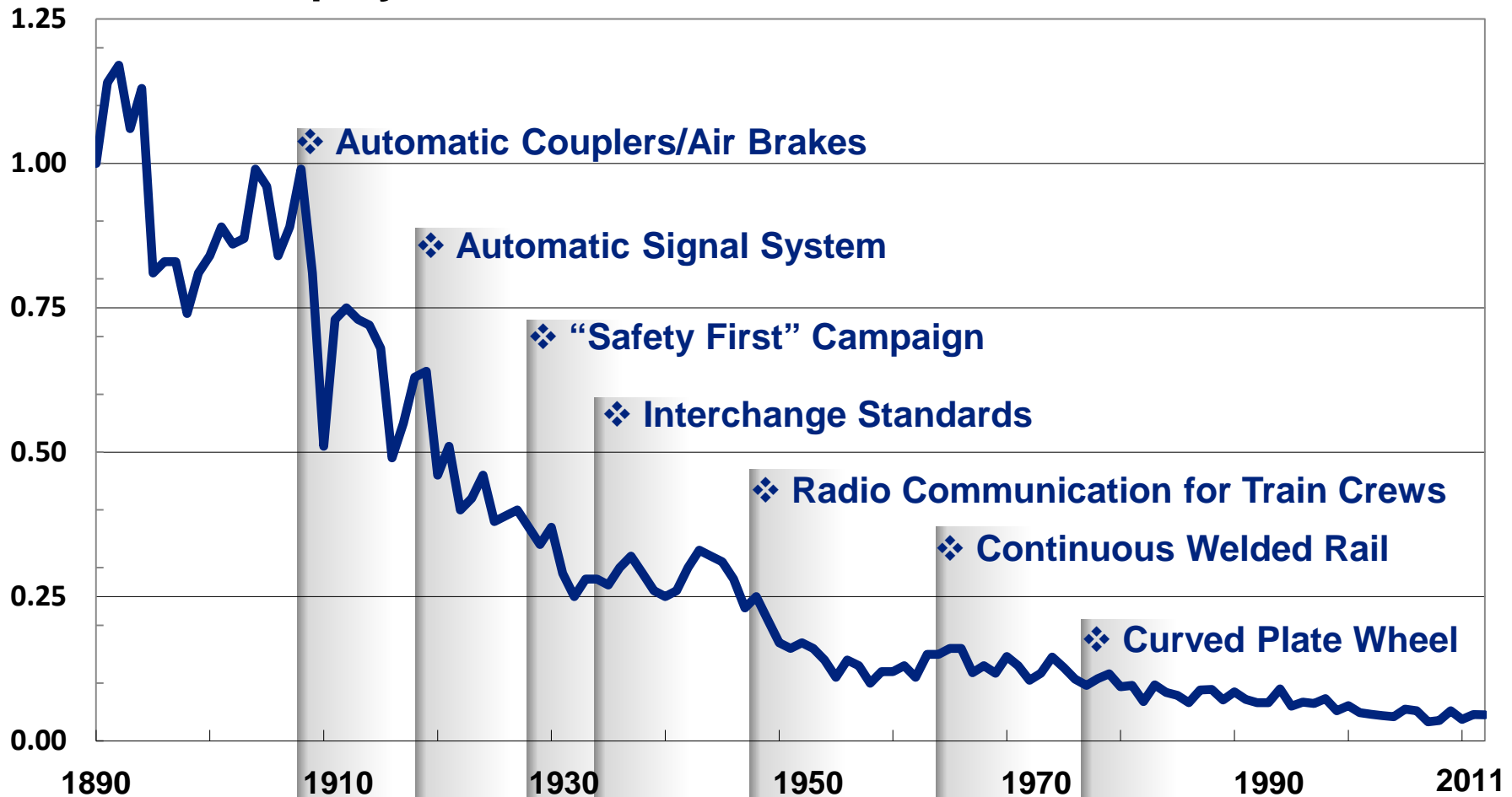
After



Vegetation Cleared
Fence Installed
Walkways Installed

Creating a Safety Mindset

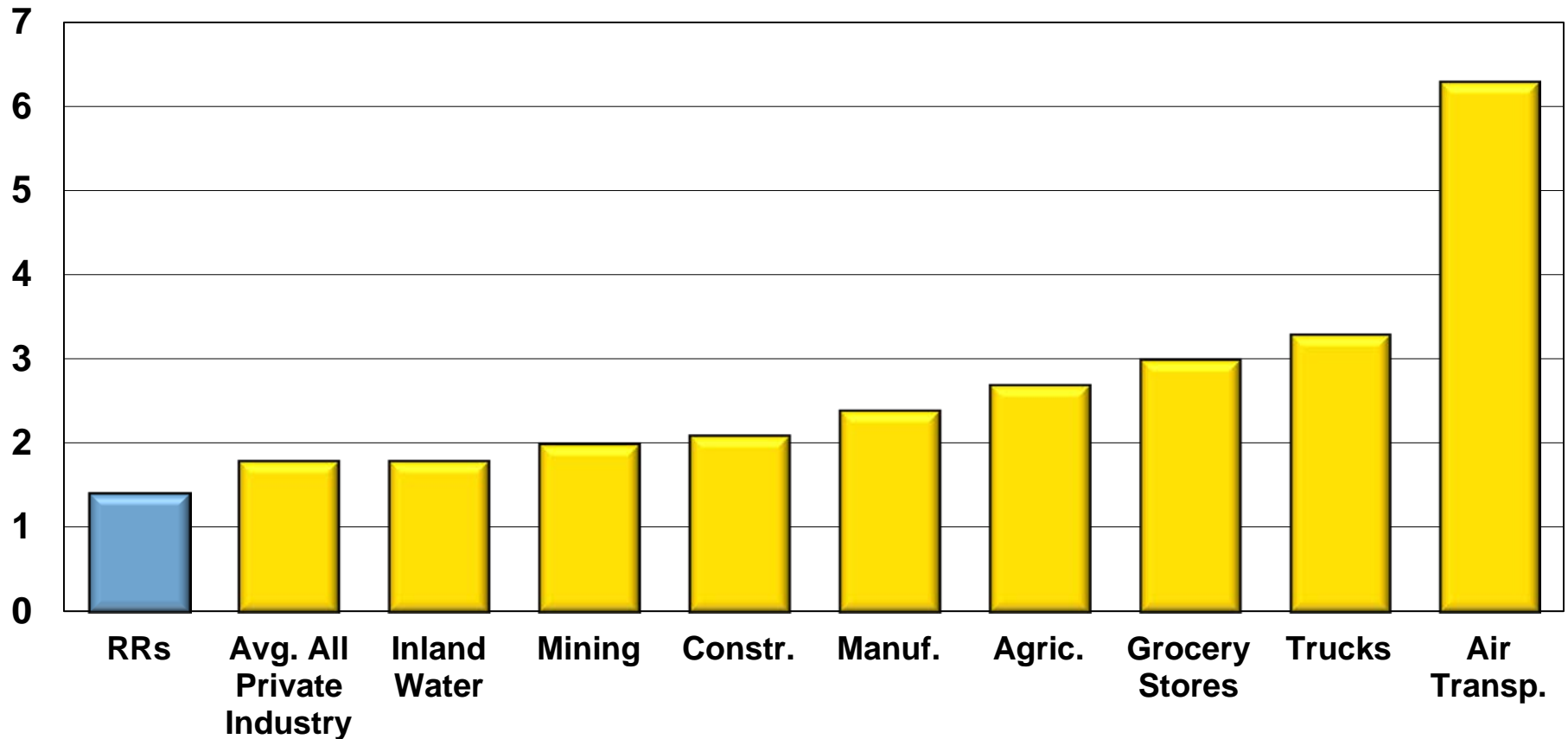
Railroad Employee Fatalities/Million Man-hours 1890 – 2011



Source: Mark Aldrich, Death Rode the Rails: American Railroad Accidents and Safety, 1828-1965, FRA, Accident/Incident Bulletins, Railroad Safety Statistics Annual Reports,

Rails Are One of America's Safest Industries

Injuries and illnesses per 200,000 employee hours



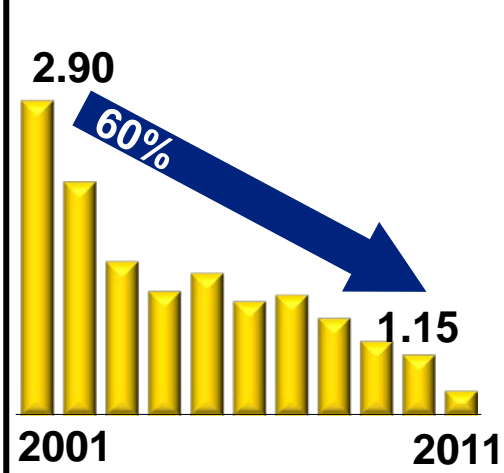
Source: U.S. Bureau of Labor Statistics for 2010 data.

Safety - Top Priority at Union Pacific



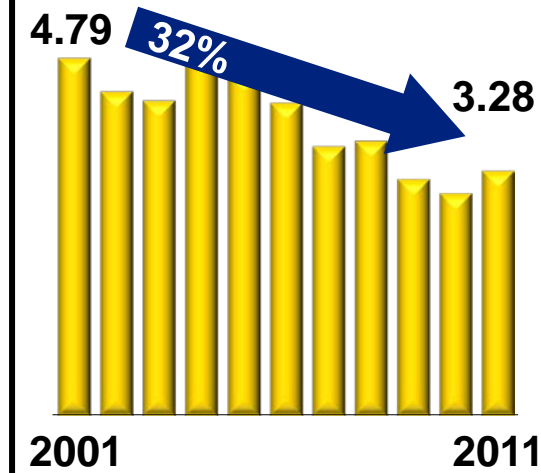
Employee

*Reportable Injuries
Per 200,000 Man-Hours*



Customer

*Reportable Derailments
Per Million Train Miles*



Public

*Grade Crossing Accidents
Per Million Train Miles*

