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.

Some shortcuts, aren’t.

It’s not the worst thing that could happen. (That’s next.)

Keep your rear clear.
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

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

- Automatic Couplers/Air Brakes
- Automatic Signal System
- “Safety First” Campaign
- Interchange Standards
- Radio Communication for Train Crews
- Continuous Welded Rail
- Curved Plate Wheel

Rails Are One of America’s Safest Industries
Injuries and illnesses per 200,000 employee hours

Safety - Top Priority at Union Pacific

**Employee**
Reportable Injuries Per 200,000 Man-Hours
- 2001: 2.90
- 2011: 1.15 (60% decrease)

**Customer**
Reportable Derailments Per Million Train Miles
- 2001: 4.79
- 2011: 3.28 (32% decrease)

**Public**
Grade Crossing Accidents Per Million Train Miles
- 2001: 3.36
- 2011: 2.11 (37% decrease)