

2022 Measurable Results

Vision: Establish recognition as the trusted resource for education about highway-rail grade crossing safety and trespass prevention on railroad property in Minnesota

Mission: To create awareness and provide education to the public on how to make safer decisions around tracks and trains in an effort to reduce collisions, deaths and injuries at highway-rail grade crossings and on railroad property in Minnesota

EXECUTIVE SUMMARY

While this year continued to present its fair share of challenges, we are proud to have maintained our commitment to our volunteers, our communities and our partners thanks to the continued financial contributions from our supporters.

Our goals this year included continuing to find ways to meet people with our safety messaging in the new world so many of us are now living in. This innovation has helped us engage partners in both old and new ways, helped us maintain connection with our volunteer team and they with their constituents. And all of us with a continued commitment to our mission of preventing rail related fatalities. We encourage you to spend just a moment with these highlights in recognition of the efforts of partners like you who made it all possible.

Reaching People where they are – In addition to adding in a new TikTok account we again saw a 7.5% overall increase in followers across our 5 social media platforms, doing our best to continue to share our message where people are. Our engagement rate as well saw increases over 2021 especially on LinkedIn and Twitter. While our Facebook and Instagram impressions are successfully reaching our target demographics of those age 18-45 (especially men).

Innovative Initiatives – We took a page from our own playbook when we decided that we needed to rethink how to reach professional drivers in our state and beyond this year. With the professional production of 4 videos we were able to put together a digital “packet” to share with over 30 companies around the state that employ freight and delivery drivers. The videos are now housed on a easily navigable web page via [oli.org](https://community.oli.org) [https://community.oli.org/state/mn#custom_page_tab_3] and accessible to drivers and managers across the country and beyond! Our hope is to continue to expand and provide more detailed safety information for various types of people who drive as a part of their job – in a bite sized and accessible way!

Making Outreach happen – After several long years of forced practice we are proud of the efforts of so many of our volunteer team to become proficient at utilizing multiple modes of communication through which to share our messaging. Additionally, those who can have stepped up and begun to assist with the myriad events that are returning to the public sphere. While we are still compiling numbers for the year, we are happy to report at least the same level of outreach we had in 2021 and we are looking at that increasing in a big way next year!

We know there is much more work to be done as people begin to venture out more and more once again, but we are honored to be able to share these successes with you and grateful for your support of them. As we work to maintain our recognition and relationships as we all move forward from this year we know we can't do so without **you**, so please feel free to reach out anytime with feedback, ideas, or kudos for our team and their efforts! We are available via the contact information below and on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).