



# SEE TRACKS? THINK TRAIN!® WEEK 2024

## Themes and Audiences



**MONDAY**  
9/23

#STOPTrackTragedies



News Media,  
Government  
Officials,  
OLI Partners,  
General Public

**TUESDAY**  
9/24

Operation Clear  
Track



Law Enforcement and  
First Responders

**WEDNESDAY**  
9/25

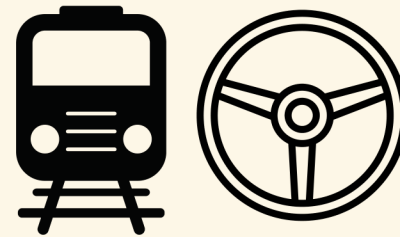
Crossing Safety



General Public, Mature  
Drivers, Shift Workers,  
Professional and  
School Bus Drivers,  
New Drivers, Outdoor  
Enthusiasts, Transit  
Users, Farmers, Risk  
Takers, Those Working  
Near Tracks

**THURSDAY**  
9/26

Transit Safety,  
Professional Driver  
Safety



Transit and Commuter  
Riders,  
Professional Drivers,  
School Bus Drivers

**FRIDAY**  
9/27

Volunteer with OLI,  
Wear Red for Rail  
Safety



All Audiences

**SATURDAY**  
9/28

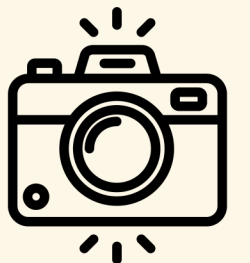
Trespass Prevention



General Public,  
Pedestrians, Cyclists,  
Joggers, Outdoor  
Enthusiasts, College  
Students, Unhoused,  
Risk Takers, Those  
Working Near Tracks

**SUNDAY**  
9/29

No Photo/Video/Selfie  
is Worth the Risk



Photographers  
(Professional and  
Amateur), Social Media  
Influencers