

OLI ANNUAL REPORT FORM

CONTACT INFORMATION

Year 2007
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I. YOUR PROGRAM

A. List the goals for the past year

1. Maintain OLI state program certification A. Submitted 2006 annual report to OLI January 2007. B. Iowa state coordinator attended OLI's State Coordinator Summit held April 2007. C. Initiated annual presenter certification review January 2007. 2. Conduct informational and administrative meetings to strengthen communication and planning activities within the organization. A. Hold board of directors and state committee meeting (annual meeting) B. Hold three board of directors meetings C. Hold three state committee meetings D. Prepare and distribute meeting minutes E. Obtain conference call in-kind support A. Annual meeting held April 20, 2007. B. Board of Directors meetings held via conference call February 23; April 20 meeting held in Ames; conference call scheduled November 2. C. State Committee meetings held March 16 and April 20; scheduled for October 17 (all meetings held in Ames). D. Minutes of all meetings distributed via E-mail to board members, presenters and associates. E. Conference calls provided by the Iowa Department of Transportation. 3. Provide presenter educational opportunities. A. Presenter update session B. Iowa OL Web site C. New presenter training session D. Regional workshop/OL symposium A. Conducted first presenter education session held April 20 in Ames. Attendees included 22 individuals representing Union Pacific Railroad, Iowa Department of Transportation, Iowa Central & Eastern Railroad, Iowa Northern, BNSF, Muscatine Power and Water, Iowa Association of Municipal Utilities, Chicago and Northwestern Historical Society, and Iowa Concrete Paving Association. B. Updated the organization's Web site in February 2007. C. Iowa OL is working to schedule a presenter training session during November or December 2007. D. Provided registration assistance to Iowa presenters to attend regional workshops: Little Rock – one; Duluth – three. 4. Provide presenter materials as appropriate. A. Materials purchased for new presenters, replacement of worn materials, and other items as approved by the Iowa OL Board of Directors. 5. Support community education opportunities as appropriate. (Note: Activities listed are limited to those reported by presenters to Iowa OL's state coordinator. The information listed is just a few of the activities conducted/supported during 2007.) A. April and May 2007 – Union Pacific's Safety Train and Officer on the Train event. B. May 2007 – Kids Safety Day at Marshalltown, Iowa C. A number of county fair activities during 2007. D. Iowa OL's Look. Listen. Live. Display at the 2007 Iowa Department of Education's School Bus Conference held in Des Moines. E. Look. Listen. Live. display on-site at the Iowa Department of Transportation during National Transportation Safety Week. 6. Maintain administrative support to Iowa OL presenters. A. Update presenter information as submitted to Iowa OL. B. Update audience presentation reports submitted by Iowa OL presenters. 7. Conduct one public awareness campaign. A. Conducted a highway-rail grade crossing radio PSA campaign the week of September 10, 2007. Campaign "Drive safe to the game." Received funding assistance from OLI. B. PSA published in Iowa Motor Truck Association's Annual Truck Roadeo Program. C. Partnered with the Iowa Department of Transportation's 2007 Work Zone Safety Campaign – "Sweet Ride on the Safe Side." 8. Develop network of Iowa OL program support by adding at least two new organizations during the year. A. Iowa Concrete Paving Association – April 2007 B. AAA Minnesota/Iowa – April 2007 C. Iowa Motor Truck Association – May 2007 9. Solicit contributions and in-kind support from organizations supporting highway-rail grade crossing safety A. Received contribution from Iowa Railroad Passenger Association. B. In-kinds (i.e., mailing, copying, shipping, and storage services) from Iowa Department of Transportation. 10. Solicit contributions from railroads operating in Iowa and other organizations A. Receive contributions from 100 percent of railroads operation within Iowa. B. Receive 100 percent of the contribution amount requested from railroads operating within the state of Iowa. Note: New item for 2007. Information will be available for contribution year 2008. 11. Obtain one OLI grant. A. Received the early bonus and annual report grant for a total of \$1,500 during 2007. B. OLI grant approved for "Drive safe to the game" radio campaign. 12. Prepare and distribute two media releases (partner with the Iowa Department of Transportation and distribution provided as an in-kind service) A. Winter driving safety tips – winter 2007 B. Motorist, pedestrian and bicyclist safety awareness – fall 2007 13. Recruit two additional board members A. Three additional board members recruited and joined the board of directors April 2007. John Cunningham, Iowa Concrete Paving Association; John Smith, Union Pacific Railroad; Phil Wedgwood, AAA Minnesota/Iowa 14. Conduct a total of 500 OL presentations within Iowa during 2007. 15. Provide media with information and interview opportunities. A. Officer on the Train events B. State coordinator interviewed by four media contacts. C. Referred media to approved Iowa OL representatives when appropriate.

B. List the various partners who are involved in your state program

Iowa Department of Transportation (presenters and in-kinds) Iowa/Illinois Safety Council (board member) Federal Highway Administration

Mason City Police Department (board member/presenter and in-kinds) Police departments of railroads operation in Iowa (volunteers and in-kinds) Iowa Ready Mix Association Des Moines Area Community College (professional driving courses) Council Bluffs Police Department Iowa Rail Passenger Association (associates, volunteers, in-kinds and funding) Ames Police Department City of Ames (PSA's) Story County Sheriff's Department Cerro Gordo County Sheriff's Department Iowa State Highway Patrol (presenters) City of Boone Union Pacific Employees Club - Boone (presenters and in-kinds) Boone's Annual Pufferbilly Days Committee (volunteers and in-kinds) Cedar Rapids Police Department Clear Lake Police Department Motor Vehicle Enforcement Learfield Communications, Inc. (in-kinds) Fort Dodge Police Department Auto Pilots Driver Education Provider Street Smart Driver Education Provider Driver Education Organizations within Iowa Ames High School Ames Elementary Schools St. Cecelia's Catholic School Appanoose County Community Railroad (funding) Boone and Scenic Valley Railroad (funding, presenter, in-kinds) Burlington Junction Railway (funding) Burlington Northern Railway (funding, presenters and in-kinds) CBEC Railway (funding) Cedar Rapids and Iowa City Rail (funding) Canadian National/Illinois Central (funding and presenter) Iowa Interstate Railroad (funding) Iowa Northern Railroad (board member, funding, presenter and in-kinds) Iowa Traction Railroad (funding) Iowa, Chicago & Eastern Railroad (board member, funding, presenters and in-kinds) Norfolk Southern (funding) Union Pacific Railroad (funding, presenters and in-kinds) Iowa Municipal Utilities Association (presenters and in-kinds) Holmes-Murphy Insurance (in-kinds) Casey Wiegmann (in-kind for PSA campaign) The Clear Channel Radio (interviews) Iowa Department of Education Hawkeye Community College Des Moines Police Department Boone Police Department Keokuk Police Department Fort Madison Police Department Burlington Police Department Monroe Police Department Polk County Police Department Lee County Sheriff Department Western Iowa Tech School Clark County Dr Ed Street Smarts Burlington Bus Driver Training Ankeny HS Drive Tek Marshalltown Parks & Rec AAA Minnesota/Iowa Iowa Concrete Paving Association

II. STATE OPERATION LIFESAVER TRAINING

A. Presenter – Trainer Resources

1. Number of Presenters who gave FOUR OR MORE PRESENTATIONS during the past year?: 38
2. Number of PRESENTER TRAINERS who taught a Presenter class during the past year?: 1
3. Number of certified ASSOCIATES who helped your state program during the past year?: 0
4. What kinds of activities did your Associates help with?: booths

B. Presenter Statistics

1. Number of PRESENTER TRAINING CLASSES conducted this year:: 1
2. Number of NEW PRESENTERS certified this year: 1
3. Number of NEW ASSOCIATES certified this year: 0
4. Where did you find new Presenters and Associates?

n/a

C. Presenter Attrition Information

1. Total number of Presenters who left your OL program last year: 0
2. How many left for each of the following reasons:

Job Change

Retired

Moved

Lost Interest

Decertified

Deceased

Unknown

D. Presenter Recognition Activities

Does your state program have a way of showing appreciation to its volunteers? (Check all that apply.)

Incentive Awards Program No

Appreciation Event No

Other No
If Other, explain

E. Presenter Meetings

Do you hold state Presenter meetings for training updates, idea sharing, networking?
Yes

III. PRESENTATION STATISTICS

A Presentation is defined by the 2002 Presenter's Guide as follows:

- A formal presentation using the approved Operation Lifesaver, Inc. (OLI) format, given to given to two or more people.
- A presentation must be supported by the use of approved OLI visual aids, consisting of at least seven (7) visual charts, PowerPoint slides or overheads.

A. Category	Total No. of Presentations	Total No. of Participants
K thru Grade 8	178	4824
General High School (Includes School Assemblies and non-Drivers Ed Classes)	28	288
All Drivers Education (Both High School Drivers Ed Classes and Adult Drivers Ed Classes)	240	6843
School Bus Drivers	0	0
(NOTE: 4-Hour School Bus Trainer Courses should NOT be reported here. Report those ONLY in the Specialized Training section below, please, so we avoid double counting.)		
Other Professional Drivers: Truckers	56	1185
Other Professional Drivers: Commercial Buses	1	19
Law Enforcement	1	4
(NOTE: 4, 8 or 16 Hour GCCI Courses should NOT be reported here. Report those ONLY in the Specialized Training section below, please, so we avoid double counting.)		
Emergency Responders: Fire Fighters	19	131
Emergency Responders: EMT/Ambulance Drivers	0	0
(NOTE: Emergency Responder Courses should NOT be reported here. Report those ONLY in the Specialized Training section below, please, so we avoid double counting.)		
Misc. General Adult (Civic Groups, Clubs, Mature Drivers, etc.)	153	4711
Totals	672	17993

IV. SPECIAL TRAINING STATISTICS

Activity	Total No. of Classes	Total No. of Participants
School Bus Driver Trainers	0	0
GCCI	0	0
EMT	0	0
Other	0	0

Totals 0 0

If Other, please specify:

IV. SPECIAL EVENTS STATISTICS

EVENT/ACTIVITY TYPE	Total No. of Events	Total No. of Participants
Mock/Staged Crash	0	0
State/County Fair Exhibits/Booths	5	64
Farm Show Exhibit	0	0
Model Railroad Exhibit	0	0
Other Conference Exhibits	13	77
Community Safety Blitz	0	0
Officer on the Train	1	4
General OL Train	6	182
Positive Enforcement Program	1	300
School Bus Rodeos	0	0
Trucking Rodeos	1	1000
Other	22	1475
Totals	48	3102

If Other, please specify:

VI. TRESPASS PREVENTION PROGRAMS

A. Which do you consider your state's leading rail safety problem? (Check one):

Both

B. Where are your state's biggest railroad trespass problems located?

C. What age/demographic group(s) do you focus on in your trespass prevention activities?

D. Is your state involved in Community Partnerships? (Typically this involves the mayor's office/city government, plus police, schools, business, etc., in a neighborhood or community) When do you use Community Partnerships?:

Both

E. If you are involved in Community Partnerships, how many?

Please list the communities involved.

VII. MEDIA

Radio PSAs? No

Television PSAs? No
 SMagazine / Newspaper PSAs? No
 Billboard? No

B. Locally Produced PSAs: Did you use any of the following types of PSAs created locally last year?

Radio PSAs? Yes
 Television PSAs? No
 Magazine / Newspaper PSAs PSAs? No
 Billboard? No

If you created PSAs locally, did you work with one of the following to create the PSAs?

Local Television Personality? No
 Local Radio Personality? No
 Sports Team Personality? No
 Other (Explain)

C. Did you send any of the following to local newspapers last year?

(NOTE: If you have copies of any that were published, we welcome copies!)

News Releases? Yes
 Letters to the Editor? No
 Complaints About Bad Ads? Yes

D. Were any Media Awards given by your State Program last year?

If yes, please list to whom and what organization.

E. Does your state have it's own website?

Yes

If yes, what is your website's current address? www.iowaoperationlifesaver.org

6. Does your state program publish a newsletter?

How Often?

If other, how often?

7. Does your state program publish an e-newsletter?

No

How Often?

If other, how often?

VIII. FACTS ABOUT YOUR STATE PROGRAM

1. For emergency use only, in the space provided, may we please have your home address, telephone number, and cell phone number?

Jaraine Mohs 1636 Reagan Drive Ames, IA 50010 business number: 515-291-2492 cell phone: 515-291-2492 home number: 515-233-1748

2. Do you have an assistant coordinator/co-coordinator or regional/area coordinator(s)?

No

(If so, please provide their names and addresses here.)

3. If the State Coordinator is not available to speak to the media, is there an approved ALTERNATE SPOKESERSON for your state program who may speak to the media?

No

If yes, please provide the following:

Name of approved Alternate State Spokesperson:

Address:

Telephone Number(s):

E-mail:

OL Background/Other Background of Alternate Spokesperson (specify):

Under what circumstances should we contact your designated alternate state spokesperson (specify)?

4. Is your State Program incorporated as an independent, non-profit, tax-exempt 501(c)(3) educational organization?

If yes, when did you last check to see if your incorporation filing is up-to-date? January 2007

If yes, when did you last file a tax return for you state program? January 2007

If yes, when was your state program last audit or compilation? 2006 tax year

If the answer to question 4 is "NO", does your State Program operate within another organization (e.g., as part of a state safety council, state department of transportation, etc.)? Please explain:

5. Does your state program have Bylaws?

Yes

When were they last updated?

6. How often does your State Board or Governing Body meet during the year?

Other

If other how often? February, April, May and November

7. Does your state program operate on a:

Calendar year basis

8. Please check the correct category to identify your general budget for the year:

25,001-50,000

9. Where does your financial budget come from? Please list your major sources and approximate percentage received from each:

IOWA OPERATION LIFESAVER, INC. -- 2007 CONTRIBUTIONS APPANOOSE CO. COMMUNITY RAILROAD \$322 BOONE SCENIC VALLEY RAILROAD \$119 BURLINGTON JUNCTION RAILWAY \$42 BURLINGTON NORTHERN SANTA FE \$4,000 CBEC RAILWAY, INC. \$70 CEDAR RAPIDS & IOWA CITY RAIL \$609 CC \$4,270 D & I RAILROAD \$245 DWRR RAILROAD (Transco Railway Products Inc.) \$189 IOWA INTERSTATE RAILROAD \$2,387 IOWA NORTHERN RAILROAD \$1,211 IOWA TRACTION RAILROAD \$154 IOWA, CHICAGO & EASTERN RAILROAD \$4,900 UNION PACIFIC RAILROAD \$8,000 IOWA ASSOCIATION OF RAILROAD PASSENGERS \$00
 Total Contributions To Date - 2007: \$26,618 Removed per Board decision: Terry & Kay Evans Railway Company TKEZ 7/\$49 never paid contribution

10. List significant "In-Kind" services and estimated value in dollars that you received from your partners and contributors:

Ames Elks Lodge \$125 meeting room Iowa Department of Transportation \$1,200 storage unit Iowa Department of Transportation \$1,000 copying, mailing, meeting rooms, conference calls, news release distribution, etc. Union Pacific Railroad presenter trainer Anonymous \$10 paper supplies

11. Board of directors/Executive Committee/Governing Body (You may enter their names, addresses and contact information here, or submit separately by e-mail or fax):

Dale A. Amunson 503 S. Mather PO Box 36 Clarksville, IA 50619 0036 Home Phone: 319-278-4747 E-mail: daleaa@butler-bremer.com
John Cunningham Iowa Concrete Paving Association 360 S.E. Delaware Avenue Ankeny, Iowa 50021 Work Phone: 515-963-0606 E-mail: jcunningham@iowaconcretepaving.org Francis Edeker, President, Iowa OL Iowa Northern Railway 30215 179th Street Clarksville, IA 50619 Work Phone: 319-233-9702 Home Phone: 319-278-4847 E-mail: fcedeker@butler-bremer.com Jim Ewalt, Vice President, Iowa OL I C & Eastern Railroad 904 South Pennsylvania Avenue Mason City, IA 50401 Work Phone: 641-421-1510 Fax: 641-423-3281 Home: 641-423-5640 E-mail: jewalt@icerail.com Alan J. Haubrich, Treasurer, Iowa OL 15433 North Street Mason City, IA 50401 Work Phone: 641-421-3646 Fax: 641-421-3639 Home Phone: 641-423-5052 E-mail: ajh44@yahoo.com Mary Jo Key Iowa Department of Transportation 800 Lincoln Way Ames, IA 50010 Work Phone: 239-1108 Fax: 515-233-7983 E-mail: mary.jo.key@dot.iowa.gov Phil Wedgwood AAA Minnesota/Iowa 1500 30th St, West Des Moines, IA 50266 Work phone: 515-223-4104 E-mail: philip.wedgwood@mn-ia.aaa.com