

2013 Roger Cyr Award for Public - Rail Safety

Backgrounder

Executive Summary

The Roger Cyr Award for Public-Rail Safety is a joint initiative of Operation Lifesaver, the Railway Association of Canada and Transport Canada. Operation Lifesaver provides secretariat and organizational support for the award program and presentation, while Transport Canada and the Railway Association of Canada will provide promotional and logistical functions. . The award was created to recognize outstanding achievements made by Canada's public-rail safety community in the promotion of public-rail and road safety. In doing so, we are raising the profile of public-rail safety to the general public.

Canada's commitment to public-rail safety is stronger than ever. The Roger Cyr Award is an opportunity to call attention to the deaths and injuries incurred at highway/railway crossings and from trespassing on railway property. Operation Lifesaver is one of the best public-rail safety programs in Canada, making Canadian communities a better and safer place to live.

The key to the continued success of this initiative is the high level of awareness of the award and its purpose within communities and railway safety partners. The current proposal addresses these objectives.

THE PROJECT

- To recognize outstanding achievements made by members of the railway industry, public and community groups in promoting public-rail safety through community based problem solving in 2012.
- To enhance the quality of rail services by maintaining a forum for sharing Best Practices.
- To encourage dialogue between communities and railway safety partners on public safety issues.
- To demonstrate the value of community partnerships in addressing public-rail safety issues.

Strategic Direction

The following Goals, Objectives and Strategies are being addressed:

Goal: Raise the awareness level of the award and its purpose within communities and the public.

Objective: Increase the number of award nominations to allow a broader base for Best Practice strategies.

Strategies:

- Correspondence through OL, industry, provincial partners and stakeholders and their associates.
- Posting the Call for Nominations through OL distribution lists to sponsors, partners and stakeholders

Goal: Provide a high profile presentation forum

Objective: Provide a national profile for winning nominations

Strategies:

- Invite and present an award to the winner during the Annual OL Conference
- Solicit media participation.
- Funding will be provided for the winning recipient of the Roger Cyr Award to attend the presentation

Goal: Provide broad publicity for winning nominations and maintain a Best Practices Database.

Objective: Recognize outstanding achievement and raise awareness of the Best Practices Database.

Strategies:

- Printing articles in community and stakeholder publications.
- Posting displays at railway safety forums.
- Posting nominations on website.
- Develop and maintain a database within OL.

Explanation:**To raise the awareness level of the award and its purpose within communities and the public.**

The success of the Roger Cyr Award's objectives lies in the ability to raise awareness of the award and its goals among railway personnel at all levels, community groups and partnering stakeholders. Effective communication will lead to an increased number of annual submissions and will highlight the broad range of initiatives being undertaken across the country. It will serve to draw attention to the link between the Roger Cyr Award for Public-Rail Safety and the existence of a Best Practices warehouse. It will further raise awareness with respect to the accessibility of strategic information across Canada.

Provide a high profile presentation forum.

The winning recipient of the 2012 Roger Cyr Award for Railway Safety will be announced during Rail Safety Week which takes place April 29th to May 5th, 2013. This forum provides an excellent opportunity for Canada's senior managers to be provided with first hand exposure to these initiatives.

Benefits:

- Operation Lifesaver, Transport Canada and the Railway Association of Canada and their partners are recognized as leaders in promoting community based public-rail safety strategies.
- Awareness of Operation Lifesaver, Transport Canada, the Railway Association of Canada, partners and their initiatives will continue to escalate within communities.
- Operation Lifesaver, Transport Canada, the Railway Association of Canada and partners are at the leading edge of developing concise risk management information written for the general public.
- Operation Lifesaver, Transport Canada, the Railway Association of Canada and partners will continue to be recognized as leaders in developing cost effective research/evaluation techniques. This will allow communities to measure the extent and nature of their own public-rail safety problems.

- Community-based service delivery is enhanced through Best Practices warehousing.
- Outstanding achievements in promoting public-rail safety will receive community, provincial, national and international recognition.
- Public-rail safety will be enhanced.
- Provides continuing focus and support towards Canada's railway safety culture.

Evaluation:

- Increased nominations for the Roger Cyr Award for Public-Rail Safety.
- Increased hits on the Operation Lifesaver, Transport Canada, the Railway Association of Canada and related web sites.
- Evaluation of media coverage.