

From: Mike LoVecchio <Mike_LoVecchio@cpr.ca>

Date: September 9, 2021 at 1:32:28 PM PDT

To: Bob Long <blong@tol.ca>

Subject: [EXTERNAL] Rail Safety Week 2021

September 9, 2021

Dear Councilor Long:

RE: Rail Safety Week 2021

On behalf of Canadian Pacific (CP), I am writing to ask for your support to promote rail safety in your community during Rail Safety Week, which runs September 20-26, 2021.

Your municipality can participate in any of the following ways:

- Engage your community on social media and encourage families to play the CP RailSense video game aimed at teaching young children about rail safety.
- Engage on CP's social channels by liking, sharing or retweeting CP's rail safety posts on Facebook, Instagram and Twitter.
- Review and promote rail safety using this toolkit developed specifically for municipalities by Operation Lifesaver.
- Ask your local police service to declare Rail Safety Week over social media and register for the virtual Operation Clear Track program, the single largest rail-safety law enforcement initiative in North America.
- Engage with Operation Lifesaver's #STOPTrackTragedies video campaign reminding Canadians "you can never go back" from taking risks around tracks and trains. The videos tell the personal stories of those affected by railway crossing and trespassing incidents, and will feature the voices of friends and family members impacted by rail incidents. Their reflections are important messages of what they would do differently, if given the chance.
- Like or retweet Operation Lifesaver's Look.Listen.Live decal installations occurring in dozens of communities across Canada and unveiled publicly on Sept. 23.
 - o If your community is receiving a decal installation this year, we encourage you to review the social media materials Operation Lifesaver has prepared and sent in anticipation of this event, and post on your channels.
- Promote Operation Lifesaver's Thomas & Friends contest launching on Sept. 20 giving children an opportunity to showcase their artistic talents and learn about rail safety.

CP and the Canadian Pacific Police Service (CPPS) will once again educate the public during Rail Safety Week about how to be safe on and around railway property. CP and CPPS will conduct rail safety campaigns in communities across our network, with participation from other police agencies and schools, to talk about the role motorists, pedestrians and the general public play in reminding everyone that safety is a shared responsibility.

“Rail Safety Week is an important opportunity for CP to highlight how to be safe around tracks and trains. CP Police Service will be working with the public to educate them about the dangers of unsafe behaviour around the railway. Train incidents are preventable and rail safety must be an on-going priority each and every day. Together, we can build safer communities,” said Al Sauve, Chief of CP Police Service.

The strong commitment of municipalities like yours continues to have a significant impact on community awareness, helping to reduce avoidable accidents, injuries and damage caused by collisions between trains and vehicles or pedestrians. Together with other communities, railways and members of the public, your support this year will go a long way towards making Canada’s rail network even safer.

CP greatly appreciates your participation in Rail Safety Week. We welcome any information about your plans to promote rail safety this year.

Sincerely,

Mike LoVecchio
Director Indigenous Relations and Government Affairs
Canadian Pacific