Close-Out Meeting

RP 2020-44: Comprehensive Cost of Rail Incidents in North Carolina

Agenda

- Project Recap
- Technology Transfer Goals
- Other Items and Questions

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Project Team

Technology Transfer

Comprehensive Cost of Rail Incidents in North Carolina

ITRE

Comprehensive Cost of Rail Incidents

Foundational Literature and Data Sources

Lit	USDOT BCA Guidance, FRA Documentation	USDOT BCA Guidance, FRA Documentation	USDOT BCA Guidance, NCHRP 755, Lovett et al. (2015), Winston and Shirley (2004), other Lit	NCHRP 755, US Fire Administration, other Lit and interviews
Data	FRA 6180.54, FRA 6180.57, AAR Cost Repair & Replacement Matrix	FRA 6180.55	Amtrak Status Maps Archive Database, NC Waybill Data Sample, NC Freight Plan, NCHRP 755, and others	Computer Aided Dispatch Records, Public Service Answering Point Interviews, FEMA cost schedule

Property Damage

Injury and Fatality

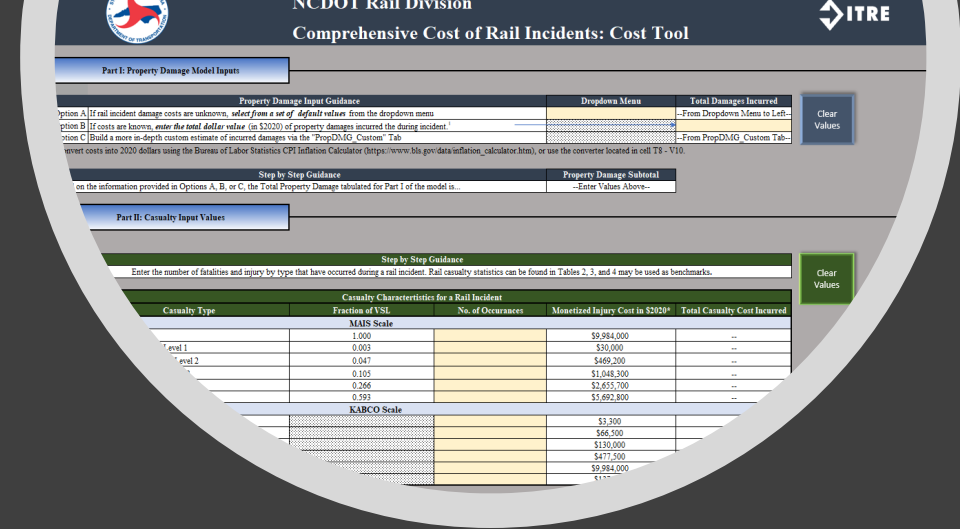**Delay, Rerouting, and Supply Chain**

Emergency Responder

Project Reflection

Mission:

Discuss the full spectrum of costs that result from railroad incidents in North Carolina at high profile venues and through social media campaigns

Update the cost tool, which is capable of estimating the broad spectrum of costs.

Project Tasks

- Disseminate Tool at High-Profile Venues

- Implement Social Media & Targeted Safety Campaigns

- Receive Feedback & Update the Cost Tool

Figure 1: Project Schedule

Project Activities (Tasks)	2021-2022											
	M	**J**	**J**	**A**	**S**	**O**	**N**	**D**	**J**	**F**	**M**	**A**
Task 1: Disseminate Tool at High-Profile Venues					●	●		●				
Task 2: Implement Social Media & Targeted Safety Campaigns										●	●	●
Task 3: Receive Feedback & Update the Cost Tool												
Task 4: Coordinate with NCDOT												

High Profile Venues

- Have been accepted to 5-6 of 8 conference venues

Table 1. Venues Explored for Presenting the Cost Tool

Venue	Date	Notes
Southeast Rail Forum (link)	March 26, 2021	Presented – Goal Achieved
NC Traffic Safety Conference Webinar (link)	September 3, 2021	Presented – Goal Achieved
NCDOT Research & Innovation Forum (link)	October 6, 2021	Presented – Goal Achieved
American Planning Association - NC	October 6-8, 2021	Not accepted
ACEC Conference	December 14, 2021	Presented – Goal Achieved
Transportation Research Board	January 9-13, 2021	Not accepted
North Carolina Traffic Safety Conference	August 16-18, 2022	Applied, accepted
FRA-NCDOT Grade Crossing and Trespass Summit	November 1-3, 2022	Applied (determination underway)

Social Media & Targeted Safety Campaigns

Combined Ad Results

Impressions: 643,479

Reach: 266,658

Unique Link Clicks: 339

Total spent: $800

Table 1. Social Media Campaign Summary Statistics

Statistic	Ad 1 (See track?)	Ad 2 (Not a Shortcut)
Impressions*	353,841	289,638
Reach**	183,363	158,615
Unique Clicks	201	138
Cost per 1,000 people reached	$2.32	$2.37

Source: ITRE, 2022

***Impressions:** Number of times ad was seen on screen.*
***Reach:** Number of people who saw ad at least once.*

Updated the Cost Tool

Implemented the following changes:

- Input latest USDOT recommended values for injury and fatality
- Updated other cells containing 2020 dollars to 2022 value of money
- Fixed a cell that was retrieving an incorrect value (cost of CO_2 per minute)

Other Items
and Questions