



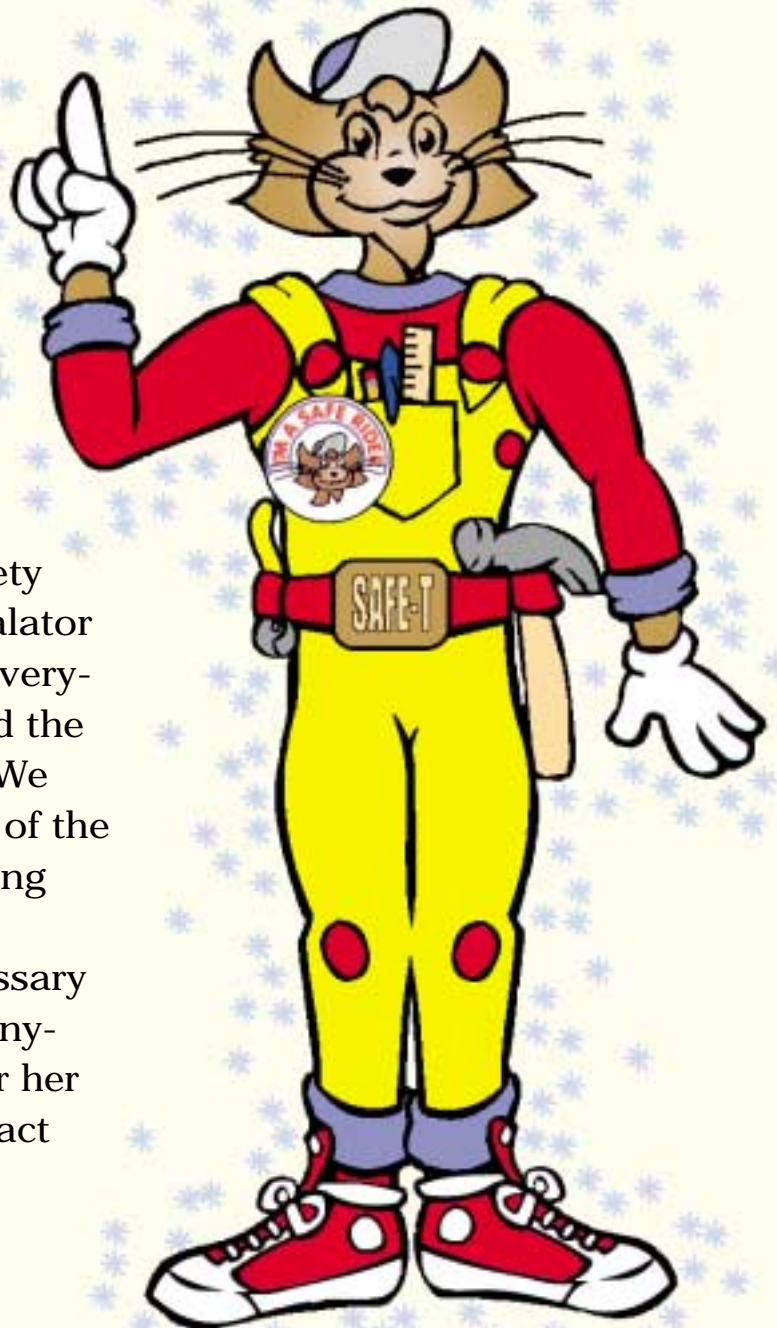
NATIONAL ELEVATOR ESCALATOR SAFETY AWARENESS WEEK

by Barbara Allen

"AWARE" is defined in Webster as having perception or knowledge. "Awareness" has several synonyms when you look it up under the word processing program, Microsoft Word. They are: understanding, wakefulness, consciousness, responsiveness, alertness, attentiveness and knowledge.

This is the whole concept behind Safety Week. The mission of the Elevator Escalator Safety Foundation (EESF) is to gather everyone within the industry and help spread the safety message in all areas of the U.S. We want people to have an understanding of the safety rules. When all people in the riding world are "aware" (have perception or knowledge) of the safety rules, unnecessary accidents or incidents won't happen. Anyone who is interested in educating his or her community this November should contact the Foundation to get a free planning guide. Help make this week a success.

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NATIONAL ELEVATOR ESCALATOR SAFETY AWARENESS WEEK

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The following companies or organizations helped contribute to the awareness of their communities this past November 12-18, 2001.

Mission Viejo, California

November 12-18 marked the seventh Safety Week. The Elevator Industry Group of Southern California (EIG/SC), in keeping with past participation in this program, obtained proclamations from Los Angeles Mayor Richard Riordan recognizing Safety Week throughout the city. Lance Wong, chief of the elevator inspection section of the Los Angeles Department of Building and Safety, was instrumental in contacting the mayor's office to obtain the proclamation.

The Northern and Southern California elevator industry groups joined forces to solicit a proclamation from California Governor Gray Davis. The proclamation recognizes Safety Week throughout the state and encourages safe riding practices on the more than 90,000 elevators and escalators under the jurisdiction of the California Department of Occupational Safety and Health and Department of Industrial Regulation in the state.

At its November 14 meeting, EGI/SC proudly displayed the proclamations, thanked all of those present for promoting safe riding practices on elevators and escalators throughout the state and encouraged all to continue the education of the public beyond Safety Week.



Northern California

Elevator Industry Group

The Northern California Elevator Industry Group (NCEIG) set up a table and two chairs with a video player at two BART stations, Saturday, November 18, 2000, from 9:00 a.m. to 5:00 p.m., to disseminate educational materials on how to safely ride elevators and escalators.

This material distributed at the BART stations consisted of a comic book showing the safety rules as taught to children in the *Safe-T Rider*® program, a pamphlet showing the safety rules as taught to adults and seniors in the *A Safe Ride*® program, and a brochure describing the Foundation. Incidentally, the *Safe-T Rider*® program has been given in the San Francisco and Oakland schools for several years.

Orlando, Florida

Jim Lane of Thyssen Miami Elevator Co. distributed EESF packets at the Orange County Courthouse for students who tour the facility. He also instructed a first-grade class at Sterling Park Elementary School on elevator and escalator safety.



ORLANDO:
Julie Lane's first grade class
celebrating safety week at
Sterling Park Elementary.

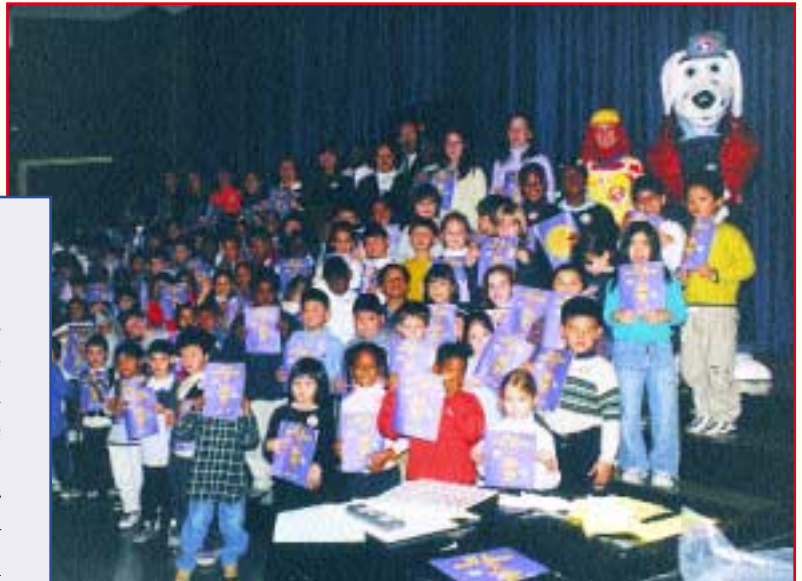
Gannett Fleming & Southeastern Pennsylvania Transportation Authority - Pennsylvania

Gannett Fleming's Vertical Transportation Group (VTG) in Philadelphia recently teamed up with the Southeastern Pennsylvania Transportation Authority (SEPTA) to promote Safety Week. Gannett Fleming participated in the week-long events in an effort to help SEPTA promote their safety measures and continued commitment to improving the operation of the system's elevators and escalators.

The week's activities included the distribution of more than 5,000 safety fliers to patrons at eight metropolitan-area rail stations, as well as a *Safe-T Rider*® assembly at McCall Elementary School in downtown Philadelphia. EESF provided promotional material.

Currently, Gannett Fleming is working with SEPTA in the replacement phases of many escalators and modernization/upgrades of escalators not being replaced. In addition, the group is providing design for the implementation of a remote monitoring system of all elevators and escalators, along with the development of effective elevator and escalator maintenance procedures.

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Captivate

Did you know the average elevator ride is about 45 seconds to one minute (longer in the high traffic parts of the day), and each person in an office building rides the elevator an average of five times a day?

Thanks to Captivate's screens, the elevator ride became a valuable information and safety experience during Safety Week. Captivate donated ad space to the Foundation to display the safety messages. The top of the screen displays the programming content, while the bottom of the screen is available for advertiser messages. Screens are comprised of animation, graphics, photos, text and video. The display quality is full color with high-digital resolution. Captivate Network programming includes continuously updated, 10-second screens of information geared to the businessperson's interest.

The Foundation would like to thank Pat Welsh of KONE for suggesting Captivate as an excellent medium to assist the elevator industry in its efforts to promote safety awareness week. We would also like to thank Diane Kornowa of Millar Elevator Service Co. for helping with the content of the public service announcement and the staff at ELEVATOR WORLD for the design.



Garnet Daus as Safe-T Rider®, David Hansen, Rita Donatucci, Harold Gordon and Ron Zuggi as PAWS, SEPTA's Safety mascot (top)

PHILADELPHIA: Kindergarten, first and second graders celebrating Safety Week at McCall Elementary School (center).

MOBILE: Barbara Allen, Mike Dow and Laurie Dueitt (left)



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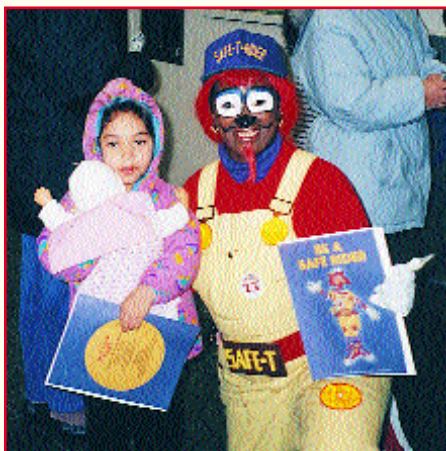
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ECNY and the New York City Transit

The New York City Transit (NYCT) and the Elevator Conference of New York (ECNY) joint effort on safety week was a great success. They distributed 15,000 *Safe-T Rider*® coloring books at the 42nd and Eighth Avenue, 53rd and Lexington Avenue, Jay Street, Main Street and Parsons/Archer subway stations as well as the Port Authority bus terminal.

William Boppert, Robert DeFrancesco, Robert Demarco, Herman Hausmann, Mathew Jackson, Thomas Markunas, Robert Merlo, Staci Williams and Michael Young were all a tremendous help in distributing the coloring books.



NEW YORK:
NYC Transit staff assist *Safe-T Rider*®
during safety week (above)

Safe-T Rider® interacts with children
during safety week (left)

(l to r) Kevin Moylan,
Staci Williams as *Safe-T Rider*®
and William Boppert (right)



Mobile, Alabama

Mayor Mike Dow proclaimed Safety Week in recognition of important contributions the elevator industry makes to the Mobile community. Governor Don Siegelman of Alabama also signed a proclamation for Safety Week.

Phoenix, Arizona

Bob Farley was instrumental in getting Governor Jane Dee Hull of Arizona to sign a proclamation for Safety Week.

Minneapolis, Minnesota

Elevator Consulting Services celebrated Safety Week by obtaining a proclamation from Minnesota Governor Jesse Ventura. The governor was invited to attend the National Association of Elevator Contractors (NAEC) Convention held in Minneapolis in September 2000.

Phil Cleminson, with Elevator Consulting Services, approached Lt. Governor Mae Schunk to get the two largest school districts to participate in the *Safe-T Rider*® program. Schunk is a retired school teacher.

Cleminson displayed the proclamation signed by Governor Ventura at the annual Building Owners and Managers Association International (BOMA) show held October 26.



Long Island Railroad

The Long Island Railroad produced an escalator safety brochure that highlights safety while riding an escalator. They purchased 55,000 of these brochures, and 3,500 were distributed by hand to commuters at various terminals. The remaining ones were put into the public information distribution racks at the stations. The public affairs department also wrote a piece for customers within a brochure that was distributed via a seat drop on the trains. They also produced an article that appeared in the company publication *Along The Track*. Long Island Railroad transports more than 250,000 people a day on its trains.

The information systems department also put the message on the company Intranet. This info listed all the safety tips so employees could view them as well.

The Long Island Railroad distributed brochures and hung three-by-five-foot banners promoting safety week at Babylon, Baldwin, Floral Park, Hicksville, Lindenhurst, Merrick and Penn stations.

The Long Island Railroad senior management team is very committed to safety. The funding for the brochures came from budgets set up for safety concerns. System Safety Officer, Bob Maniuszko, coordinated the effort. Personnel from System Safety and Passenger Services were utilized to distribute the fliers.



Boston, Massachusetts

KONE, together with the Massachusetts Bay Transportation Authority (MTBA), held a two-day celebration of Safety Week. KONE and MBTA held special informative sessions at selected subway stations to promote safe riding, not only on the MBTA, but also wherever vertical transportation is utilized.

KONE has taken the program beyond the annual celebration. They have designed and created full-size posters for both stations and trains, emphasizing the importance of safe riding. The Governor of Massachusetts, A. Paul Celluci, recognized their campaign as he has proclaimed Safety Week in the Commonwealth of Massachusetts.

Chicago, Illinois

Scott Rowell of Schindler Elevator Corp. spent his Saturday afternoon during Safety Week handing out coloring books and showing the *Safe-T Rider*® video to visitors of Sears Tower. Children under 12 years of age who watched the video were able to go to Sears Skydeck free. Mayor Leroy Brown of Bolingbrook, Illinois signed a proclamation for Safety Week.

Summary

These 11 areas throughout the U.S. celebrated Safety Week, November 12-19, 2000. The Foundation congratulates all those who participated in promoting Safety Week, both those included in this article and the many others who contributed. They all helped to carry out the Foundation's mission to educate the public on the safe and proper use of elevators, escalators and moving walks. The Foundation is grateful, but we need more help. It takes effort from everyone within the industry. Help educate your riders next year. Please call the Foundation at (334) 479-2199, to find out how you can help.