

# Security Awareness Communications Plan

July 19, 2007



**Metro**

# Plan Objectives

- To build and maintain awareness among Metro riders of security issues and procedures on the system
- To build confidence among riders and the general public that the Metro system is secure

# Target Audiences

- Current bus & rail riders
- Potential bus & rail riders
- General public
- Metro Security forces

# Customer Feedback

- Familiar with current brochures & signage
- Unclear about station intercoms
- Seek greater presence of uniformed officers

# Key Security Messages

1. The Metro System is a safe and secure environment
2. Maintaining a secure system is a top priority for Metro, Metro Security and LASD

(continued)

# Key Messages (continued)

3. Riders can help by always being aware and knowing emergency procedures
4. The Sherriff's Hotline is the number to call with tips or in any emergency:  
888-950-SAFE

# Strategies

1. Issue print & video customer notices at regular intervals regarding security issues
2. Provide contact cards for one-on-one distribution to customers by Fare Inspectors, Metro Security Officers and Sherriff's deputies
3. Enhance system signage identifying Security Contact intercom locations and providing security messages and instruction

(continued)

# Strategies (continued)

4. Build on established themes of “See Something, Say Something” and “Always Be Aware”
5. Increase interaction with passengers by Sheriff’s Deputies, Fare Inspectors and Metro Security Officers



# Next Steps

- Set schedule & identify content for printed materials
- Develop content and produce video messages
- Identify and pursue signage enhancements
- Review materials with Sector Governance Councils through Joint Task Force