



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

One Gateway Plaza  
Los Angeles, CA 90012-2952

213.922.2000 Tel  
metro.net

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EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE  
SEPTEMBER 20, 2007

**SUBJECT: SECURITY AWARENESS PLAN**

**ACTION: RECEIVE AND FILE**

**RECOMMENDATION**

Receive and file the following report on Metro's Security Awareness Plan.

**ISSUE**

At the April 2007 Operations Committee meeting, Director Lowenthal requested the Communications and Safety & Security departments to develop an on-going plan to increase awareness of security issues and emergency protocol among riders and the general public. The plan is described below, as well as in Attachment A.

**DISCUSSION**

Metro has worked to build greater awareness among riders of safety and security issues through signs, posters and brochures. Released periodically, these efforts have been intended to enlist riders' help in keeping the Metro System secure.

In 2004, Metro conducted several customer focus groups on the subject of security in order to gauge customer attitudes and to learn what messages would be most effective with them. Most customers understood the need for security awareness, yet felt messages that were too strong would scare them away from using the system. As a result, Metro sought to adopt a positive tone in its security materials, presenting information in a serious and compelling manner without creating an environment of fear. This resulted in developing campaigns around constructive themes such as "Always Be Aware" and "See Something, Say Something."

Another customer focus group on security was conducted in June 2007. Feedback at this group indicated Metro has been successful at conveying most security information. In unaided response, customers demonstrated a familiarity with brochures and signage in stations and trains regarding unattended packages ("Better Safe Than Sorry"), the presence of undercover officers ("Which One is Working Undercover?"), and reporting suspicious

activity ("See Something? Say Something). They also were familiar with postings of emergency procedures next to each door in rail cars. However, customers were unclear about the location and use of station intercoms, and were unable to recall the Sheriff's Hotline number.

In both the 2004 and 2007 groups, customers indicated that they would like to see a greater presence of uniformed officers in stations and onboard trains, identifying this as the factor most likely to increase their level of comfort with security on the system.

Based on this customer feedback and building on previous efforts, staff has outlined a plan to further increase awareness among Metro riders of security issues and procedures on the system, and to build confidence among riders and the general public that the Metro System is secure.

The plan is founded on the established theses mentioned above, and includes the following tactics:

- Issuing quarterly English/Spanish take-ones about security on all buses and trains
- Providing English/Spanish wallet-sized emergency contact hand-out cards for Sheriff's personnel
- Permanently posting English/Spanish security messages on four "windscreen panels" per rail car
- Issuing new English/Spanish security messages twice a year for posting on bus car cards
- Issuing new English/Spanish security messages quarterly on Transit TV
- Issuing new English/Spanish security messages monthly on new station video displays
- Enhancing platform signage identifying security intercom locations
- Enhancing security message station postings
- Increasing active patrol of stations by Sheriff's deputies

## **NEXT STEPS**

Communications and Safety & Security staff will work together to set a schedule for the release of enhanced security materials during FY08, identify content for the printed materials, develop content for and produce video messages for TransitTV, and identify and pursue security signage enhancements in stations and rail cars. Operations and Communications have established a joint taskforce to develop and implement sector

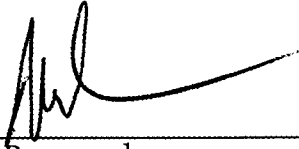
communications efforts. As part of that effort, security and safety awareness programs and materials will be developed to be reviewed with the governance councils at the sectors.

## **ATTACHMENTS**

### A. Security Awareness Plan

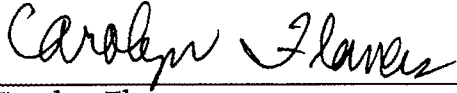
Prepared by: Warren Morse  
Deputy Executive Officer, Communications

Jack Eckles  
Deputy Executive Officer, System Safety & Security



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Matthew Raymond  
Chief Communications Officer



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Carolyn Flowers  
Interim Chief Operating Officer



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Roger Snoble  
Chief Executive Officer

# Security Awareness Plan

Draft – July 19, 2007

## 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

## Key Messages

- The Metro System is a safe and secure environment
- Maintaining a secure system is a top priority for Metro, Metro Security and LASD
- Riders can help by always being aware and knowing emergency procedures
- The Sherriff's Hotline is the number to call with tips or in any emergency:  
**888-950-SAFE**

## Strategies

- Issue customer notices at regular intervals regarding security issues
- Provide contact cards for one-on-one distribution to customers by Fare Inspectors, Metro Security Officers and Sherriff's deputies
- Enhance system signage identifying Security Contact intercom locations and providing security messages and instruction
- Build on established themes of "See Something, Say Something" and "Always Be Aware"
- Increase interaction with passengers by Sherriff's deputies, Fare Inspectors and Metro Security Officers

## Tactics

- Issue quarterly English/Spanish take-one about security on all buses and trains
- Provide English/Spanish wallet-sized hand-out cards with emergency/tip contacts for Metro Security, Fare Inspectors and Sheriff's personnel
- Permanently post English/Spanish security messages on four "windscreen panels" per rail car
- Issue new English/Spanish security messages twice a year for posting on bus car cards
- Issue new English/Spanish security messages quarterly on Transit TV
- Issue new English/Spanish security messages monthly on new station video displays
- Enhance platform signage identifying Security Contact intercom locations
- Enhance security message station postings

### **Next Steps**

- **Set schedule & identify content for printed materials**
- **Develop content and produce video messages**
- **Identify and pursue signage enhancements**

