

Security Awareness Communications Plan

September 20, 2007

Customer Feedback

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

Strategies

- **Build on “See Something, Say Something” and “Always Be Aware” themes**
- **Issue regular print & video security notices**
- **Enhance signage for intercom locations**
- **Increase passenger interaction by Sherriffs, Fare Inspectors & Metro Security Officers**

Next Steps

- **Set schedule/content for print/video messages**
- **Identify and pursue signage enhancements**
- **Review materials with Sector Governance Councils through Joint Task Force**