

# REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
6	04/08/13	Open	Information	03/29/13

Subject: "See It - Hear It - Report It"

## ISSUE

Information on RT's "See It – Hear It – Report It" safety and security public awareness campaign.

## RECOMMENDED ACTION

None, information item only.

## FISCAL IMPACT

None.

## DISCUSSION

RT recently launched a safety and security public awareness campaign called "See It – Hear It – Report It." The campaign's aim is to encourage RT passengers to be vigilant in recognizing and reporting crime as well as possible terrorist activity.

Despite better training and advanced technology, one of the strongest weapons RT and law enforcement have to combat crime and terrorist activity is the constant attention of our passengers.

How can someone recognize a suspicious package or spot suspicious activity? What should they do if they did? How can someone keep themselves from being targeted by criminals while using transit? Using a comic novel theme, campaign messages will answer these questions and more, enhancing the safety and security of the entire bus and light rail system by creating heightened awareness.

The campaign also features a new dedicated phone and text tip line for reporting non-emergency crime or suspicious activity to RT Police. Reports can be called in to 916-556-0275 or sent by text to 67283. Text messages must begin with sacrt followed by a space and then the message. RT security officers will receive the information and forward it to the appropriate authority for follow-up.

Detailed information about the campaign can be found at [www.sacrt.com](http://www.sacrt.com), including the "See It – Hear It – Report It" brochure in English, Spanish, Russian and Chinese.

**Attachment 1** includes examples of the messages being distributed to the public through print brochures and advertisements in RT vehicles and properties, a campaign website, an informational video and face-to-face outreach by RT staff and officers.

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Approved:

Presented:

Final 04/02/13

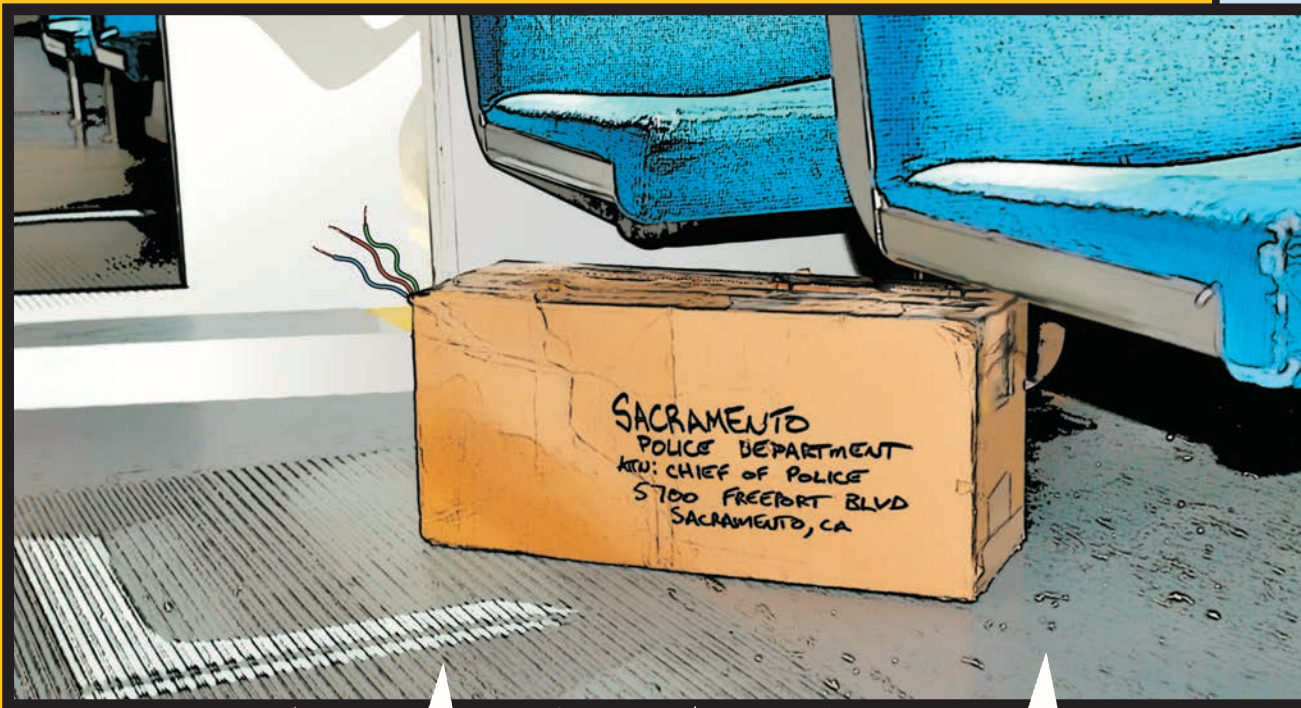
General Manager/CEO

Police Sergeant

# SEE IT • HEAR IT • REPORT IT



Hello 9-1-1 ...  
There's a suspicious  
looking package on  
the light rail train!



SACRAMENTO  
POLICE DEPARTMENT  
ATTN: CHIEF OF POLICE  
5700 FREEMONT BLVD  
SACRAMENTO, CA

Do not approach suspicious packages. Leave the area immediately and alert authorities.

Suspicious item characteristics may include:

- Unattended boxes or briefcases
- Visible wires
- Ticking or buzzing sounds
- Stains, leaks or residue



Report suspicious items on trains, buses and in light rail stations.

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**Tell an RT employee • Use the train intercom • Call 9-1-1**



# SEE IT • HEAR IT • REPORT IT



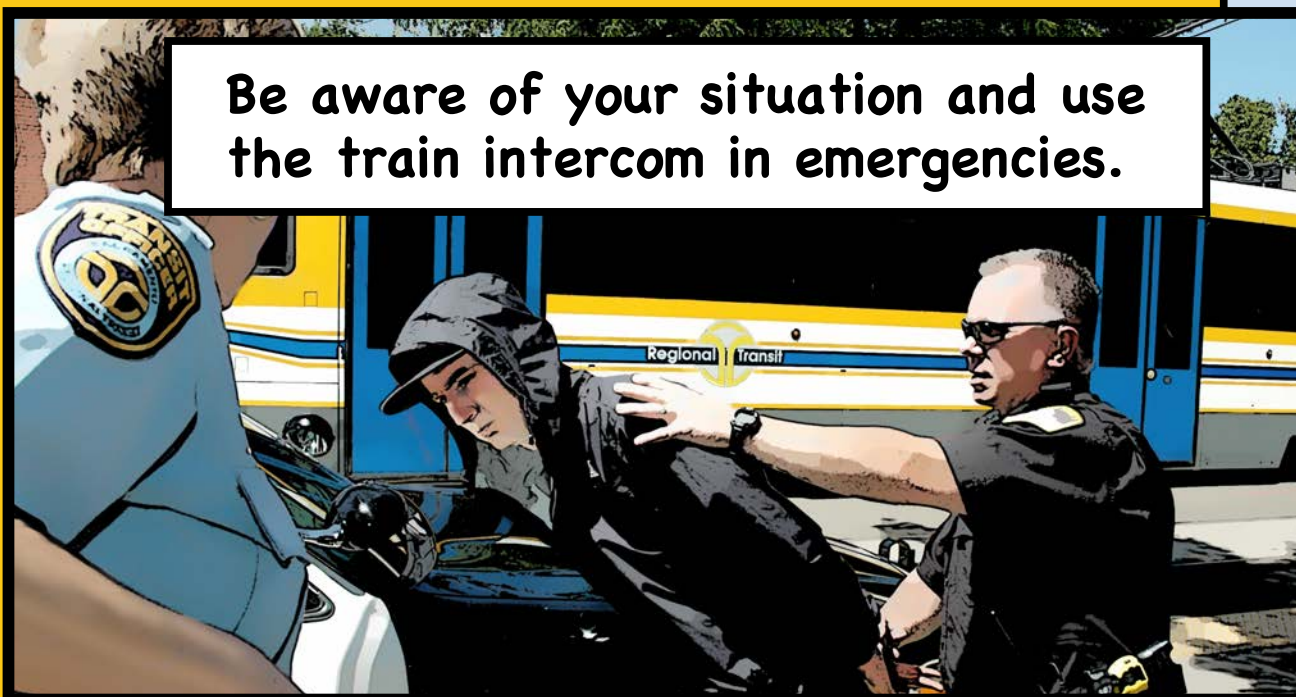
Be alert and aware of your surroundings while riding RT.

- Walk assertively and confidently
- Hold purses, briefcases, and other items close to your body
- Be alert when using electronic devices
- During off hours, sit near the bus operator or in the first light rail car



Help! I've been robbed!

Be aware of your situation and use the train intercom in emergencies.



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 Regional Transit

**Tell an RT employee • Use the train intercom • Call 9-1-1**



# SEE IT • HEAR IT • REPORT IT



Stay alert in your daily travels and routines. Be on the lookout for out of the ordinary behavior that may arouse suspicions. Suspicious individuals may:

- Display nervous behavior
- Wear clothing inconsistent with the weather
- Try to hide their face or conceal something
- Avoid police or security personnel

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**Tell an RT employee • Use the train intercom • Call 9-1-1**



# SEE IT • HEAR IT • REPORT IT



Call or text a crime tip to report non-emergency crime.

Call: 916-556-0275  
Text to: 67283  
(messages must begin with sacrt)

Non-emergency crime includes:

- Public alcohol consumption
- Drug activity
- Sale of counterfeit fare media

In case of an emergency or immediate danger, call 9-1-1.

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**Crime Tip: Call 916-556-0275 or text to: 67283 (messages must begin with sacrt)**