

# Sacramento Regional Transit District

## Safety and Security ...Improving the Customer Experience



# Sacramento Regional Transit District

## Commitment to the Customer

- Clean
- Safe
- Convenient



# Sacramento Regional Transit District

## Vital Statistics

- ❑ 23 million boardings
- ❑ 70 fixed routes
- ❑ 225 natural gas buses
- ❑ 90 light rail vehicles
- ❑ 43 miles of LRV track



# Safety and Security Challenges

## Conditions in 2015

- 20% fare evasion problem
- Large homeless population
- Lack of uniform presence
- Perceived as unsafe
- Significant ridership decline



# Changing Customer Perceptions

## Fare Enforcement Effort

- Hired security in-house
- Created paid fare zones
- Began fare checking



# Changing Customer Perceptions

## Technology Upgrades

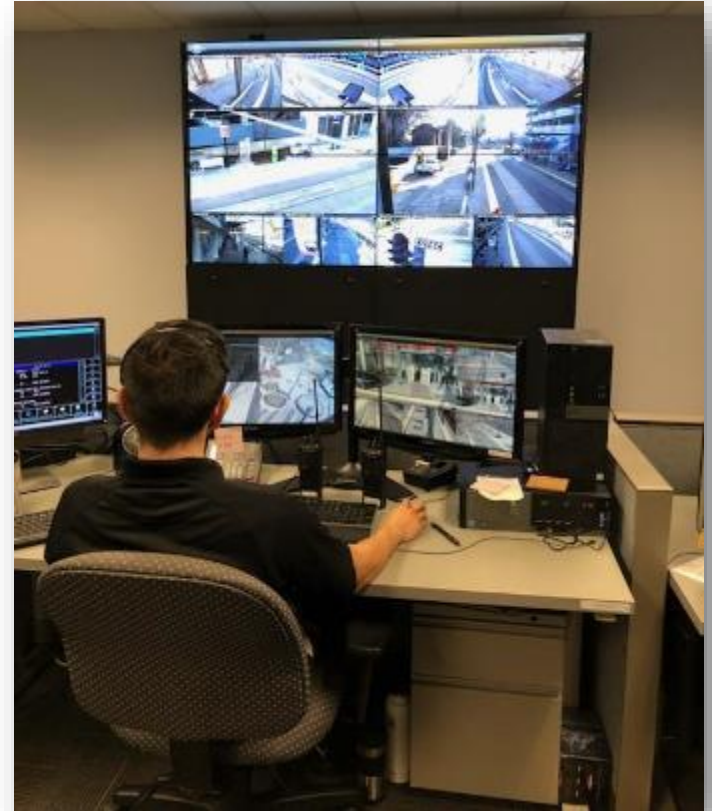
- Installed more surveillance cameras at light rail stations
- Connected live video feeds to Security Operations Center
- Expanded SOC to 24-hour operation



## Dubbed “Voice of God”

### Added Public Address System

- ❑ Installed PA system to communicate service disruptions
- ❑ Evolved to remote communication with rule violators
- ❑ Passengers tended to obey
- ❑ Used hundreds of times without one complaint



# Changing Nuisance Behaviors

Time : 8/7/2017 10:17 AM Pacific Standard Time  
Host : WS2502  
User : SACRT-ADMIN0\bwelsh  
Comment :



# Changing Nuisance Behaviors

Royal Oaks-07/21/17-1027 hrs-PA Announcement

Time : 7/26/2017 11:21 AM Pacific Standard Time

Host : WS3192

User : SACRT-ADMIN0\mdelgado

Comment :

# Changing Nuisance Behaviors

Time : 8/7/2017 10:29 AM Pacific Standard Time  
Host : WS2502  
User : SACRT-ADMIN0\bwelsh  
Comment :

# Changing Nuisance Behaviors

Power Inn-07/22/17-2005 hrs-PA Announcement

Time : 7/26/2017 11:34 AM Pacific Standard Time

Host : WS3192

User : SACRT-ADMIN0\mdelgado

Comment :

# Creating a Spirit of Cooperation

## Empowering the Public

- ❑ Created smartphone app - Alert SacRT -
- ❑ Provided customers anonymous access to the SOC
- ❑ App evolved into an effective communications tool



# AlertSacRT

# Eyes and Ears on 43-Miles of Track

## Real-Time Video Inside Light Rail Vehicles

- 700 camera feeds go live to SOC in October 2017
- Facial recognition software implemented to help with police investigations
- Light rail agents added to every train in service



# Eyes and Ears on 43-Miles of Track



# Managing the Media

## Sharing the Story

- Press releases
- Press conferences
- Social media and website marketing
- YouTube video sharing
- Sharing good news stories





# Making the Media Your Friend



# The Future Looks Bright!

