Commission on Women and Gender Equity

TO: Dr. Tony Frank, President
FROM: Dr. Paola Malpezzi Price, Co-Chair and members of the CWGE
SUBJECT: Recommendation for support for the Safe Walk Program for campus safety
DATE: March 21, 2013

Background

Spring 2011, the CSU President’s Commission on Women and Gender Equity (CWGE) met with President Tony Frank to discuss the results from the Campus Safety Survey conducted in 2010. The perception of the lack of safety campus emerged as one of the two main areas of concern from the survey results. After the commission’s conversation with President Frank, the Campus Safety Sub-Committee investigated safety programs on campus and focused on the Safe Walk program. The goal was to partner with the CSU Police Department to increase the Safe Walk program’s potential impact on the campus community.

Summer 2011, you granted funding for the maintenance of the Safe Ride vehicle which allowed the CSU Police Department to have enough funds to purchase it. Since receiving the vehicle, the SafeRide/Walk program has doubled in the number of uses. Not only is there greater visibility of the program, but the vehicle allows CSU PD to now serve both the Foothills and Veterinary Teaching Hospital campuses.

The second part of our recommendation last year was to distribute key tags to students, faculty and staff in order to increase awareness and use of the SafeRide/Walk program and improve the perception of the actual safety on campus. We are again making this recommendation.

Recommendations
Communicate the Availability of Safe Walk/Ride to the Campus Community
The sub-committee suggests distributing to students, faculty and staff keychain tags with Safe Walk/Ride telephone number on one side and a discount coupon from a campus food vendor on the other. By adding the incentive of a discount to a campus vendor, we believe it would encourage individuals to put the tag on their keys and thereby having it on their person wherever they go.

We have contacted the vendors on campus and are working on an agreed upon discount to advertise their establishment on the key tags.

Potential Impact
During orientation sessions for new students, parents are often the individuals most enthused about the Safe Walk program. The sub-committee’s recommendation is an easy and tangible way to actualize the
parent's enthusiasm about the program into usage by their students. The purchase and distribution of these key tags would have a vast impact with a relatively small monetary investment.

**Budget**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keychain cards 30,000 units</td>
<td>$2,000.00</td>
</tr>
</tbody>
</table>