



# Safety Station Report (Draft)

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## **I. Background**

To provide residents of Isla Vista with a sense of security and safety, UC Santa Barbara's Community Service Organization (CSO) and the Isla Vista Community Services District (IVCSD) have collaborated their efforts to have a permanent system during the weekends to uphold such commitments. The current Safety Station is located in Little Acorn Park with aims to make for safer and adaptable community.

## **II. Mission**

### **A. Promotion and Awareness of Safety Stations**

With the aim to draw community awareness towards services provided by the implemented Safety Stations, we propose that exposure would be the most tangible method to gain sought after recognition. The safety stations will provide snacks and water to community members while using the exchange of various social media networks in order to create a platform where updates and services may be introduced to the Isla Vista residents.

#### **Action Steps:**

- Set up social media accounts, on platforms including Facebook, Instagram and or Twitter for the Isla Vista Community Services District (IVCSD).
- Manage the accounts by providing details on location of Safety Station and what services are to be expected alongside snacks and water being offered during a given weekend.
- Create a readily accessible flyer that can be set up at the station with details including Instagram/ Twitter usernames that can be added by community residents in exchange for a snack and refreshment.

### **B. Expansion of service at Safety Stations**

This section describes the aspiration to connect with other campus organizations who hold similar values in regard to safety and security. Collaborating with such organizations through UCSB and the Isla Vista Community serves as beneficial as it provides a wider range of services that The Safety Stations can offer.

**Organizations for collaboration include:**

- UCIV -- UC Isla Vista
- IVCN -- Isla Vista Community Network
- CARE -- Campus Advocacy Resource & Education
- LOTP -- Life of the Party
- IVRPD -- Isla Vista Recreation and Parks District

#### **Action Steps:**

- Reach out to groups such as Life of the Party (LOTP) and/ or Health and Wellness to gauge how comfortable they feel with involvement at the Safety Stations
  - Involvement may span from donations of snacks and water for the residents to physical presence at the Safety Stations.
- Determine whether an alternating presence by the Isla Vista Community Services District (IVCSD), Life of the Party (LOTP), and Health and Wellness serve as plausible options.

### **C. Expansion of Safety Stations Locations**

In the pursuit to expand the services provided through the community, two additional locations to explore for Safety Stations include, Sea Lookout Park and Window to the Sea. Both serve as intersection points in Isla Vista that provide a greater chance of the exposure being sought after by the Isla Vista Community Services District (IVCSD). Depending on crime reports and what will be discussed in the proceeding portion of the report pertaining to market validation, the locations may be adjusted to fit the needs of the community.

## **III. Market Validation**

In the interest of catering to the needs of Isla Vista Community Members, the objective is to ask residents and UC Santa Barbara's Community Service Organization (CSO's). This would be to gain knowledge on the experiences felt as well as acquire a general scope thoughts or concerns conducive to adapt our services.

#### **Action Steps:**

- Use the Business Model Canvas that can be seen below as an interviewing tool to gather needed information from the range of CSO's and residents of Isla Vista
  - Catering our questions to better understand what members in the community are facing and how the Safety Station can be adapted so to fulfill their needs


BETTER ENGAGEMENT, BETTER INFORMATION, MORE INNOVATION.				
key partners	key activities	value proposition	user relationships	user segments
Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?	What key activities do our value propositions require? Our distribution channels? User relationships? Service KPIs?	What value do we deliver to the user? Which of our user's problems are solving? What bundles of services are we offering to each user segment? Which user needs are we satisfying?	What type of relationship does each of our user segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our service model? How costly are they?	Who do we create value for? Who are our most important users? What are our user's needs?
	key resources		channels	
	What key resources do our value propositions require? Our distribution Channels? User relationships? Service KPIs?		Through which channels do our user segments want to be reached? How are we reaching them now? How are our channels integrated? Which work best? Which are most cost-efficient? How are we integrating them with user routines?	
cost structure		service KPIs		
What are the most important costs inherent in our service model? Which key resources are most expensive? Which key activities are most expensive?		The four key Digital by Default Standard KPIs are:  1. Cost per transaction, 2. User satisfaction, 3. Completion rate, 4. Digital take-up.		

## IV. Budget

UCSB's annual \$200,000 budget has allocated \$47,000 to the Safety Station program to contribute to the efforts being brought forth by the Isla Vista Community Services District (IVCSD).

The proposal is to develop an isolated budget aiding the partnership of the Isla Vista Community Services District (IVCSD), Community Service Organization (CSO), and potential organizations involved. The potential drawn budget will be catering the expansion of safety stations if determined necessary by the market validation results. The set budget will be used for the following expenses:

- Snacks and water to supply the station at Little Acorn Park and any possible stations with on a regular basis
- Social Media advertising that will include a continuous ad running until June
  - Costs will be determined in the best interests of promotion of the Safety Stations keeping in mind viable pricing

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- Printing of flyers that may contain schedules or other detailed information pertaining to the Safety Stations

An additional \$15,000 along with reallocation of current resources could give the possibility for one more Safety Station with four CSO's at each that may meet the needs of the community of Isla Vista.