



AURARIA
CAMPUS

Auraria Campus Safety Center Engagement Report
Kwon Atlas & Ben Tobias
April 7, 2025

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Overview

This report, "Auraria Campus Safety Building Engagement Report 2025" details the outreach efforts conducted by Kwon Atlas and Ben Tobias regarding the Auraria Campus Safety Center building project. It summarizes survey responses from the campus community, including student demographics and key findings related to design input and relationships with the Auraria Campus Police Department (ACPD). The report also outlines meetings and events held to raise awareness and gather feedback, student group outreach activities, and recommendations for future engagement and communication. Proposed next steps and timelines are provided, along with a conclusion and an appendix of feedback highlights.

About Kwon:

Kwon Atlas is a Denver-Area businessman, philanthropist and community leader who previously served as the Senior Advisor on Community-Based Initiatives and Special Projects in the Office of the Mayor of Denver, Michael B. Hancock and Vice President of the Urban League Young Professionals of Metropolitan Denver Chapter.. He currently serves as the Director of the Economic Development for Montbello Organizing Committee, which supports and promotes the Montbello neighborhood while developing affordable housing and commercial spaces with equity at the forefront. Kwon brings his equity lens and community organizing skills to this project to make sure students, faculty and staff of the Auraria Campus feel included and embrace this Auraria Campus Safety Center development project.

About Ben:

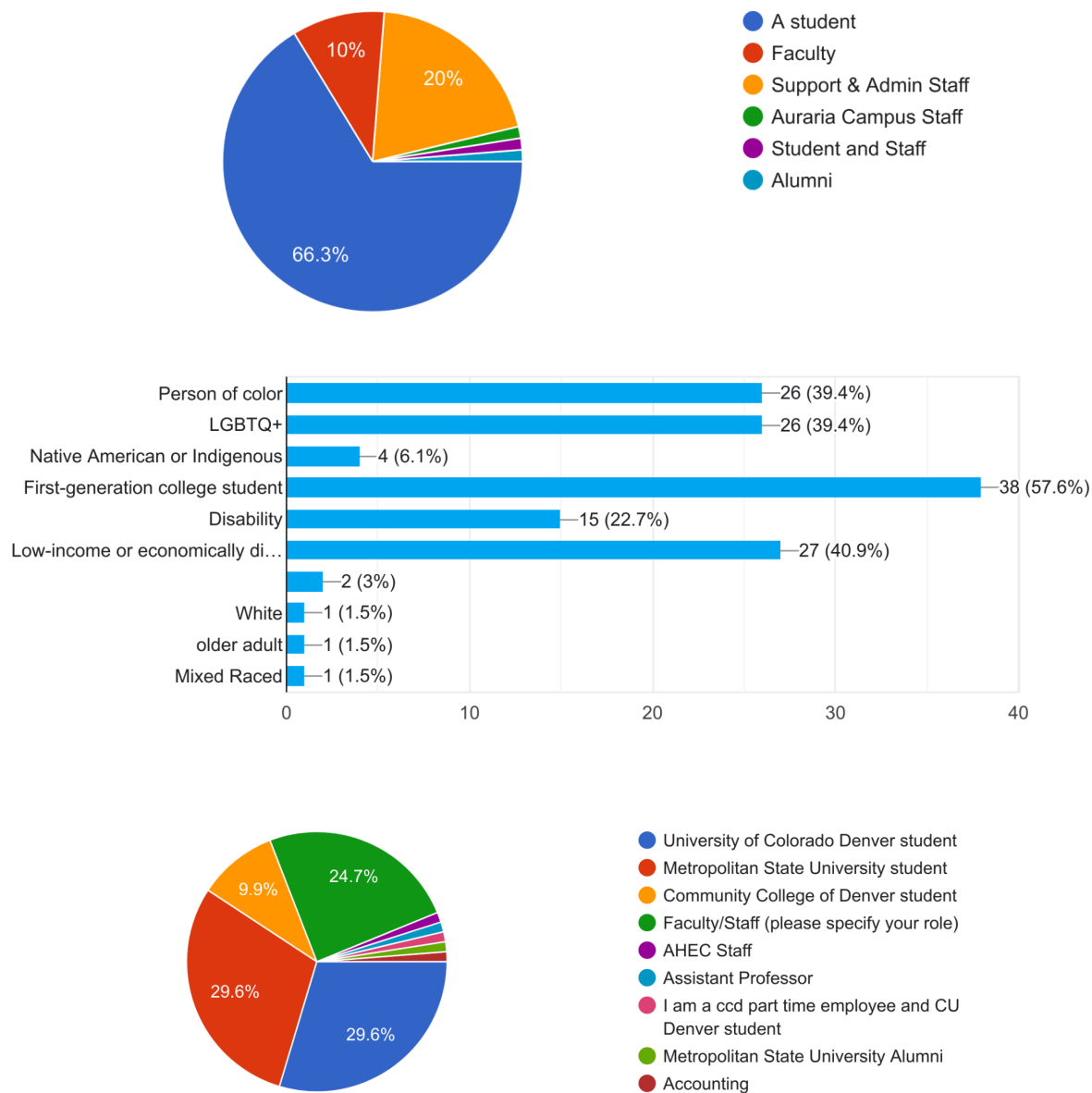
Ben Tobias is a Denver-based political campaign and public relations consultant with experience staffing and managing more than 30 political campaigns in Colorado and 100 around the country as well as more than a dozen engagement and awareness campaigns around issues and causes that impact broad and diverse communities. He brings a tuned messaging ability and human-to-human organizing experience to the Auraria Campus Safety Center project.

Survey Response Summary

Our team created a form to gather feedback from the campus community about the upcoming Campus Safety Center development. The survey also collects feedback on the project's support, and identifies areas for improvement of campus safety.

Survey Demographics

- So far, most of the respondents to engage via survey are students. Initial engagement by the end of January mostly reflected faculty and staff opinion, so we are pleased to report that most more recent respondents make up the section of the campus we most needed to hear from.
- A plurality of respondents identify as people of color and a majority are first generation college students.
- MSU and UCD students responded more often than CCD students.



Key Findings

- Design Input
 - Respondents want individual areas for study, not just group areas.
 - Another desire: informal meeting spaces as well as spaces for relaxation and group study rooms.
 - Respondents want (phone) charging stations and comfortable seating
 - Respondents want natural light, welcoming colors and plants.

- ACPD Relationships
 - A large majority of respondents are supportive or indifferent towards ACPD having a visible presence in the new building, and identify the benefit of greater police presence on campus.
 - Respondents want to engage with ACPD via safety briefings, informal events & meetings, and safety workshops.
 - Most respondents would like to see more lighting and safety signage improvements on campus.
 - Some respondents engaged directly along existing lines of conflict, including instances of past protest where ACPD engaged.

Meetings & Events

Kwon & Ben met with campus groups in January and February to raise awareness of the new building and get feedback about the proposed project and campus safety in general.

- Town Halls
 - Jan 22nd, Jan 30th
- Student Orgs Meetings:
 - Brother to Brother - Feb 11th
- Faculty Meetings:
 - Kristin West - Feb 20th,
 - Genia Herndon - Dec 12th,
 - Tina Garcia - Dec 13th,
 - Danny Young - CCD Student Engagement - March 3rd.
- Campus Communicators Meetings
- Advisory Council Meetings:
 - SACAB - Dec 6,
 - FACAB - Jan 16,
 - MSU Student Advisory Council - Feb 28th
- Campus Safety Building Steering Committee Meetings
- Student Government Meetings
- On-Campus Tabling: Several dates.

Student Group Outreach

Outreach has included contact with several organizations and departments on the Auraria Campus, making information directly available to these organizations, offering 1-on-1 meetings and soliciting survey responses.

We will follow up with continued email containing new information and angles to engage and inform students especially.

| | | | |
|---|--|----|---|
| 1 | Brother 2 Brother | 20 | Mongol Students Association |
| 2 | Sister Circles | 21 | National Organization of Minority Architects Students |
| 3 | Center for Multicultural Engagement and Inclusion (CMEI) | 22 | Pinoy-American Student Association |
| 4 | The Urban Leadership Program (ULP) | 23 | School of Public Affairs PhD Student Association |

| | | | |
|----|---|----|---|
| 5 | African Student Union | 24 | Society of Asian Scientists and Engineers |
| 6 | All For Women in Architecture Students | 25 | Society of Hispanic Professional Engineers |
| 7 | American Institution of Architecture Students | 26 | Society of Women Engineers |
| 8 | Association of Latino Professionals for America | 27 | Somali Student Association |
| 9 | Auraria Muslim Student Association | 28 | CU Denver Student Government Association |
| 10 | Black Graduate Student Association | 29 | Student Veterans Association |
| 11 | ASCE (American Society Civil Engineers) UC Denver | 30 | The National Society of Black Engineers CU Denver Chapter |
| 12 | Asian Student Association | 31 | Vietnamese Student Association |
| 13 | Black Student Union | 32 | Architecture Club |
| 14 | Doctoral Students of Color | 33 | Criminal Justice Club |
| 15 | Ethiopian Eritrean Student Association | 34 | Native & Indigenous Student Alliance (NISA) |
| 16 | Indian Student association | 35 | Student Government Association (SGA) |
| 17 | Korean Student Association | 36 | Phoenix Center |
| 18 | LatinX Student Alliance | 37 | LGBTQ+ Student Resource Center |
| 19 | Master of Public Policy Student Association | | |

Recommendations

- Ben and Kwon will continue to meet with clubs, organizations and departments to get feedback on the project.
- AHEC should continue to widely distribute information and project updates by posting in buildings, keeping the new website updated, and posting on social media.
- A future step could include digital ads about the new building, including geofencing areas
- Once design is complete, the outreach team should continue to share information and engage with as much of the Auraria community as possible to present the direction the project is headed based on feedback.
- Incorporate specific design feedback from this report and mock-up board activities.
- Begin outreach to external stakeholders.
 - Displaced Aurarians
 - Apartment buildings near the construction site
 - Alma Lincoln Park RNO
 - Ball Arena
 - Denver Mayor's Office
 - Denver Police Department
 - City Council Members
 - State Representative

Proposed Next Steps and Timeline:

Near-Term:

- **Increased Tivoli Presence:** Host additional tabling sessions in the Tivoli student union to engage a wider range of students and faculty.
- **CAP Presentation:** Prepare and deliver a comprehensive presentation to the Auraria's architecture students in March or April to update them on project progress, gather feedback, and address any concerns.

April & May:

- **Transition to Communication Phase:** Shift focus from gathering design input to actively communicating project designs and other relevant information to stakeholders.
- **Program/Use Plan Development:** Collaborate with university leadership to develop a detailed program and use plan for the new building, ensuring it aligns with the university's strategic goals and academic needs.
- **External Stakeholder Outreach:** Initiate a comprehensive outreach plan to engage external stakeholders, including community members, local businesses, and government officials, to gather input and build support for the project.
- **BID RFP Communication:** Communication about the BID has already gone out via BIDNET. The selection committee is currently reviewing applications.

Future:

- **Contractor Selection Transparency:** Ensure a transparent contractor selection process by proactively sharing information about the selection criteria and timeline with stakeholders, in accordance with State Purchasing rules and guidelines
- **Groundbreaking Planning:** Begin planning a groundbreaking event to celebrate the start of construction, including identifying a suitable date, securing a location, and coordinating logistics.
- **Groundbreaking Event:** Host a well-organized and engaging groundbreaking event to generate excitement and build momentum for the project.
- **Construction Information Sharing:** Develop a proactive communication plan to keep the community informed about construction detours, potential impacts, and key milestones throughout the construction process.

Conclusion

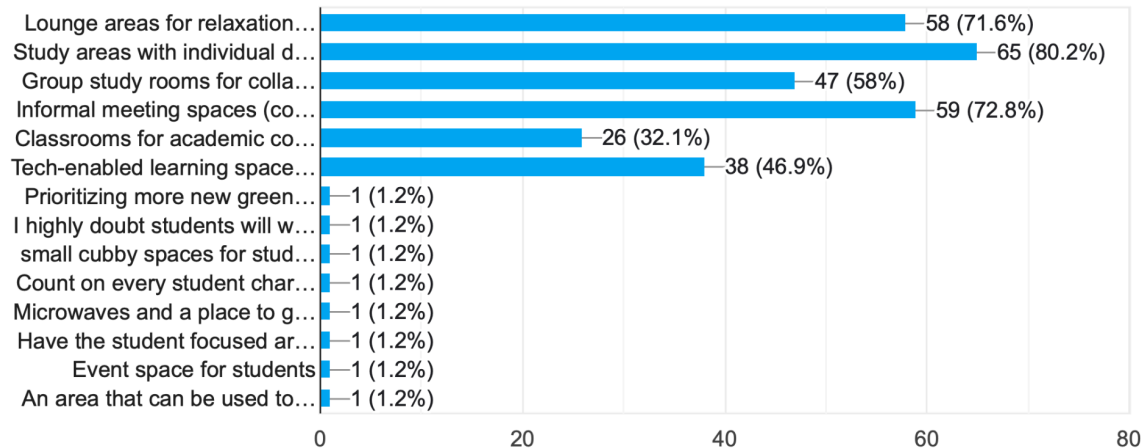
There is support for the Safety Center project from our meetings and the feedback we have received so far. The Auraria Campus understands the need for the police department's new facility, but some faculty are cautious about the overall reaction of the students given past

protests about issues at every level. The campus has expressed a desire for more engagement, and feels that we need to continue to improve the marketing about this project and related events.

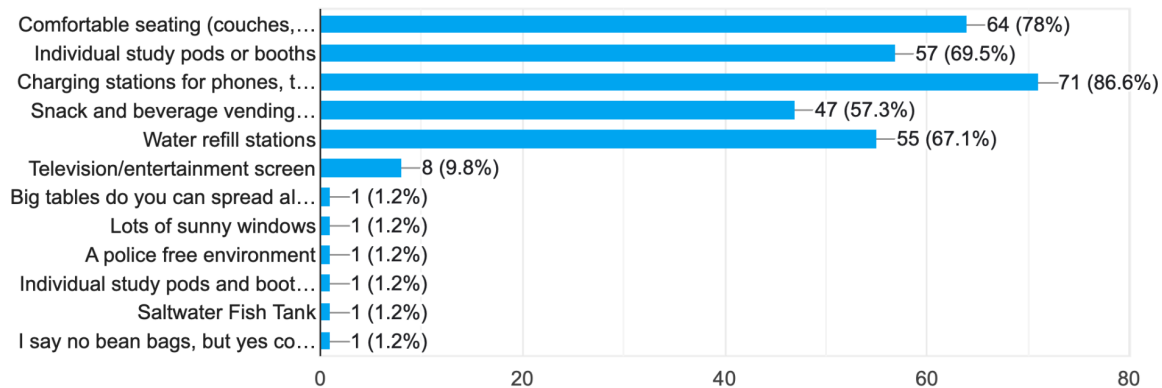
Appendix I

The Full Survey and Responses

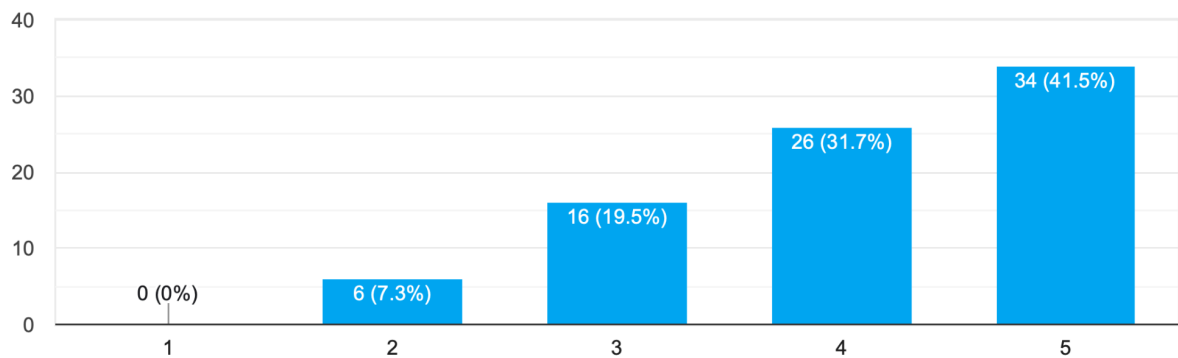
Which types of spaces do you think would be most beneficial in the new student-focused areas of the Campus Safety Center? (Select all that apply)



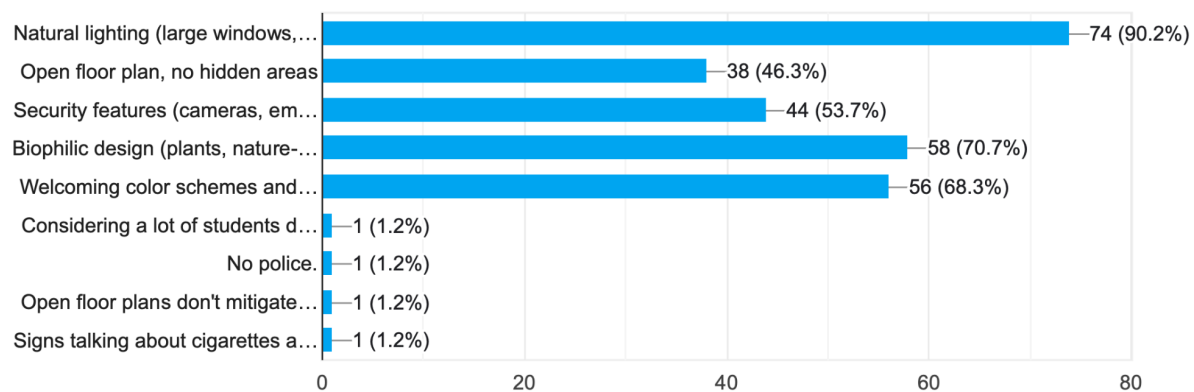
What features or amenities would you like to see included in the student lounge areas? Select your 4 most preferred options.



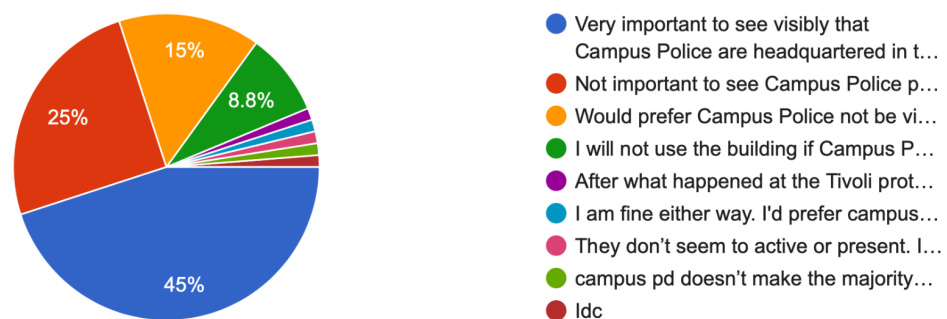
How important is it for the space to include quiet areas for individual study?



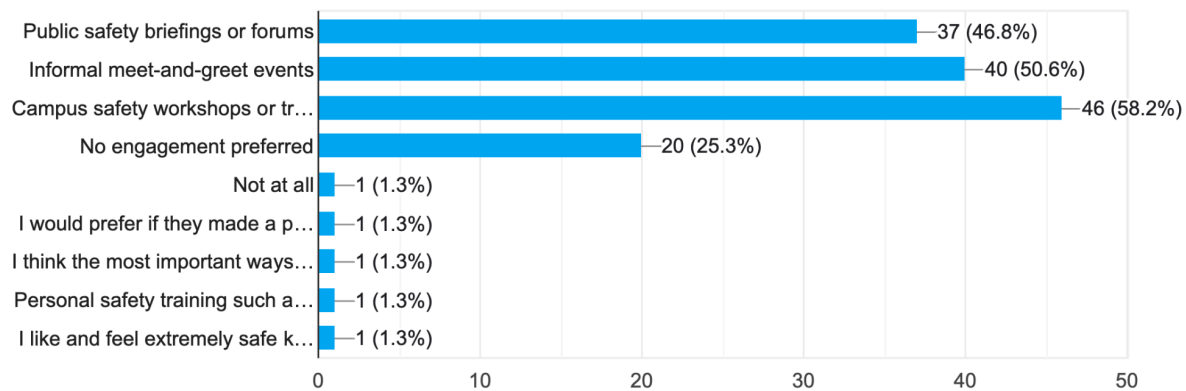
What design elements would help you feel more comfortable and safe in a shared student space?
(Select all that apply)



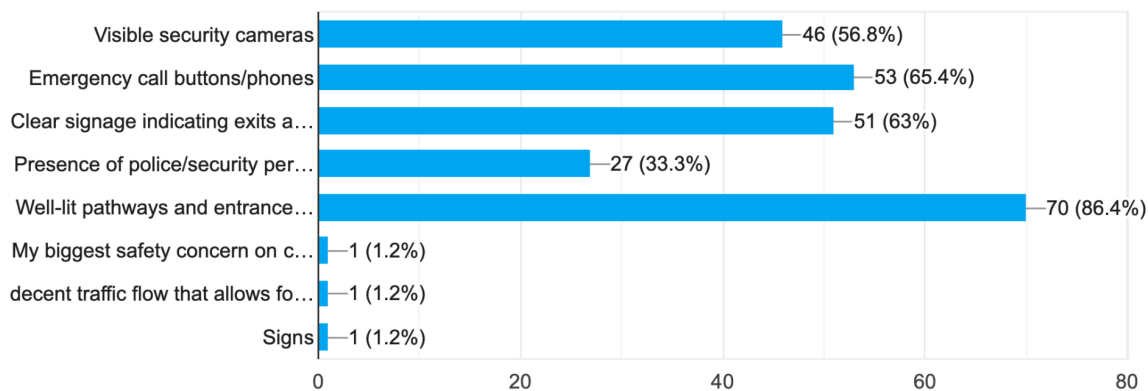
What is your opinion on the presence of Auraria Campus Police within the new campus safety center?



How would you like to engage with campus police while on campus? (Select all that apply)

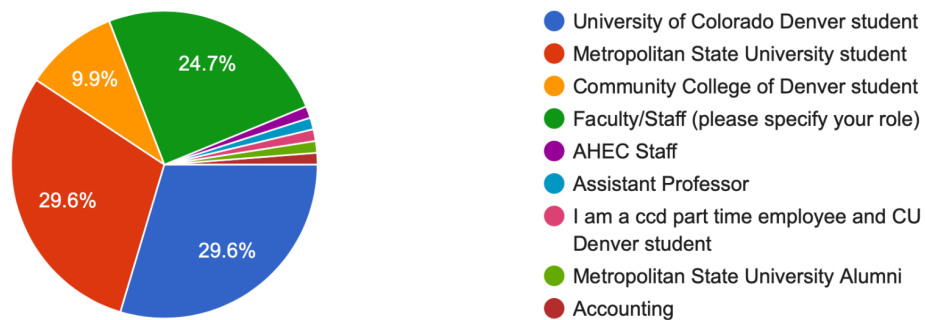


What features would make you feel safer in the spaces around the campus safety center? (Select all that apply)

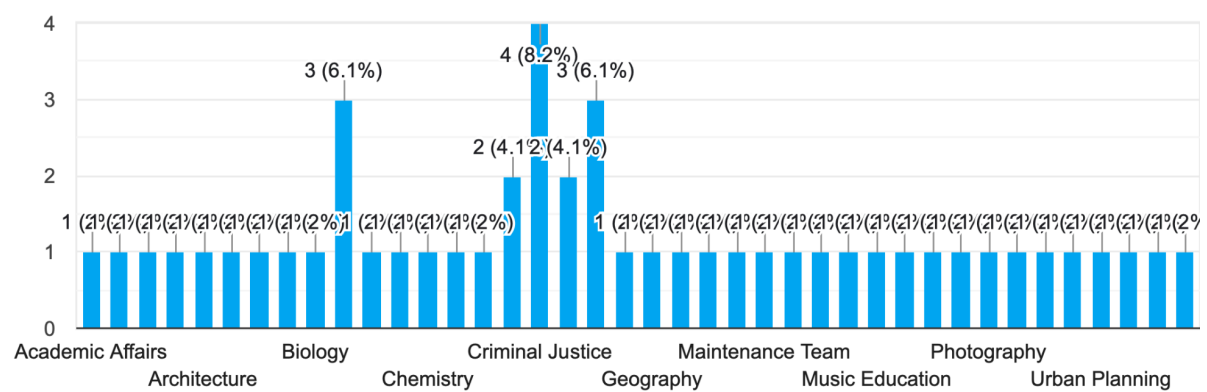


Demographics

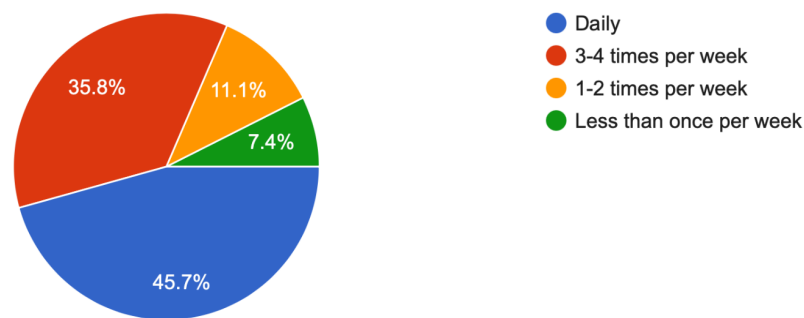
Which of the following best describes your affiliation with the Auraria campus?



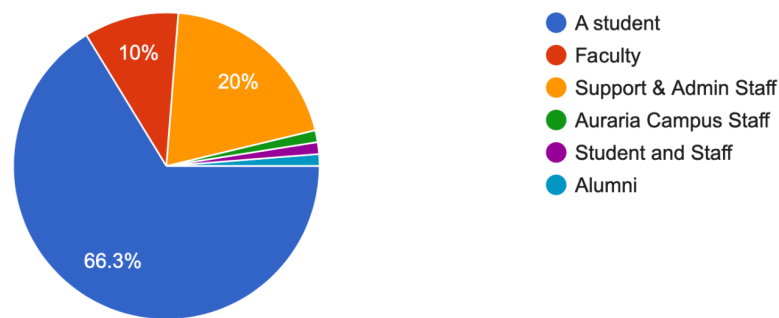
Which best describes your field of study or department? (Optional)



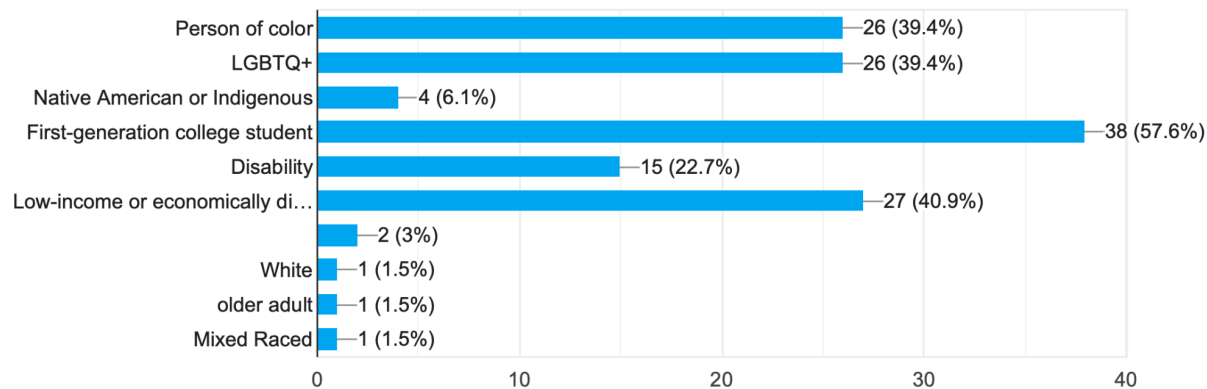
How often are you on campus?



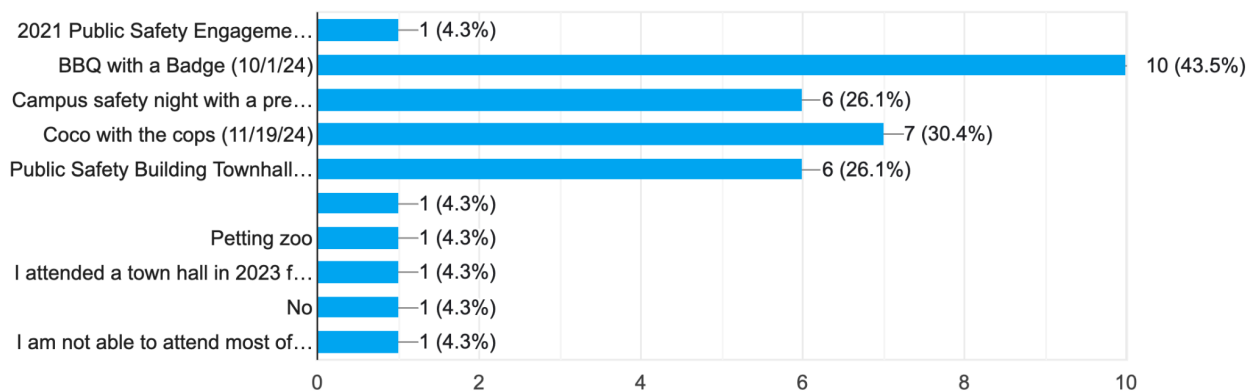
Are you:



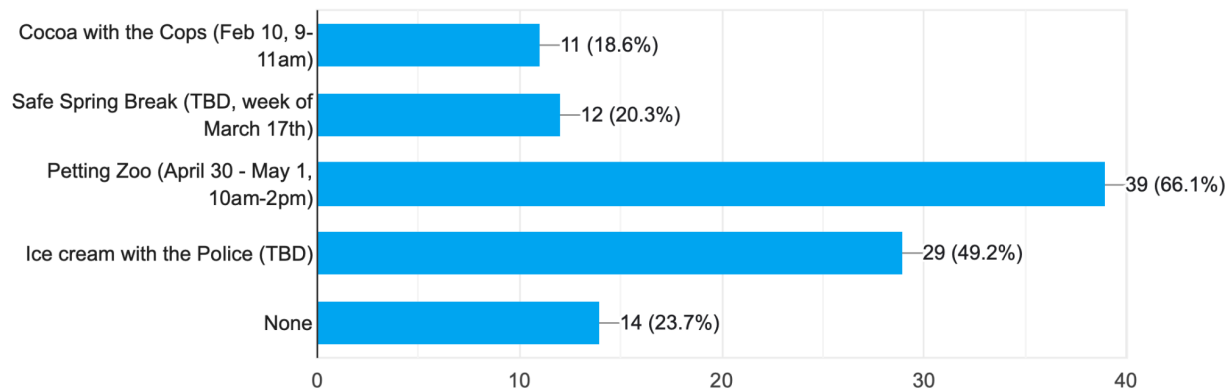
Choose all that describe you:



Have you attended other events relating to campus safety (please select all you've attended)?



Which future events do you plan to attend, if any?



Short Answer Responses

What other ideas, features, or amenities would you like to see included in the new campus safety center?

(Responses indicated a notable emphasis on the availability of food and beverages, with 16 responses explicitly mentioning this desire. Additionally, 10 respondents requested enhanced safety features, including improved lighting, night escorts, and expanded safety resources. Furthermore, 4 individuals specifically called for increased social work resources.)

- *Lockers, microwaves,*
- *just chill places, vending machines, maybe a small convenience store during the day?*
- *Ultimately, if this is happening, I want my CJC students to get the best possible education before graduation. I think having a tri-institutional space for CJC students to collaborate between institutions on lab work and other hands-on learning methods could elevate MSU Denver and the other institutions to one of the best CJC major destinations in the region. All I ask is you actually center students. This all feels very political, like you need a new police station and can't get the funding you want, so you tack on educational space to secure state funding. We are an educational campus, not a police training center. Please center education and students over police funding.*
- *offering self-defense / seminars for students/faculty/instructors/staff on how to be aware / alert of our surroundings while on campus, especially at night.*
- *Local Denver Coffee Shop Company*
- *Communal space*
- *Anything that will help with the safety of students*
- *Night Rider for night-time classes*
- *a smoothie shop*
- *Nap rooms w cameras*
- *Bigger department for the police*
- *If you plan to charge for use of event space we will not use it. We cannot afford it.*
- *individual sleeping pods (single person nap rooms)*
- *Cafe like spots and more natural lighting in study spots with less artificial light*
- *Coffee shop*
- *We need healthier food options*
- *Still have police presence in all campus spaces*

- *A general poster listing the already established safety measures on campus, such as info in elevators, emergency exit list in classroom, AEA and Stop the Bleed cases, Text-a-Tip, online signup options, etc.... anyone passing and looking to read something while waiting for a friend could glance at what is already available for safety on the campus.*
- *Just reemphasizing environmental design components, including ample green space and natural landscaping, lots of large sunny windows, and well lit pathways*
- *Campus planners dedicated to making the built environment safer. Cars are driving where they are not supposed to and driving very fast through campus. That is the biggest safety concern, besides police arresting students.*
- *Idk*
- *I believe I've included my ideas*
- *Game area to relax*
- *Simulation rooms, shoot/don't shoot scenarios, labs, personal safety classes, ability to do cocoa with the cops more frequently, etc.*
- *Please, for the love of god, MORE OUTLETS!!*
- *Relax place with no student related things ,purely mind break safety space for breathing and space*
- *Criminal Justice programs available for the public*
- *Video Gaming Station, Restaurants that have Boba (WE NEED IT BACK!!! q_p)*
- *healthy food options that aren't \$20 a meal. something affordable.*

How could we improve our engagement process?

- *Keep students updated through social media and or posters around campus*
- *Every steering committee asks this and it's always the same answer. Be transparent with ALL stakeholders, not just the one providing the funding. It's pretty straight forward. I've been in the CJC department at MSU Denver for two years and this was the first I heard of this project and funding is already secured. There's a reason there's a lack of community trust in committees and projects like this.*
- *Have the schools host feedback sessions in their spaces.*
- *I think safety officials should be more proactive in building relationships with students outside of disciplinary situations.*
- *Be more proactive on campus.*
- *N/a*
- *Specific group interest meetings. Diversity encouragement meetings.*

- *Just more marketing*
- *By not arresting students.*
- *Definitely the activeness on Instagram has helped a lot and I see a lot more now about various events or important things happening*
- *Idk*
- *Relational Leadership practices probably. I have not been aware that campus safety hosted events tbh. Probably marketing it more in person, behind an email could keep students where they are regarding thoughts with the police. Perhaps more in person marketing/engagement would ease people's symbolic fears of the police.*
- *More tabling and survey events*
- *Host more town halls, table more to get the survey out, go to classes, ask professors to share it with the class and possibly offer extra credit.*
- *Have police officers do more foot patrols around the campus. Show presence*
- *Talk to architecture and political sciences majors*
- *N/A*
- *Be inclusive by sending out email of events, posting flyers in every single building on every single floor. Some buildings have multiple locations to post flyers. Students are not able to engage in person all the time and or during exams. Also on your flyer about the Townhalls meetings it says Join in person or on Zoom here (here is underlined) no link typed up. On flyers, always need a link, no one can touch a word here to join, not everyone has a smartphone. Talk to the CCD Accessibility Center about the colors and fonts on the signs as anyone with various levels of visually impaired may have issues. AHEC seems standoffish when it comes to inviting all students from all three colleges.*