

University of Pennsylvania,
Philadelphia, PA

- > 40,000 Students, Faculty and Staff
- > Urban Campus

a team with Penn's top law enforcement officials, Allied Universal's leadership group devised several changes to meet these goals.

The University, in consultation with Allied Universal, responded in a big way. Maureen Rush, Vice President for Public Safety, and her Division of Public Safety Leadership Team created Operation SAFE, backed by a pledge of \$5 million from Penn President Amy Gutmann to fight crime around campus.

New procedures established by Allied Universal included:

- Reconfiguring patrols from circular beats to intersecting straight-line sectors to allow for greater visibility of security officers by students, law enforcement and the general public. It also created a coordinated, grid-like web of crime prevention.

- Creating new fixed posts at designated locations on campus where security officers were assigned for a highly-visible presence from 5 p.m. to 3 a.m. It is described as a Lighthouse Post because it serves as a safe haven for anyone needing assistance.

- Changing uniforms from Penn's colors, red and blue, to a highly visible neon yellow, while bike officers were equipped with blinking lights to make them more visible at night.

- Working in conjunction with the University, increasing the number of security officers by over 50 percent.

- Expanding patrol hours and tiered shifts to 5 p.m. to 4 a.m.

- Adding new environmentally friendly electric security patrol vehicles to patrol the core of the campus.

- Increasing Allied Universal's patrol coverage area.

Other changes enacted by the University included: obtaining increased coverage by the Philadelphia Police Department; increasing and improving lighting; expanding the network of closed-circuit television coverage; and improving communication and education for students and community groups about safety tips, encouraging students to utilize the walking escort service and encouraging Penn's Transit Escort workers to report suspicious behavior to police.

In her message to the community, University of Pennsylvania President Amy Gutmann said: "You have our word that we are addressing the issue of crime as aggressively and strategically as possible. Our entire team at Penn will work tirelessly and do everything within our power, including working effectively with our many partners, to enhance the personal safety of all of our community members. With our entire community working together, we will prevail."

And prevail they did.

The added visibility and patrols helped to reduce crime in 2006 in the Penn area. That pattern has been maintained ever since. The new crime-incidents map on Rush's desk shows Penn's campus and surrounding area as an island of relative safety. Red dots indicating where crimes were committed are minimal in the Penn area, but take on the look of a severe case of measles in the surrounding areas of the city.

Compared to 2005, the year 2006 showed a 22 percent decrease in robberies in the Penn patrol zone.

The safety factor naturally extends into the community. The University has been very successful in recent years in creating incentives to encourage employees to move into the areas surrounding campus. They, like other residents, appreciate the added visibility of the yellow-clad Allied Universal security officers.

"Everything Penn is doing to make Penn a safe place helps the city," said Penn Criminology Professor Lawrence Sherman.

Allied Universal's experience at the University of Pennsylvania proves that private security serves as a critical element of a successful campus security program. While techniques and procedures are always changing and dynamic to meet challenging situations, the cooperative partnership between Allied Universal and Penn's Division of Public Safety sustains itself through mutual respect, professionalism and pride.