

Memorandum



CITY OF DALLAS

DATE February 22, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT "End Panhandling Now." Campaign

On February 26, 2018, you will be briefed on the "End Panhandling Now." Initiative, which includes a public education campaign, community services programming, and continued enforcement for solicitation in roadways to reduce the occurrences of panhandling. This presentation follows the November 2017, Committee briefing on a proposal to target panhandling through marketing of various alternatives for giving to those in need. Based on Committee member feedback, the project, now called the "End Panhandling Now." Initiative, has been significantly adjusted and revised.

Efforts to curb panhandling in the past have not been successful because panhandlers continue to solicit funding and because people continuing to give to them, which may prevent them from seeking the help that they truly need. This project attempts to address these issues by coupling education, community services and enforcement of solicitation in the roadway to improve public safety.

Staff recommends that the Public Safety and Criminal Justice committee approve the "End Panhandling Now." Initiative as presented, with an implementation date of March 1, 2018.

Please contact staff should you have any questions.

A handwritten signature in blue ink, appearing to read 'Nadia'.

Nadia Chandler-Hardy
Chief of Community Services

A handwritten signature in blue ink, appearing to read 'Jon Fortune'.

Jon Fortune
Assistant City Manager

Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billerae Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jo M. (Jody) Puckett, Assistant City Manager (Interim)

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Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

End Panhandling Now Campaign

Public Safety and Criminal Justice

February 26, 2018

**Nadia Chandler Hardy
Chief of Community Services**

**Jessica Galleshaw, Director
Office of Community Care**

**Jon Fortune, Assistant City Manager
City Manager's Office**

**Executive Assistant Chief David Pughes
Dallas Police Department**



Project Overview

- Key Components
 - Public Education Campaign
 - Community Services
 - Street Outreach
 - Community Courts
 - Solicitation in Roadway Enforcement
- Strong interdepartmental collaboration

Why Public Education

- We want people to stop giving directly to panhandlers
- There are better ways to help
 - Handouts do not lead to stability
- Lack of accountability
- Panhandling creates public safety issues
- Panhandling ≠ Homelessness
 - Between 80% and 85% of individuals experiencing homelessness do not regularly panhandle
- Economics
 - Giving (supply) leads to increased panhandling (demand)

“End Panhandling Now.” Campaign

- Goals:

- To discourage people from giving to panhandlers by focusing on public safety and public health concerns
- To equip the public with the knowledge of what to do when approached by panhandlers
- To provide the public with impactful alternatives to giving to panhandlers

Communications Plan

- Website with information related to the campaign
- Videos
 - PSAs (“It’s Not a Game”, “The Cup”)
 - Social Media (“End Panhandling Now.”)
 - Informational (under development)
- Comprehensive social media strategy (geotargeting)
- Align messaging with key stakeholders in target communities

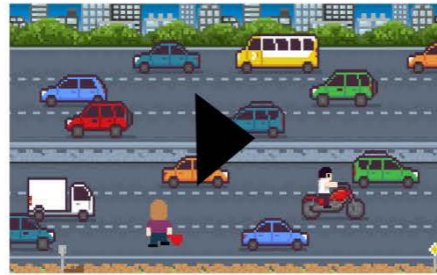
Public Education Strategy

- Cite best practices or need to align with other
- Partner with local firms to develop marketing materials and strategy
- Leverage media buys and in-kind support
 - Billboards
 - Newspaper ads
 - Online advertising
- Social media
 - Geotargeting for strategic ad placement
 - Utilize paid and free advertising
- Earned media
- Direct marketing

Website

End Panhandling Now.

To end panhandling, we have to end giving to people panhandling.



Dallas is full of compassionate and charitable citizens who want to help those in need. However, giving money to people panhandling doesn't fix problems. In order to truly help those in need, stop giving money to people panhandling and instead support organizations and services that provide long-lasting care.

What to do...

If Approached by a Panhandler on Foot

- If a person panhandling becomes aggressive or if you feel threatened, call 911 immediately
- Keep some distance and be aware of your surroundings
- Walk with confidence – keep moving towards a public area
- Don't open your purse or wallet
- It's okay to say "NO"
- Try not to engage
- Keep your head upward and don't look at your cellphone or watch



If Approached by a Panhandler while you're in a vehicle

- If a person panhandling becomes aggressive or if you feel threatened, call 911 immediately
- Don't lower your window
- It's okay to make eye contact and say "NO"
- Keep some distance and be aware of your surroundings
- Move along safely in your travel

Who to call...

www.endpanhandlingnow.com

Public Education Videos

- “It’s Not a Game”
- “End Panhandling Now.”
- “The Cup”

Community Services

- Street Outreach Workers identify needs and provide services, referrals and connections to community services based on those needs:
 - Referrals to nearby shelters and/or treatment programs
 - Provision of DART vouchers, bus vouchers, etc.
 - Discuss the risks of panhandling and refer to job skills development programming
 - Provide family reunification services (long distance bus tickets)
 - Work with DPD (for roadway solicitation) to issue V citations/referrals to Community Courts

Cross-Departmental Collaboration

- Departments involved - Office of Community Care (Street Outreach), Dallas Police Department (DPD), 311, Office of Homeless Solutions, Office of Public Affairs
- Outreach in hot spot areas - Street Outreach, DPD, and 311
- Receive services requests - 311, DPD
- Responds to service requests - Street Outreach, DPD (when needed)

Cross-Departmental Collaboration

- Issue V citations per general order guidelines - DPD
- Case management, social services - Community Courts, Street Outreach
- Abatement - Office of Homeless Solutions

*Note: in the case of aggressive solicitation or solicitation in the roadway citizens should call 911

Enforcement and Accountability

- Officers will proactively enforce solicitation based on hot spots and citizen complaints.
- Officers will continue to respond to solicitation-related complaints through 911 calls and proactive patrols in areas in which solicitation is known to occur.
- Once a violation is personally observed by the officer, enforcement action may be issued to the violator.

Enforcement and Accountability

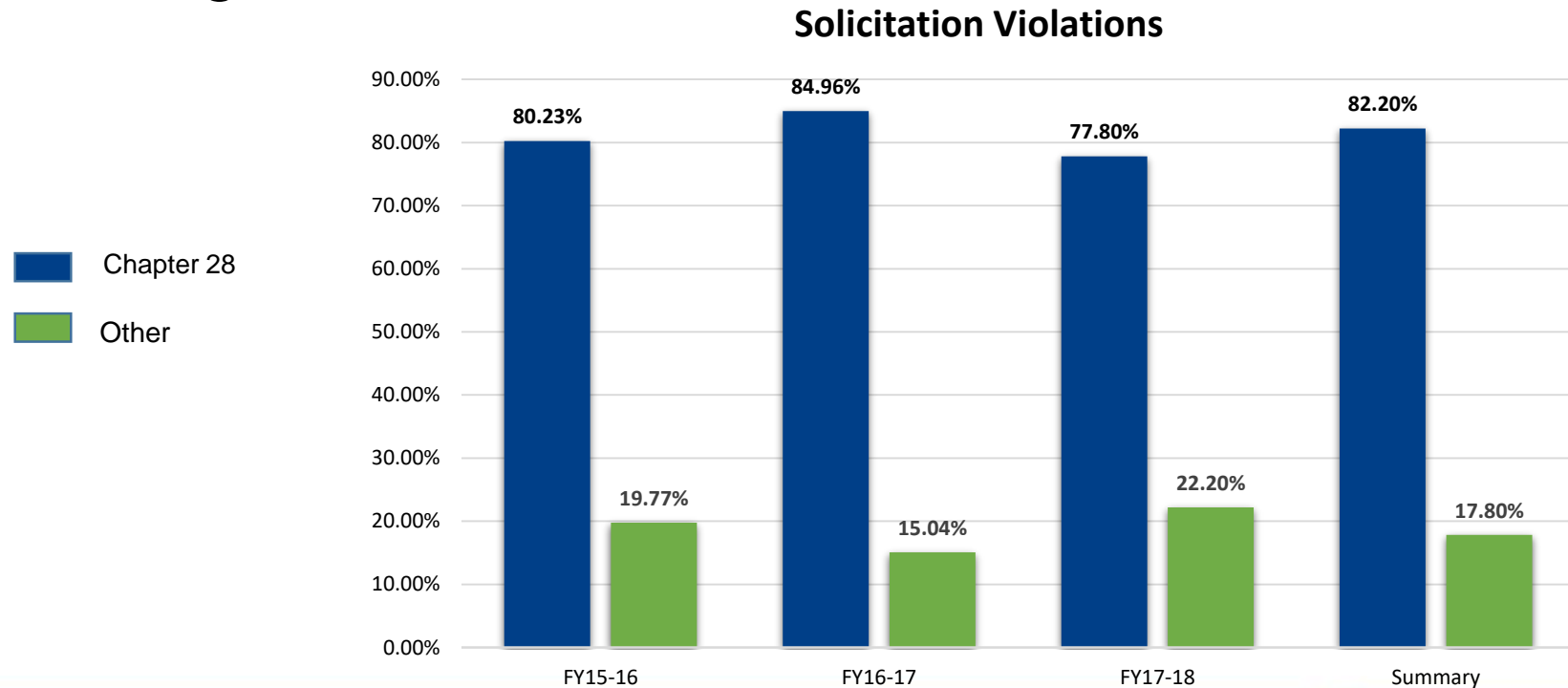
- Adjudication in Community Courts
 - Although a class c citation can be issued for **Dallas City Code Sec. 28-63.3. Solicitation to occupants of vehicles on public roadways prohibited.** The department has now partnered with the community courts and can issue V.
 - All officers are encouraged to issue V citations so that additional resources can be made available to individuals who are panhandling.
 - Traditional enforcement methods are not effective.

Enforcement and Accountability

- An updated training bulletin for enforcement of solicitation violations was distributed to all members of the department on February 10, 2018.
- The training bulletin states the following:
 - **DALLAS CITY CODE SEC. 28-63.3. SOLICITATIONS TO OCCUPANTS OF VEHICLES ON PUBLIC ROADWAYS PROHIBITED**

Enforcement and Accountability

Dallas City Code SEC. 28-63.3. (solicitation in the roadway) has been the most commonly used charge for enforcement



Pilot Targets

- Goals:
 - Target and identify most active panhandlers and sites reporting panhandling at highest rates
 - Increase understanding of panhandlers and their needs
 - Decrease giving to panhandlers
- Outputs:
 - 200 contacts made by Street Outreach
 - 50 service referrals by Street Outreach
 - 25 community courts referrals by Street Outreach

Pilot Targets

- Public Education Strategy

Measurement	Data Source	Outcome
Reach of Social Media Posts	PAO	Reach 30,000 people on social media
Media value for earned media	PAO	Calculate publicity value and reach
# of website visits	PAO	Reach 2,500 page views on website

Timeline

Timeframe	Activities
30-90 Days (Pilot)	<ul style="list-style-type: none">• Public education campaign begins• Finalize identification of Street Outreach and enforcement targeting
90-120 Days (Pilot)	<ul style="list-style-type: none">• Recruit, hire and train Street Outreach workers• Begin social media and geotargeting campaign• Enforcement efforts ramp up
120-180 Days (Pilot)	<ul style="list-style-type: none">• Street outreach target highest need areas (rotating schedules)• V-citations/referrals to community courts• Case management and service referrals
180+ Days	<ul style="list-style-type: none">• Full program implementation

Next Steps

- Pilot
 - 6 month pilot
 - Significant investment in public education campaign
 - Budget: \$200,000
- Full program
 - Beginning FY18-19
 - Annual budget: \$465,000

Recommendation

- Approval of “End Panhandling Now.” Campaigning pilot as recommended by staff with an implementation date of March 1, 2018

End Panhandling Now Campaign

Public Safety and Criminal Justice

February 26, 2018

**Nadia Chandler Hardy
Chief of Community Services**

**Jessica Gallenhaw, Director
Office of Community Care**

**Jon Fortune, Assistant City Manager
City Manager's Office**

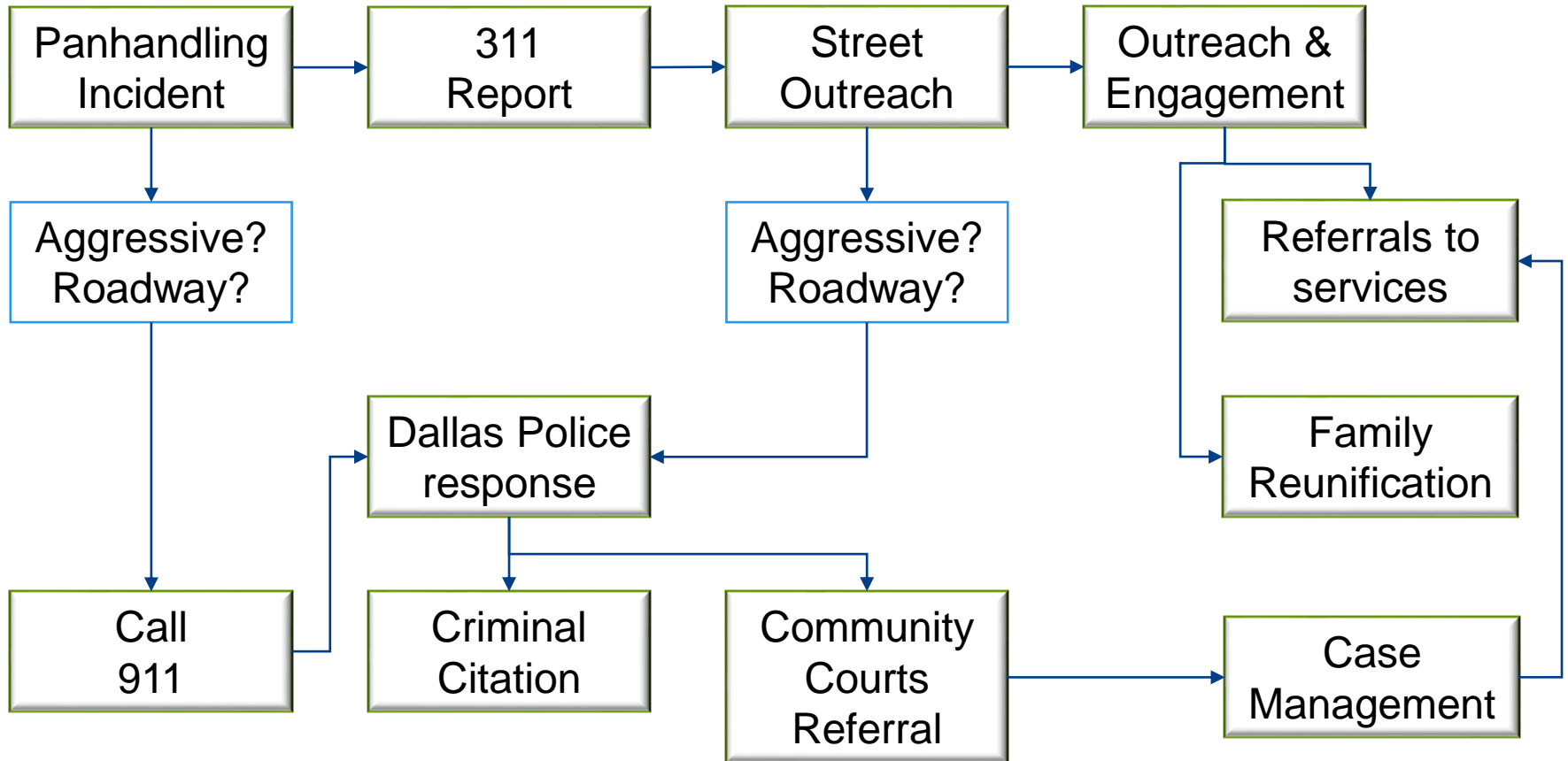
**Executive Assistant Chief David Pughes
Dallas Police Department**



Appendix



Outreach and Enforcement Flowchart



Enforcement and Accountability

DALLAS CITY CODE SEC. 28-63.3. SOLICITATIONS TO OCCUPANTS OF VEHICLES ON PUBLIC ROADWAYS PROHIBITED

- A person commits an offense if, while occupying any public property adjacent to any public roadway in the city, he knowingly conducts a solicitation directed to, or intended to attract the attention of, the occupant of any vehicle stopped or traveling on the roadway. An offense occurs when the solicitation is made, whether or not an actual employment relationship is created, a transaction is completed, or an exchange of money, goods, or services takes place.