

Memorandum



CITY OF DALLAS

DATE June 7, 2019

TO Honorable Members of the Public Safety and Criminal Justice Committee

SUBJECT **End Panhandling Now – Education Campaign Update**

Purpose

On March 25, 2019, the Public Safety and Criminal Justice Committee was briefed on the program. Staff highlighted the outcomes of the Education Campaign component, which included online display advertising, paid social media advertising, and direct email marketing. The Committee requested that staff implement additional educational and outreach efforts to discourage individuals from giving to panhandlers.

Program Updates

In response to the direction from members of the Public Safety and Criminal Justice Committee during the March 25, 2019 briefing on the End Panhandling Now campaign, staff has been working to develop and implement a new education campaign that will make sure of billboard advertising, DART advertising and streaming radio advertising via Pandora. The campaign will launch the week of June 3, 2019 across these platforms. Staff has utilized data from 311 reports, DPD reports, and direct emails and community feedback to develop target locations for this new phase of the campaign. The new campaign will primarily target the following zip codes: 75201, 75202, 75204, 75215, 75218, 75219, 75226, 75227, 75228, 75229, 75230, 75231, 75232, 75236, 75238, 75243, 75248, 75252, 75254, 75270, and 75287.

Billboards

The City is working with Clear Channel media to display digital billboards in high traffic intersections where panhandling has frequently been reported or that target commuters from zip codes where panhandling has been frequently reported. These advertisements will target drivers and commuters in Dallas. Billboard advertisements are scheduled to be on display at the following locations/intersections.

<u>Location/Intersection</u>	<u>Start Date</u>	<u>End Date</u>
Central Expressway & Hall St (digital)	6/10/19	6/23/19
Stemmons Freeway & Continental Ave (digital)	6/3/19	6/9/19
Stemmons Freeway & Carpenter Freeway (digital)	6/3/19	6/30/19
RL Thornton Freeway & Ferguson Rd (digital)	6/3/19	6/30/19
I-45 & RL Thornton Freeway (digital)	6/3/19	6/30/19
Central Expressway & LBJ (digital)	6/3/19	6/30/19
Dallas North Tollway & Forest Ln (digital)	6/3/19	6/9/19
LBJ Freeway & Josey Ln (digital)	6/10/19	6/30/19
Tom Landry & Westmoreland	6/3/19	6/30/19
LBJ & Central Expressway (digital)	6/17/19	6/23/19

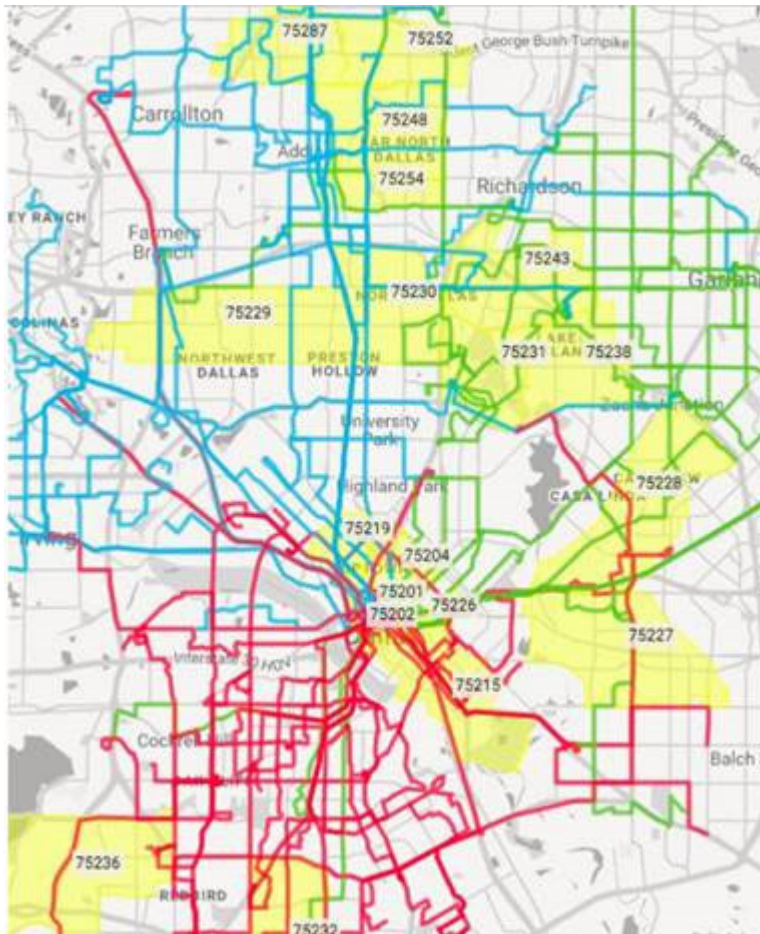
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Stemmons Freeway & Continental Ave (digital)	6/24/19	6/30/19
LBJ Freeway & Josey Ln (digital)	7/1/19	7/7/19
Central Expressway & Hall St (digital)	7/1/19	7/7/19

DART Advertisements

The City is working with Intersection Media to advertise on DART bus and rail lines. Advertisements will include 16 bus headliners and 100 bus interior card advertisements, which will be on display on multiple bus routes. The maps below demonstrate bus and rail coverage and target zip codes.

DART Bus Coverage



DART Rail Coverage



Background

For fiscal year 2017-2018, City Council authorized a budget of \$200,000 and requested that staff develop an effective program to reduce panhandling across the City. On November 13, 2017, the committee was briefed on a new initiative to target panhandling through marketing and enforcement and committee members provided feedback on the proposal. The committee was briefed again on February 26, 2018 on the project, now named End Panhandling Now, that would involve a cross-functional approach and three core components. On April 13, 2018, the briefing was presented to the full City Council, including videos that were created for the education campaign by Side Chops, a production company with whom the City contracted for these efforts.

Beginning May 2018, staff began to implement the pilot program as proposed, including street outreach and community services and community education and awareness.

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Council authorized a budget enhancement for fiscal year 2018-2019 in order to allow the full program to be implemented throughout the current fiscal year.

Please contact me should you have any questions.



Nadia Chandler-Hardy
Assistant City Manager and Chief Resilience Officer

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney (Interim)
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Michael Mendoza, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
Laila Aleqresh, Chief Innovation Officer
Directors and Assistant Directors