

Memorandum

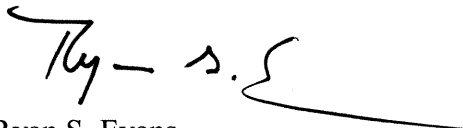


DATE: December 6, 2013

TO: Members of the Public Safety Committee

SUBJECT: **Police Athletic/Activities League (PAL)**

Attached is the briefing material on the "Police Athletic/Activities League (PAL)" to be presented to the Members of the Public Safety Committee on Monday, December 9, 2013.



Ryan S. Evans
Interim First Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the Dallas City Council
A.C. Gonzalez, Interim City Manager
Warren M. S. Ernst, City Attorney
Daniel F. Solis, Administrative Judge
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
Jill A. Jordan, P. E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor and Council



Police Athletic/Activities League (PAL)

Public Safety Committee

December 9, 2013



www.dallaspolice.net

David O. Brown
Chief Of Police

What is PAL?

- A youth crime prevention program that utilizes educational, athletic and recreational activities to create trust and understanding between police officers and youth



What is PAL?



- Encourages youth to make better life choices and to avoid activities such as gangs, drugs, and criminal activity by offering positive, engaging experiences with law enforcement



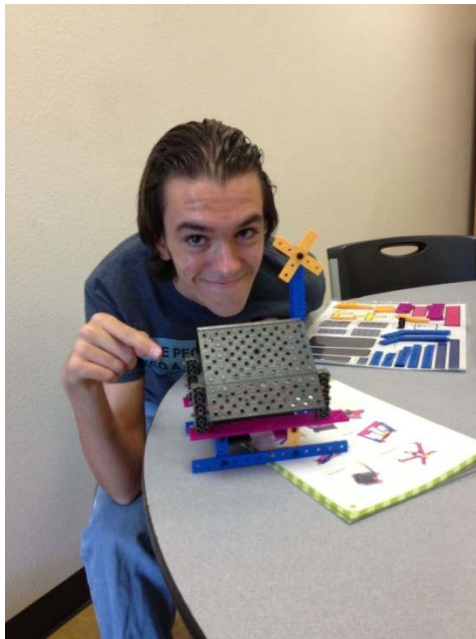
What is PAL?

- Dallas PAL became an active chapter of the National PAL in 2007
- Staffing is now 1 lieutenant, 2 sergeants and 16 officers



Purpose of PAL

- Provide a safe environment for kids
- Change kids perception of police officers; we can be trusted & want to make their communities safer
- Mold the leaders of tomorrow

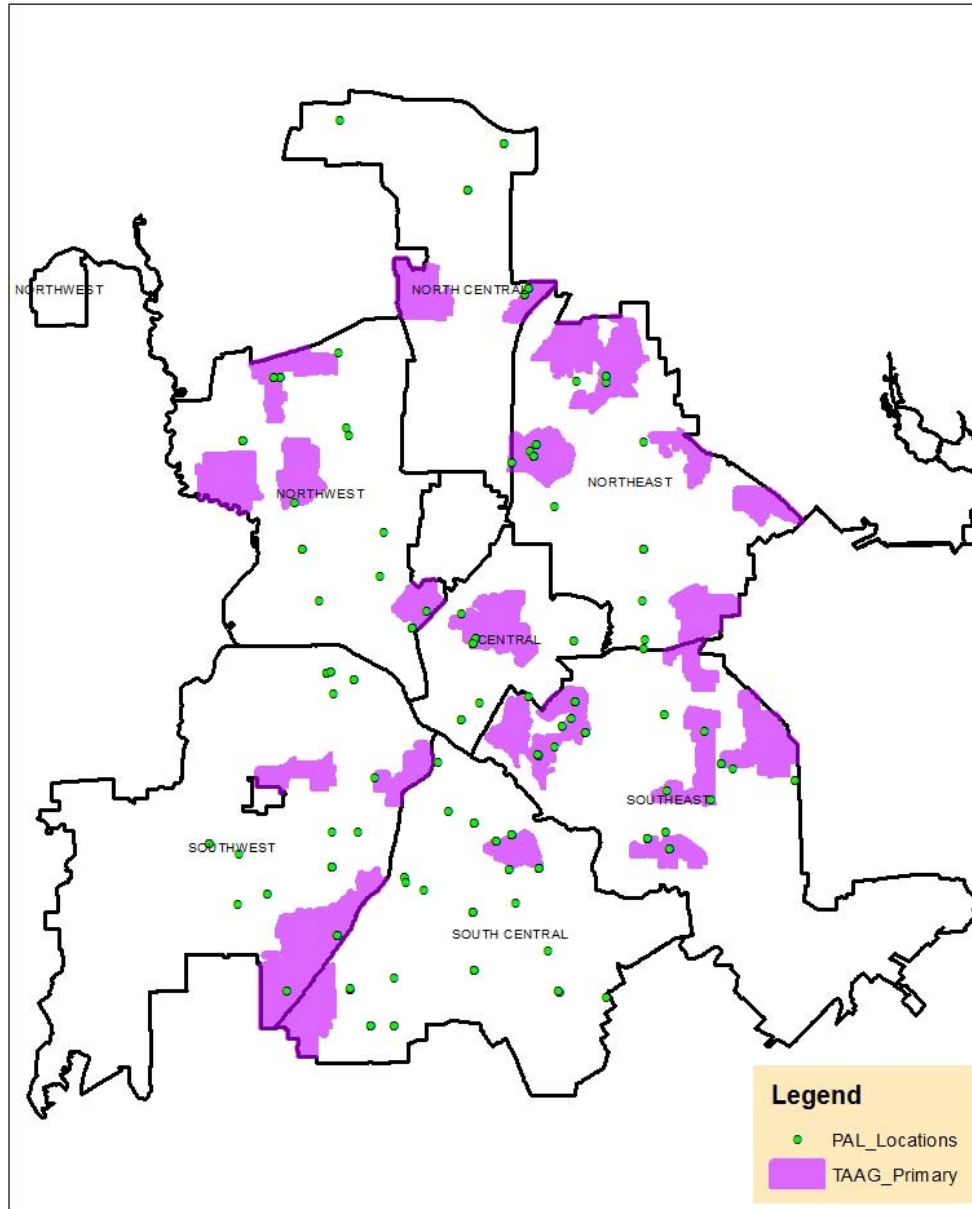


2013 PAL Statistics thru October

- Youth Contacts – 33,346
- Events – 592
- TAAG Related Events – 418 (71%)
- PAL athletic activities: free play, soccer, basketball, fit camp, kids triathlon, bikes, boxing, tennis, volleyball, and bowling
- Now able to expand beyond athletic activities into: chess club, guitar lessons, choir performances, art lessons, gardening club and reading club



PAL ACTIVITY LOCATIONS



PAL Partnerships

 Dallas Bethlehem Center



THE RICHARDS GROUP



DALLAS AFTERSCHOOL



Making it Matter...

Dallas Parks & Recreation Partnership



“The partnership between PAL and the Park and Recreation Department has increased our success in reaching the youth and making a positive impact in their lives. It’s enabling us to reach those during the out of school time and continue to increase our community involvement. Thanks to this partnership we have a captive audience that continues to grow.”

- **Susan Musgrove**, District Manager



Success Stories

- Dixon Community – efforts have expanded from youngsters to include young men; community basketball tournament
- Vickery Meadow – mid-night basketball for last 6 years; this year averaged 75-80 kids both nights
- Boxing Club – several winners at tournaments including national tournaments
- Music & Guitar – collaboration with Dallas Police Choir to present character based music program; guitar lessons at 4 rec centers (now starting intermediate lessons since kids are still interested)
- Gardening Club – Marcus Elementary

“Movin’ In The Right Direction”





Next Steps



- Continue to grow programming and partnerships continuing to focus on TAAG areas
- Continue fundraising efforts allow uninterrupted program expansion
- Creation of Dallas Police Youth Foundation



Summary

- PAL is a critical ingredient to the Department's community engagement efforts
- PAL is impacting more children across Dallas every day and allowing them to see police officers in a different light
- Crime reduction in the future is happening today by changing the lives of these children



QUESTIONS?

