

Memorandum



CITY OF DALLAS

DATE September 15, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Office of Homeless Solutions Update: Illegal Solicitation Deflection Program**

The following memorandum is an update on the creation and installation of signage for the purpose of educating residents on the issues around street charity. This activity is part of the larger, holistic strategy to address homelessness equitably through the Give Responsibly Campaign (GRC) and the Illegal Solicitation Initiative, via the Office of Homeless Solutions’ (OHS), the City Attorney’s Office (CAO), the Office of Integrated Public Safety Solutions (OIPSS), Data Analytics and Business Intelligence (DABI), Communications and Marketing (COM), Transportation, and the City Marshal’s Office. Next steps are outlined below:

Upcoming Action

Funding has been identified for Fiscal Year 2023, to fabricate and install an estimated 200 new signs across 51 locations in the City of Dallas. Signs will read, “Say No To Street Charity – Be The Solution,” and list the OHS website (see attached).

Previous signage was placed in TxDOT ROW. TxDOT has not approved placement of new signage or replacement of original signage, therefore old signage will be removed, and new signs will be placed in close proximity to the original locations while not infringing on TxDOT ROW. A map of all planned locations is attached.

Timeline of Installation

- Week of September 18th – Districts 1, 3, 4 and 8
- Week of October 2nd - Districts 2, 5, 7 and 14
- Week of October 16th - Districts 6, 12 and 13
- Week of October 30th - Districts 9, 10 and 11

Previous Program Initiatives

Per the quarterly Illegal Solicitation Deflection Initiative update presented to Government Performance and Financial Management (GPFM) Committee in October 2021, the GRC, a multi-channel communications pilot, led by the COM Department, was launched in November of 2022. This campaign links the existing and forthcoming messaging provided by signage posted at key intersections to a wider public awareness campaign, aimed at community members who continue to give to those illegally soliciting.

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The GRC allows residents to engage in the overarching fight against homelessness via the Text to Give campaign, which directs users to the [“Give Responsibly”](#) page of the Office of Homeless Solutions (OHS) website. On this page residents may:

- Donate to the [Communities Foundation of Texas](#) OHS fund, which provides funding for items to include emergency shelter, rapid rehousing, permanent supportive housing, and diversion resources
- Connect with and donate to OHS’ partners, who provide crucial services through the local [Continuum of Care](#)
- Access our Give Responsibly flyers, and graphics associated with the campaign to share with a wider audience

Through these actions, OHS continues to incorporate education on the best practices for efficiently giving to those most in need across the City. The OHS Street Outreach team also targets hotspots, broken down by Council District, as identified by 311. Area organizations, businesses, and residential communities are then provided with the above messaging to utilize. As of September 2023, over 1000 organizations, businesses, and residential communities have been engaged through the GRC.

It is our goal through the GRC and the new signage, to welcome and incorporate those seeking to help the unsheltered population in the work already being done, instead of continuing to unintentionally work at cross purposes. Additional updates will be made via the TCBs. Should you have any questions, please reach out to me.

Putting Service First,



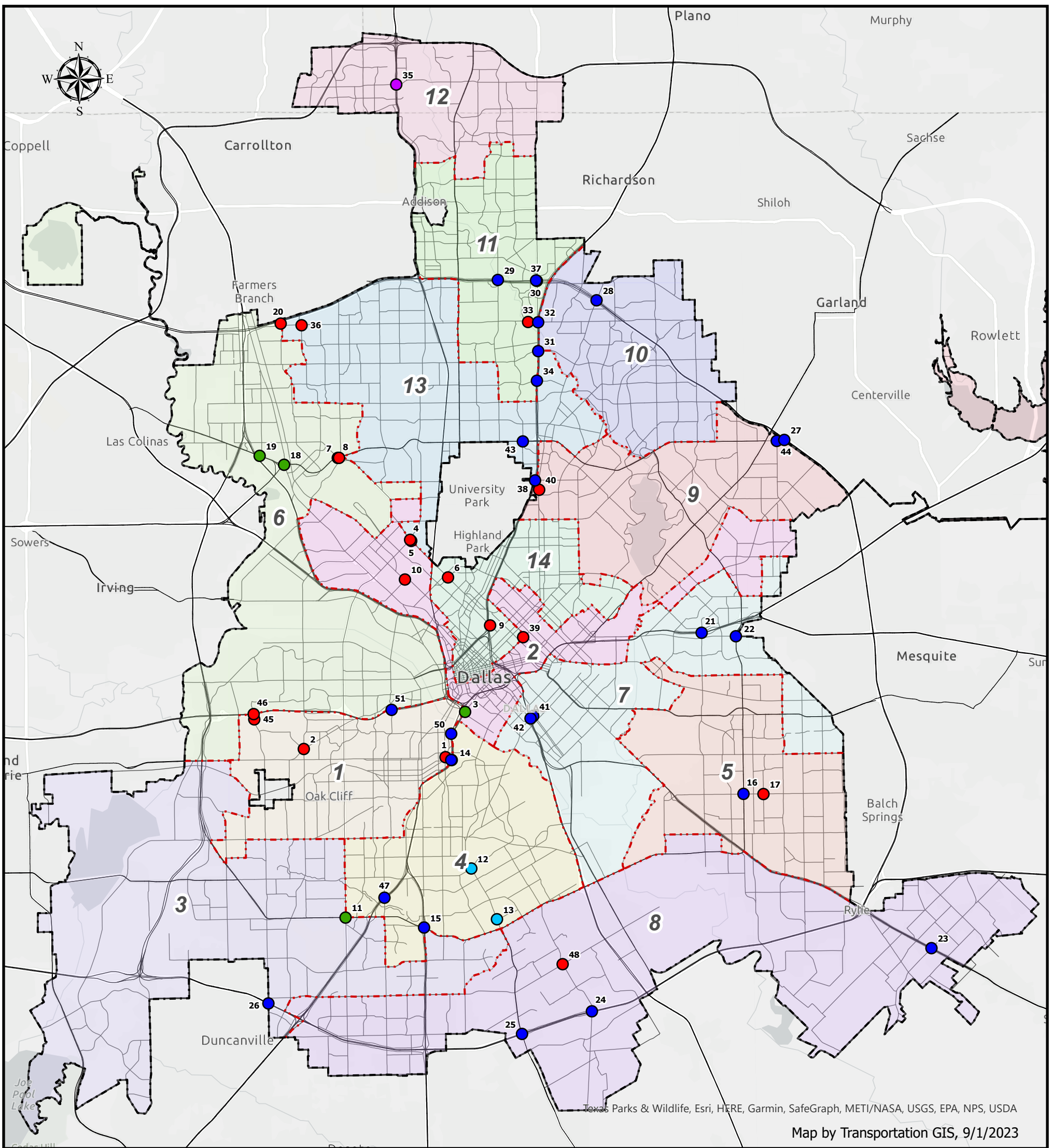
Kimberly Bizer Tolbert
Deputy City Manager

Attachment

cc: T.C. Broadnax, City Manager
Tammy Palomino, Interim City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Dr. Robert Perez, Interim Assistant City Manager
Carl Simpson, Interim Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors

CITY OF DALLAS CHARITY SIGN INSTALLATION MAP



Map Label	Address	ROW	Existing Signs	Proposed Signs	Council District
1	JEFFERSON & 9TH ST	CITY	0	4	1
2	FT. WORTH AVE & WESTMORELAND	CITY	0	4	1
3	RIVERFRONT & CADIZ	MIXED	0	3	1
4	INWOOD RD & LEMMON AVE	CITY	0	4	2
5	5659 LEMMON AVE	CITY	0		2
6	4207 LEMMON AVE	CITY	0	2	2
7	WEBB CHAPEL & NW HIGHWAY	MIXED	0	4	2
8	3701 W NORTHWEST HWY	CITY	0		2
9	2103 N. HALL STREET	CITY	0	2	2
10	4930 MAPLE AVE	CITY	0	4	2
11	HAMPTON & LEDBETTER	MIXED	0	4	3
12	LANCASTER & KIEST	DART AND CITY	0	2	4
13	LANCASTER & 52ND	DART AND CITY	0	1	4
14	FRWY 35 & 10TH ST.	TXDOT	0	2	4
15	LEDBETTER AND 35	TXDOT	0	4	4
16	BUCKNER & LAKE JUNE	TXDOT	0	4	5
17	LAKE JUNE & HOLCOMB	CITY	0	4	5
18	HARRY HINES & W NW HIGHWAY	MIXED	0	3	6
19	2285 W NORTHWEST HWY	MIXED	0		6
20	11844 JOSEY LANE	CITY	0	1	6
21	JIM MILLER & E R L THORNTON	TXDOT	0	4	7
22	SAMUEL & BUCKNER	TXDOT	0	4	7
23	BELTLINE & C F HAWN FRWY	TXDOT	0	2	8
24	BONNIE VIEW & L B J FRWY	TXDOT	0	2	8
25	LANCASTER & L B J FRWY	TXDOT	0	2	8
26	COCKRELL HILL & L B J FRWY	TXDOT	0	2	8

Map Label	Address	ROW	Existing Signs	Proposed Signs	Council District
27	L B J FRWY & NORTHWEST HIGHWAY	TXDOT	0	2	9
28	L B J FRWY & GREENVILLE AVE	TXDOT	0		10
29	L B J FRWY & HILLCREST RD	TXDOT	0	6	11
30	L B J FRWY & COIT RD	TXDOT	0	6	11
31	ROYAL & N CENTRAL EXPY	TXDOT	0	6	11
32	FOREST & N CENTRAL EXPY	TXDOT	6	6	11
33	7718 FOREST LN	CITY	0	3	11
34	MEADOWS & N CENTRAL EXPY	TXDOT	0	4	11
35	FRANKFORD & DALLAS PARKWAY	DNT	4	4	12
36	3100 FOREST LANE	CITY	0	4	13
37	7995 L B J FWY	TXDOT	0		13
38	LOVERS & N CENTRAL EXPY	TXDOT	4	4	14
39	4025 GASTON AVENUE	CITY	0	3	14
40	4924 GREENVILLE AVE	CITY	0		14
41	SM WRIGHT FREEWAY AND MLK BLVD.	TXDOT	4	4	7
42	JULIUS SCHEPPS FRWY AND HARWOOD ST	TXDOT	4	4	7
43	NORTHWEST HWY AND BOEDEKER ST	TXDOT	4	4	13
44	SHILOH AND E NORTHWEST HIGHWAY	TXDOT	4	4	9
45	COMMUNICATIONS AND N COCKRELL HILL	CITY	2	2	3
46	DFW TURNPIKE AND N COCKRELL HILL	CITY	2	2	3
47	US 67 AND POLK	TXDOT	4	4	4
48	BONNIE VIEW & SIMPSON STUART	CITY	4	4	8
49	S R L THORNTON AND 10TH STREET	TXDOT	4	0	1
50	S R L THORNTON FRWY AND COLORADO	TXDOT	4	0	1
51	DALLAS FT WORTH TURNPIKE AND SYLVAN AVENUE	TXDOT	4	0	1