

Memorandum



DATE: May 8, 2015

TO: Honorable Members of the Public Safety Committee: Sheffie Kadane (Chair), Adam Medrano (Vice Chair), Dwaine Caraway, Jennifer S. Gates, Sandy Greyson, Scott Griggs

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

On Monday, May 11, 2015, you will be briefed on the Police Athletic League (PAL). The briefing materials are attached for your review.



Eric D. Campbell
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager



Police Athletic League (PAL)

Public Safety Committee
May 11, 2015



www.dallaspolice.net

David O. Brown
Chief Of Police

What is PAL?

A youth community engagement 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 1 lieutenant, 2 sergeants and 16 officers



Purpose of PAL

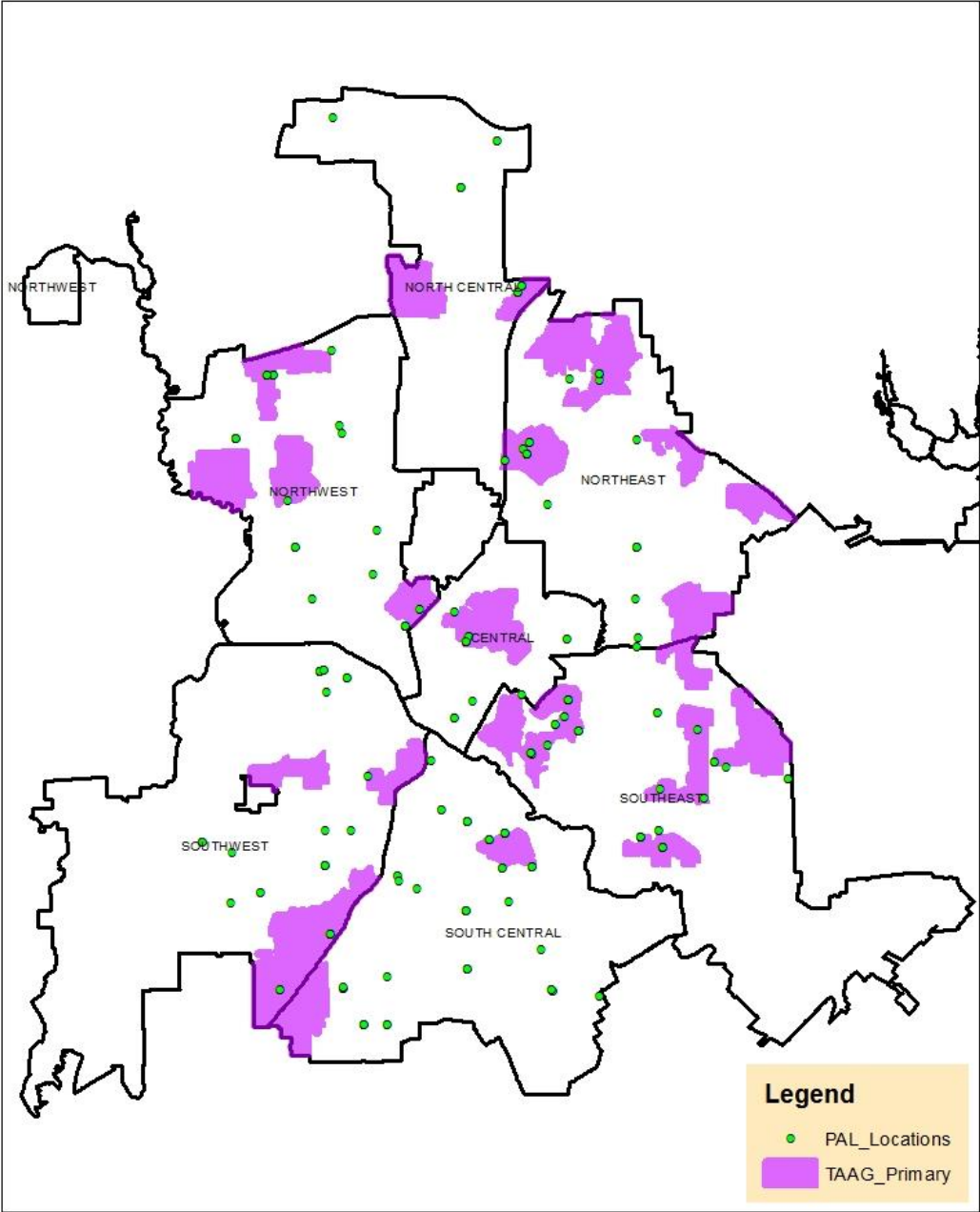
- Provide a safe environment for kids
- Change kids perception of police officers; we can be trusted & want to make their communities safer
- Mold the leaders of tomorrow



2014 PAL Statistics

- Youth contacts – 54,324
- Events – 1,142
- TAAG related events – 749 (66%)
- PAL activities: soccer, midnight basketball, football, bikes, boxing, tennis, volleyball, chess, guitar, choir, art, gardening, reading, robotics, boy & girl mentoring...and many more

PAL ACTIVITY LOCATIONS





Boxing Club



- Partnership with Parks and Recreation at J.C. Turner Rec. Center
- Boxers report cards are reviewed in order to stay in program
- Nationally ranked boxers involved
- Since 2013, over 300 kids have participated



2015



DALLAS PAL

BOXING CLUB
ROCKS!

GOLDEN GLOVES
CHAMPS

Recent Programs

- Girl Empowerment & Developing Individual Virtuous Attitude (DIVA) mentoring program
- PAL singers (youth choir)
- Stuff the Squad Car Campaign (school supplies & Christmas toys)



PAL Corporate Tours

- The Richards Group
- Verizon Wireless

**THE
RICHARDS
GROUP**



**DALLAS POLICE ATHLETIC LEAGUE
SUMMER INTERNSHIP 2014**



**Verizon Wireless Headquarters
Irving, TX**



Summer Internship Part 2

PicCOLLAGE

Next Steps

- Continue to grow programming and partnerships focusing on TAAG areas
 - PAL Scholars (college prep program) with Caruth Police Institute & the University of North Texas Dallas
- Continue fundraising efforts allowing for program expansion
 - Dallas Police Youth Foundation
(501c3 community based foundation)



Summary

- PAL is a critical ingredient to the department's community engagement efforts
- PAL is impacting more children across Dallas by allowing them to see police officers in a different light
- By changing the lives of these children today, PAL is creating crime reduction in the future
- Monthly calendar is available at www.dpdpal.com



2:13 PM

Tweet

In reply to @DallasPAL

QueenElizabeth
@queenelizabeth

@DallasPAL @dallascowboys
@PhillyPAL It was a great pleasure.

11/26/14, 2:05 PM

2 RETWEETS 3 FAVORITES

Dallas PAL @DallasPAL 3m
@queenelizabeth @dallascowboys
@PhillyPAL Thank you, your majesty!
Look forward to next year! ❤️

Reply to QueenElizabeth, Dallas Cowb

Timeline Notifications Messages Me

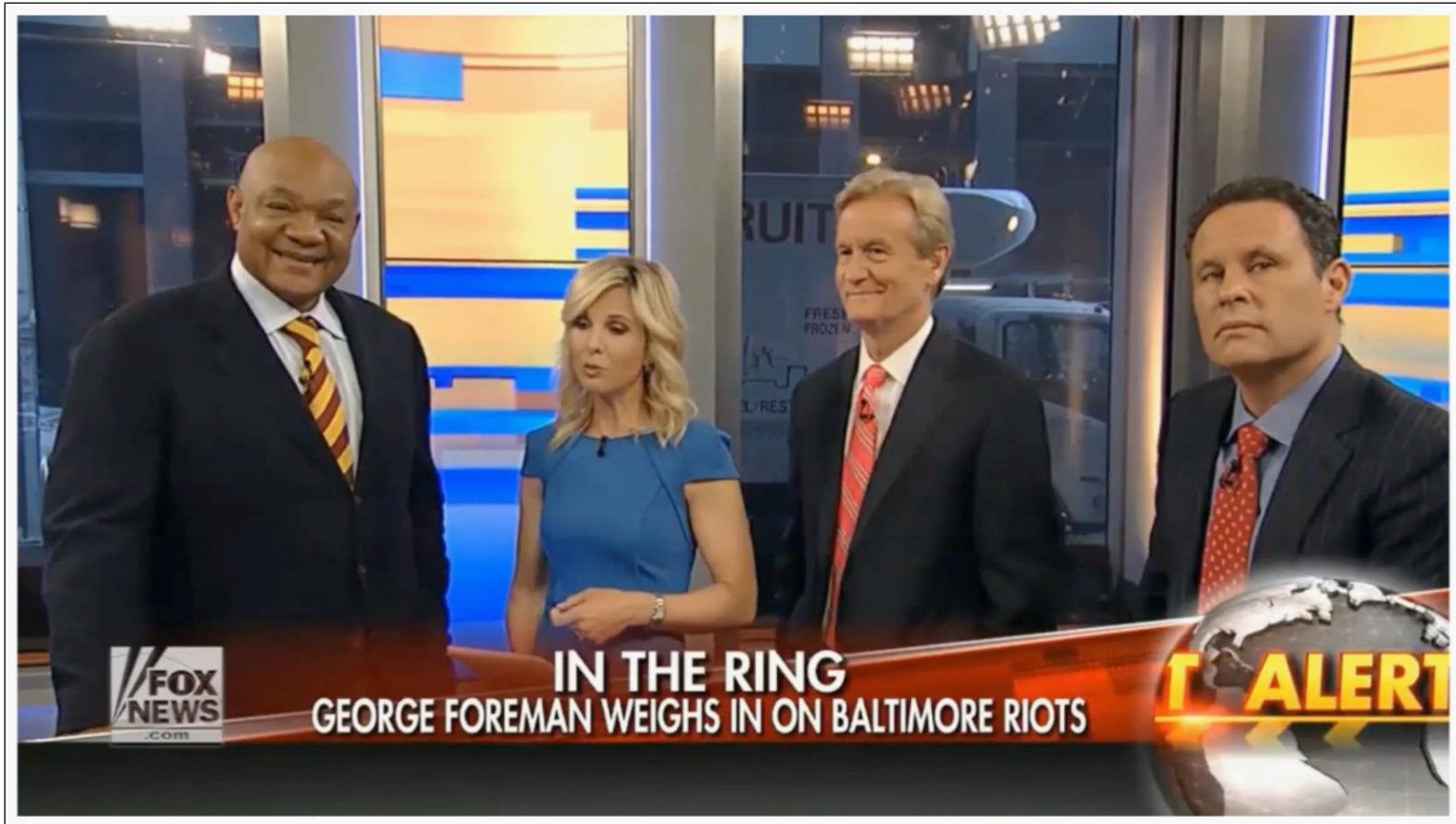
PAL Summer Literacy Kids



Movie Day



Former PAL Alumni



Questions?