

Memorandum



DATE November 6, 2017

TO Honorable Members of the Public Safety and Criminal Justice Committee

SUBJECT **Give Right - Dallas**

On Monday, November 13, 2017, you will be briefed on the public service and education campaign on aggressive solicitation, Give Right - Dallas, by Cheritta Johnson, Interim Director, Office of Community Care.

Give Right - Dallas is a multi-departmental strategy that provides public education, human services, and enforcement to holistically address solicitation throughout the city and encourage residents, visitors and stakeholders in Dallas to redirect their charitable giving toward sustainable human and social services providers. The program grew out of a need to impact the escalation of aggressive solicitation on roadways and the related public safety concerns caused by the dangerous behavior, particularly in high traffic and entertainment districts. **Give Right - Dallas** will be administered by the Public Affairs & Outreach, Office of Community Care, and the Dallas Police department.

Please contact Chief of Community Services Nadia Chandler Hardy if you have any questions or need additional information.



Jon Fortune
Assistant City Manager

[Attachment]

cc: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Biliera Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizar Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jo M. (Jody) Puckett, Assistant City Manager (Interim)
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Give Right - Dallas

**Public Safety and Criminal Justice Committee
November 13, 2017**

**Cheritta Johnson, Interim Director
Office of Community Affairs**



Agenda

- Public Awareness Campaign Overview
- Marketing Strategy
 - Ways to give
 - “Give Right Dallas” fund
 - Programs & Services
- Enforcement
- Timeline & Next Steps

Campaign Overview

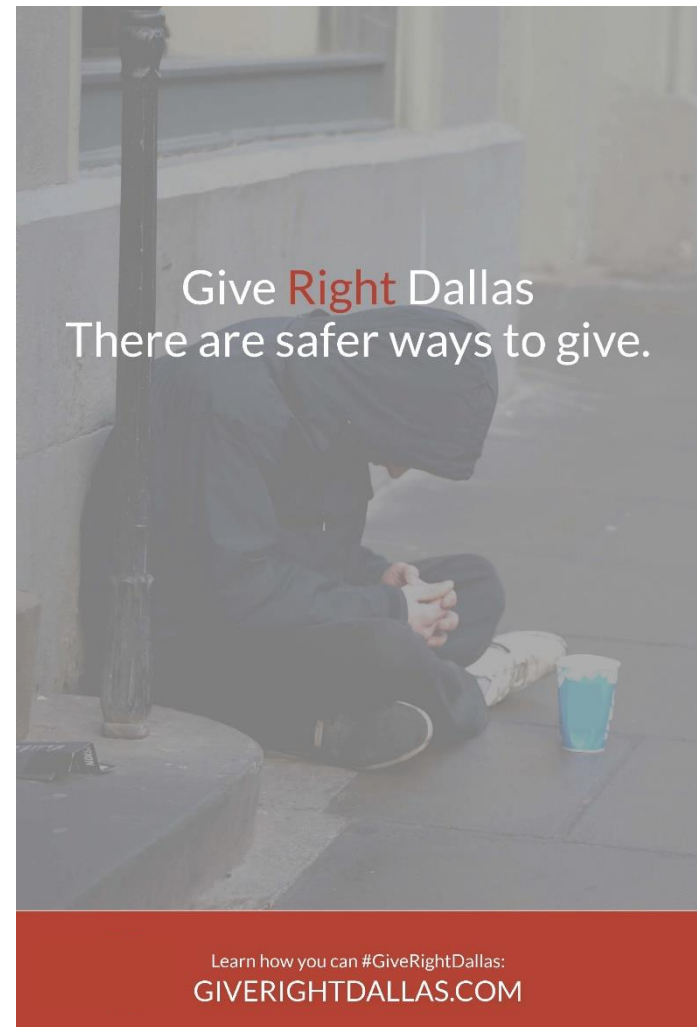
- Purpose:
 - Raise awareness about aggressive solicitation
 - Discourage donations to individuals on roadways
 - Encourage residents and visitors of Dallas to redirect giving to long term sustainable solutions
- Goal:
 - Changed behavior of public donors
 - Bolster public contribution to human and social needs
 - Address safety related concerns in the public right-of-way as a result of aggressive solicitation



#GiveRightDallas /   / GiveRightDallas.com ⁴

Ways to Give

- Website donations
 - GiveRightDallas.com
- Text donations
 - Text “Give Right” to “4663”
- Giving meters (*phase II*)
 - Repurposed parking meters designated throughout high impacted areas to receive spare change donations



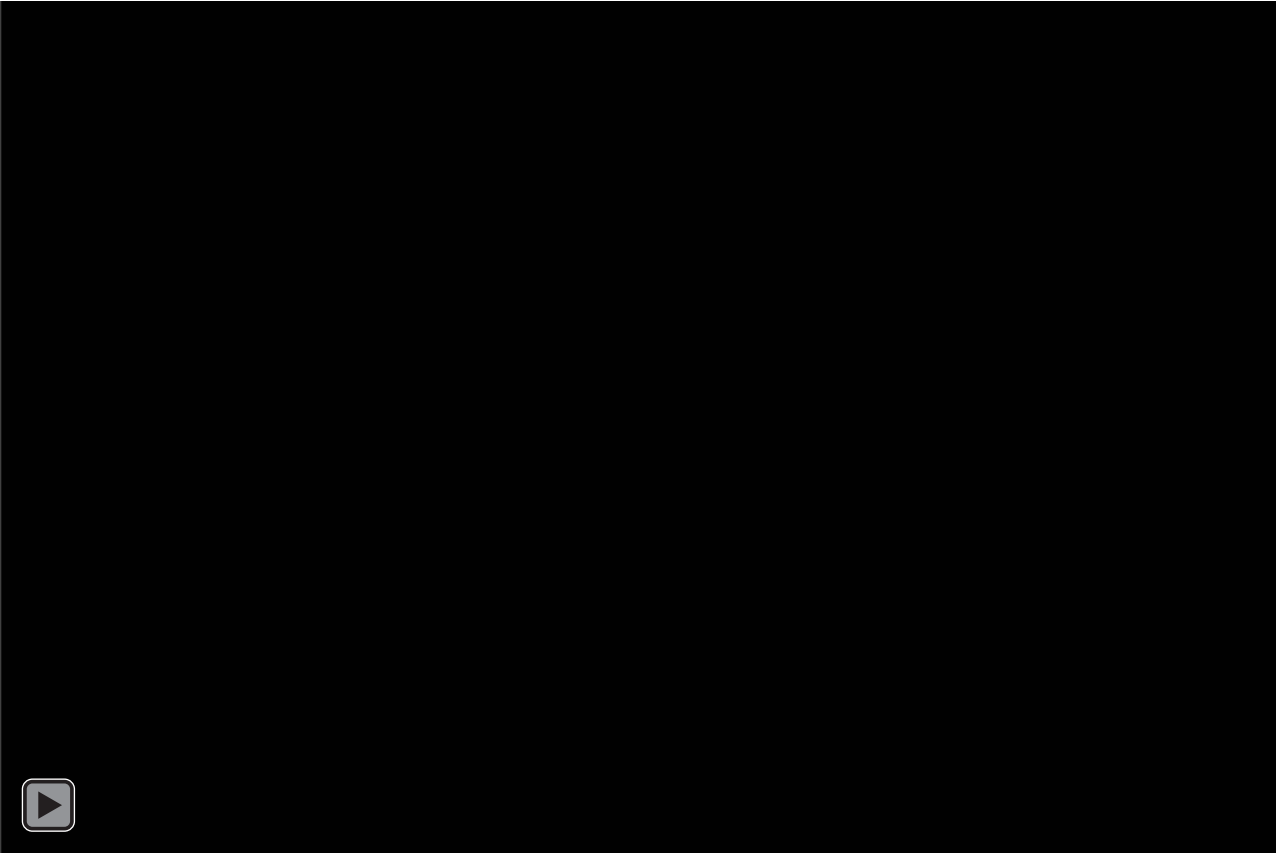
Marketing Strategy

- Press Release
- Press Conference
- PSA
 - Public Safety
 - Human and Social Needs
- Website
 - Will include targeted ads in high reporting areas.
- Video/Media coverage

Marketing Strategy

- Signage in public ROW's and public transportation
- Billboards
- Social media posts
 - Will include sponsored ads and targeted posts in high reporting areas.
- Resource cards/Posters
 - Marketing material will be added to website for companies/public to print.

Public Service Announcement – Public Safety



Supportive Services

- Give Right Dallas Fund
- Support programs/non-profits
 - City of Dallas Community Courts programs
 - Workforce development and Training
 - Wrap around services such as:
 - Mental Health & Substance Disorder
 - CitySquare
 - Legacy Counseling Center, Inc.
 - Housing and Shelter
 - Austin Street Center
 - CitySquare
 - Health Services of North Texas
 - Workforce Readiness
 - CitySquare
 - Transformance Inc.



Marketing Strategy

- Proposed Outcomes

Measurement	Data Source	Outcome
Reach of Social Media Posts	PIO	Reach 75,000 people on social media.
Media value for press release and press conference	PIO	Calculate publicity value and reach of release and press conference
# of website visits	PIO	Reach 5,000 page views on website

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Enforcement

- Top 3 high volume areas
 - Deep Ellum/Baylor (Entertainment/Medical)
 - Forest/Abrams (light commercial/retail, major intersection)
 - Preston Center (Retail/Major thoroughfare)
- Enforcement Operations (3 days per week)
 - Each Patrol Division will conduct enforcement operations in their respective top three panhandling locations
 - Community Court citations will be issued

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Enforcement

- Resource Team
 - Distribute resource cards containing referral contact # for
 - Social needs
 - Mental health & substance abuse services

High Impact Areas

Panhandling - DPD - Areas with High Volume of SRs

(Created from 10/01/2016 to 09/30/2017)

This area has high volume of SRs
It received 33 SRs.

Boundaries of the Area:
North - Gaston AVE
South - I-30
East - Hall Street
West - I-45

This area has high volume of SRs.
It received 72 SRs.

Boundaries of the Area:
North - Pinyon Tree & Chimney Hill
South - Frost Lane
East - Abrams east 300 ft
West - Abrams west 300 ft

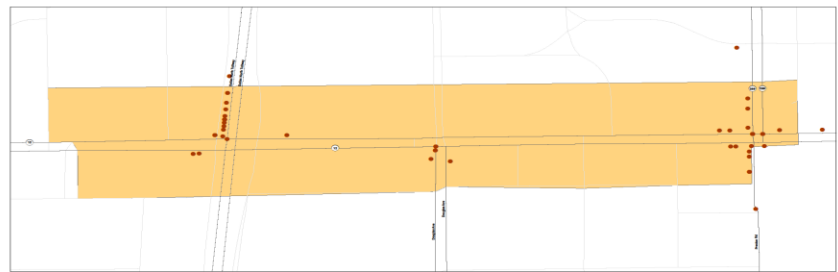
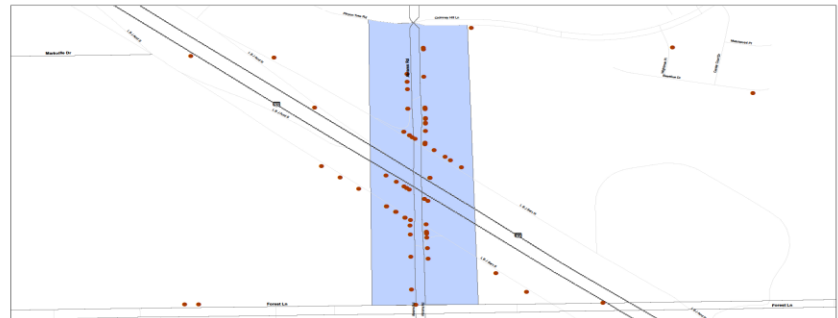
This area has high volume of SRs.
It received 52 SRs.

Boundaries of the Area:
North - Northwest HWY North 350 FT
South - Northwest HWY South 250 FT
East - Preston Rd
West - McCraw Dr. & Hollow Way

Legend

- Panhandling - DPD
- Area with High SR Volum in District 2
- Area with High SR Volum in District 10
- Area with High SR Volum in District 13

This accuracy of this data within this map is not to be taken as data produced by a Registered Professional Land Surveyor for the State of Texas. This product is for informational purposes and may not have been prepared for or be suitable for such, engineering, or surveying purposes. It does not constitute an endorsement or any other form of approval by the City of Dallas. The City of Dallas makes no representation or warranty, whether oral or written, as to the accuracy or reliability of any information contained herein. The City of Dallas makes no representation or warranty, whether oral or written, as to the accuracy or reliability of any information contained herein. The City of Dallas makes no representation or warranty, whether oral or written, as to the accuracy or reliability of any information contained herein. The City of Dallas makes no representation or warranty, whether oral or written, as to the accuracy or reliability of any information contained herein. The City of Dallas makes no representation or warranty, whether oral or written, as to the accuracy or reliability of any information contained herein. This disclaimer is provided by City of Dallas GIS. State of Texas 11.0 11.047 (SR, 5m81) - 09/27/2011. Effective on 09/01/2011.



Enforcement – Cont.

- Proposed Outcomes

Measurement	Data Source	Outcome	Outcome %
# of known panhandlers	DPD	Reduction in known panhandlers in target areas	70% decrease
# of calls for service	311	Fewer calls for service in target areas	50% decrease
Panhandler activity in target areas	311/DPD	Decrease panhandler activity in target areas	50% decrease

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Timeline

- December 11, 2017
 - Press Release
 - Press Conference
 - Education Campaign launch
 - Webpage
 - Social media posts
 - Enforcement begins
- January 2018
 - PSA
 - Marketing materials printed and available for download
- March 2018
 - Pilot Meter Program Installation
- June 2018
 - Brief Public Safety and Criminal Justice Council Committee

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Give Right - Dallas

**Public Safety and Criminal Justice Committee
November 13, 2017**

**Cheritta Johnson, Interim Director
Office of Community Affairs**

