

End Panhandling Now Campaign

Farmers Branch City Council

October 1, 2018

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City of Dallas**



Project Overview

- Key Components
 - Public Education Campaign
 - Community Services
 - EPN Street Outreach
 - Community Courts
 - Solicitation in Roadway Enforcement
- Strong interdepartmental collaboration

Why Public Education

- Reduce direct giving to panhandlers
- There are better ways to help
 - Handouts do not lead to stability
- Lack of accountability
- Panhandling creates public safety issues
- Panhandling ≠ Homelessness
 - Between 80% and 85% of individuals experiencing homelessness do not regularly panhandle
- Economics
 - Giving (supply) leads to increased panhandling (demand)

“End Panhandling Now.” Campaign

- Goals:

- To discourage people from giving to panhandlers by focusing on public safety and public health concerns
- To equip the public with the knowledge of what to do when approached by panhandlers
- To provide the public with impactful alternatives to giving to panhandlers

Communications Plan

- Website with information related to the campaign
- Videos
 - PSAs (“It’s Not a Game”, “The Cup”)
 - Social Media (“End Panhandling Now.”)
 - Informational (under development)
- Comprehensive social media strategy (geotargeting)
- Align messaging with key stakeholders in target communities

Website



RESOURCES

[Education](#)

[Financial Stability & Jobs](#)

[Housing](#)

[Mental Health](#)

[Substance Abuse](#)



Public Education Strategy

- Align with best practices and align messaging where possible
- Partner with local firms to develop marketing materials and strategy
- Leverage media buys and in-kind support
 - Billboards
 - Newspaper ads
 - Online advertising
- Social media
 - Geotargeting for strategic ad placement
 - Utilize paid and free advertising
- Earned media
- Direct marketing
- Work with neighborhood groups

Community Services

- EPN Street Outreach Workers identify needs and provide services, referrals and connections to community services based on those needs:
 - Referrals to nearby shelters and/or treatment programs
 - Assistance with transportation, bus vouchers, etc.
 - Discuss the risks of panhandling and refer to job skills development programming
 - Provide family reunification services (long distance bus tickets)
 - Work with DPD (for roadway solicitation) to issue to Community Courts citations

Cross-Departmental Collaboration

- Departments involved - Office of Community Care (EPN Street Outreach), Dallas Police Department (DPD), 311, Office of Homeless Solutions, Office of Public Affairs, Community Courts
- Outreach in hot spot areas – EPN Street Outreach, DPD, and 311
- Receive services requests - 311, DPD
- Responds to service requests – EPN Street Outreach, DPD (when needed)

Cross-Departmental Collaboration

- Issue community courts citations per general order guidelines - DPD
- Case management, social services - Community Courts, EPN Street Outreach
- Referrals and supportive services - Office of Homeless Solutions

*Note: in the case of aggressive solicitation or solicitation in the roadway citizens should call 911

Enforcement and Accountability

- Officers will proactively enforce solicitation based on hot spots and citizen complaints.
- Officers will continue to respond to solicitation-related complaints through 911 calls and proactive patrols in areas in which solicitation is known to occur.
- Once a violation is personally observed by the officer, enforcement action may be issued to the violator.

Enforcement and Accountability

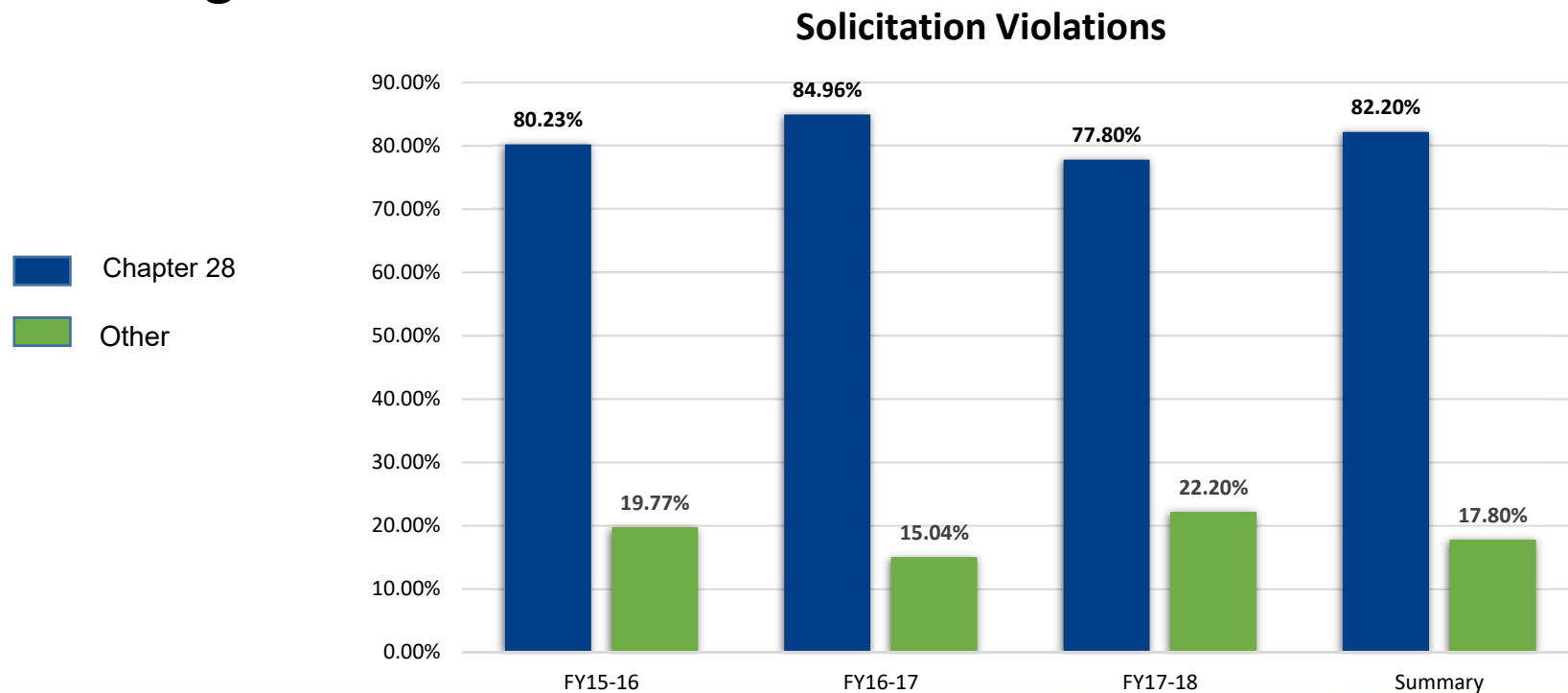
- Adjudication in Community Courts
 - Although a class c citation can be issued for **Dallas City Code Sec. 28-63.3. Solicitation to occupants of vehicles on public roadways prohibited.** The department has now partnered with the community courts and can issue community court citations (v citation).
 - All officers are encouraged to issue community courts citations so that additional resources can be made available to individuals who are panhandling.
 - Traditional enforcement methods are not effective.
- Criminal trespass affidavits for business owners

Enforcement and Accountability

- An updated training bulletin for enforcement of solicitation violations was distributed to all members of the department on February 10, 2018.
- The training bulletin states the following:
 - **DALLAS CITY CODE SEC. 28-63.3. SOLICITATIONS TO OCCUPANTS OF VEHICLES ON PUBLIC ROADWAYS PROHIBITED**

Enforcement and Accountability

Dallas City Code SEC. 28-63.3. (solicitation in the roadway) has been the most commonly used charge for enforcement



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Pilot Targets

- Goals:
 - Target sites with high panhandling rates
 - Cross-tabulate 311 and DPD data
 - Consider community input
 - Utilize data collected from community courts
 - Identify most active panhandlers
 - Refer to shelters
 - Refer to treatment programs (behavioral health)
 - Community courts
- Outputs:
 - 200 contacts made by EPN Street Outreach (110+ to date)
 - 50 service referrals by Street Outreach
- Long Term Goals
 - Reduce number of complaints (311 and DPD)
 - Reduce number of known chronic panhandlers

Pilot Targets

- Public Education Strategy

Measurement	Data Source	Outcome
Reach of Social Media Posts	PAO	Reach 400,000 people on social media
Media value for earned media	PAO	Calculate publicity value and reach
# of website visits	PAO	Reach 2,500 page views on website

Timeline

Timeframe	Activities
0-60 Days (Pilot)	<ul style="list-style-type: none">• Public education campaign begins• Finalize identification of EPN Street Outreach and enforcement targeting
60-90 Days (Pilot)	<ul style="list-style-type: none">• Recruit, hire and train EPN Street Outreach workers• Begin social media and geotargeting campaign• Enforcement efforts ramp up
90-150 Days (Pilot)	<ul style="list-style-type: none">• EPN Street outreach target highest need areas (rotating schedules)• V-citations/referrals to community courts• Case management and service referrals
150+ Days	<ul style="list-style-type: none">• Full program implementation

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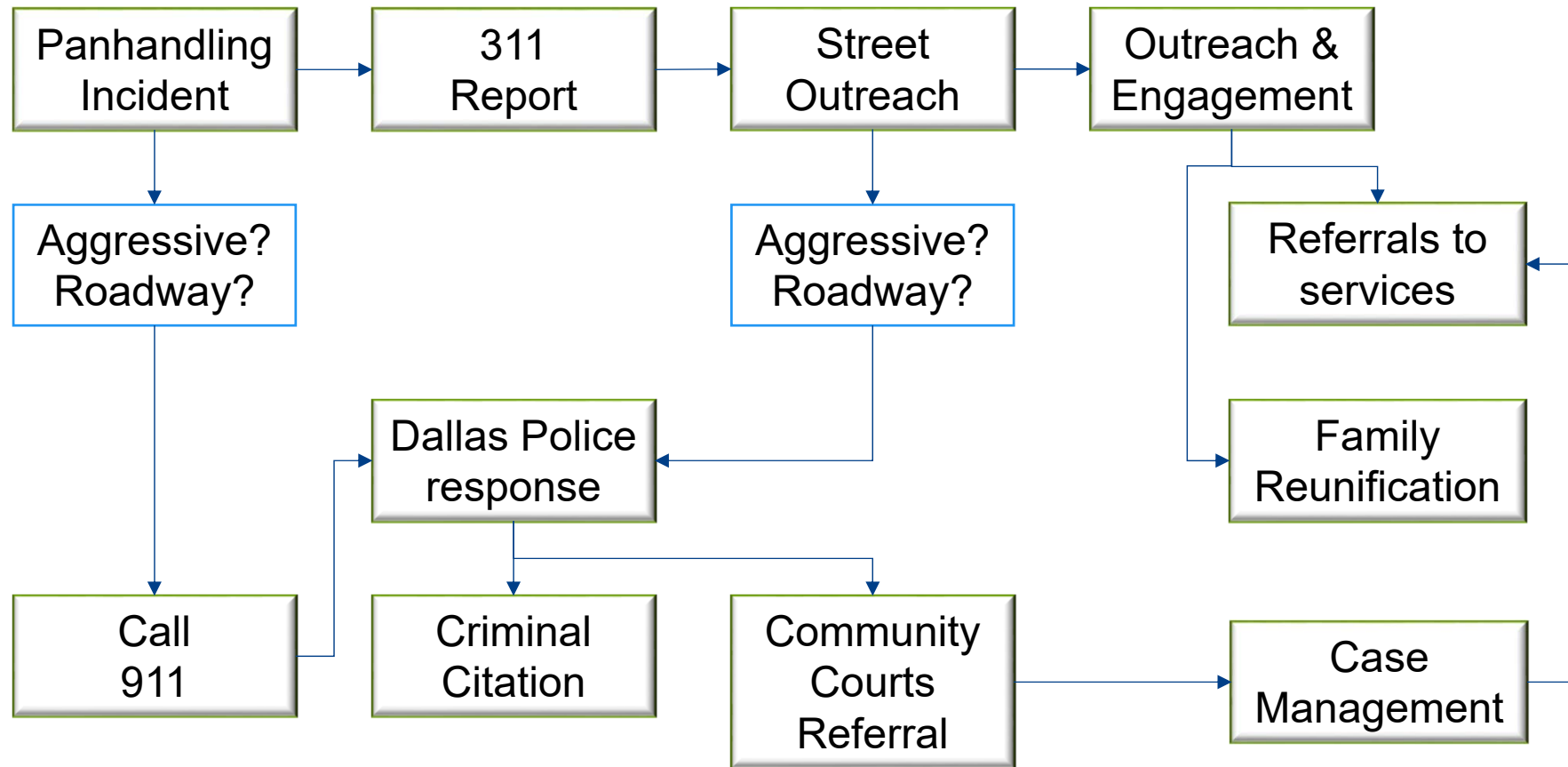
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Appendix

Outreach and Enforcement Flowchart



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Enforcement and Accountability

DALLAS CITY CODE SEC. 28-63.3. SOLICITATIONS TO OCCUPANTS OF VEHICLES ON PUBLIC ROADWAYS PROHIBITED

- A person commits an offense if, while occupying any public property adjacent to any public roadway in the city, he knowingly conducts a solicitation directed to, or intended to attract the attention of, the occupant of any vehicle stopped or traveling on the roadway. An offense occurs when the solicitation is made, whether or not an actual employment relationship is created, a transaction is completed, or an exchange of money, goods, or services takes place.

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