

Memorandum



CITY OF DALLAS

DATE October 21, 2022

Honorable Members of the Government Performance and Financial Management
TO Committee: Cara Mendelsohn (Chair), Gay Donnell Willis (Vice Chair), Tennell Atkins,
Adam Bazaldua, Adam McGough, Paul Ridley, Chad West

SUBJECT **Office of Homeless Solutions Update: Panhandling Deflection Program**

Subject:

The following memorandum is an update on the holistic strategy to address homelessness equitably through the Panhandling Deflection Program and sustainable giving education, done in partnership by the Office of Homeless Solutions' (OHS), the City Attorney's Office (CAO), the Office of Integrated Public Safety (OIPSS), Data Analytics and Business Intelligence (DBI), Code Compliance Services (CCS), Communications, Outreach and Marketing (COM), Transportation (TRN), and the City Marshal's Office. The details of progress made on the program are outlined below:

New Program Initiatives

As a part of the larger Panhandling Deflection Program, COM is working with OHS to pilot a multi-channel communications campaign to educate Dallas residents and visitors about the perils of street charity and opportunities to give responsibly. This pilot will run throughout the season of giving: winter holidays and calendar year-end when charitable giving is highest, using lessons learned to inform ongoing communications concerning panhandling. This will augment existing signage posted at key hotspot intersections [based on 311 reports](#) with a wider public awareness campaign aimed at community members who continue to give directly to those illegally soliciting.

- As a first step, OHS has successfully engaged more than 100 organizations linked to street feeding. Building on this targeted outreach, COM will expand its multichannel, multimedia marketing messages, educating residents and stakeholders about:
 - Illegal solicitation
 - Street charity, which hinders access to care; and
 - Sustainable giving, supporting professional nonprofit service providers through donations and volunteerism
- COM's pilot program will market OHS' new website offering responsible giving resources for volunteers and donors via multichannel outreach to include:
 - Proactive pitching of media during the Season of Giving
 - Text signup to receive information on responsible giving options
 - Media buys
 - Direct outreach educating property owners to discourage street charity
 - Updated 311 hold messages and knowledge base scripts for staff to share responsible giving resources

Current Panhandling Challenges

- Signage pilot at hotspot intersections initially decreased illegal solicitation. However, ongoing effectiveness requires ongoing education and activity

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- An increase in loitering and illegal solicitation in vehicular rights of way endangers pedestrians, threatens our Vision Zero goals, and increases damage to traffic signals, streetlights, and electric signage through the opening of pull boxes, with wiring removed. Rodent activity threatening public safety is also increased by the accumulation of food and debris around panhandlers and encampments, resulting in chewed-through electrical wiring, causing power outages to impacted infrastructure

Ongoing Progress:

- Proposed amendments to Dallas City Code Chapter 28 and Chapter 13 are included in the October 26, 2022, City Council agenda
- OHS and CCS will continue educating private property owners and residents on how best to protect their properties and boundaries and how to report violations
- OHS' Street Outreach continues to conduct cleanings at the Forest Lane and U.S.75/North Central Expressway site. This will continue through the coming weeks as a nearby encampment is decommissioned through the Dallas R.E.A.L. Time Rapid Rehousing (DRTRR) initiative and the COM-led communications pilot launches
- The hotspot at Lovers Lane and U.S. 75/North Central Expressway is targeted for bi-weekly cleanings by OHS' Street Outreach. Police surveillance towers have also been erected in the vicinity to deter illegal solicitation
- DBI's internal facing Panhandling ESRI (GIS) Portal server software underwent an upgrade. The system upgrade included adoption of a near real-time notification system via email to all team members. During that time, October 3 – 14, 2022, no new entries were able to be logged. A report taking this into account is attached

Should you have any questions or need additional information, please contact me at Christine.crossley@dallascityhall.com.

Christine Crossley

Christine Crossley

Director

Office of Homeless Solutions

c: T.C. Broadnax, City Manager
Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizzor Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Robert Perez, Assistant City Manager
Carl Simpson, 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

Panhandling Deflection Program Update

**Government
Performance and
Financial Management
October 24, 2022**

Christine Crossley, Office of Homeless Solutions

Ayeh Powers, City Attorney's Office

Kevin Oden, Office of Integrated Public Safety

Solutions

David Pughes, Marshal's Office

Brita Andercheck, Data Analytics and Business Intelligence

Dianne Gibson, Community Courts

City of Dallas

Presentation Overview



- Data Collection and Integration Workflow via Enhanced Notification
- Location Metrics
- Panhandling SR's by Month



Data Collection and Integration Workflow via Enhanced Notification



Notifications are now live.



Location Metrics

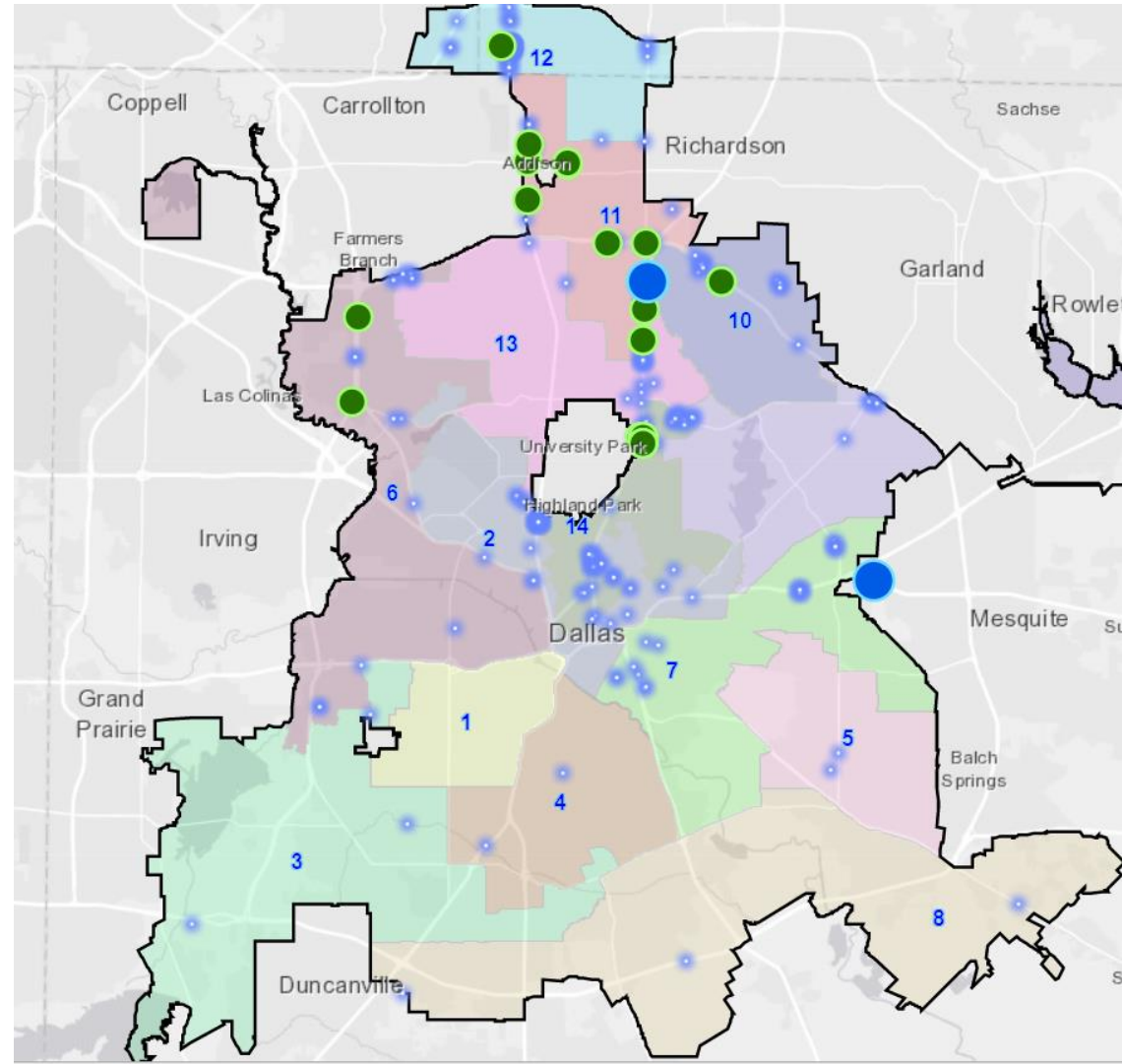


Total Field Reports- 90

- Marshals- 10
- OHS- 54
- OIPSS- 26

Demographics

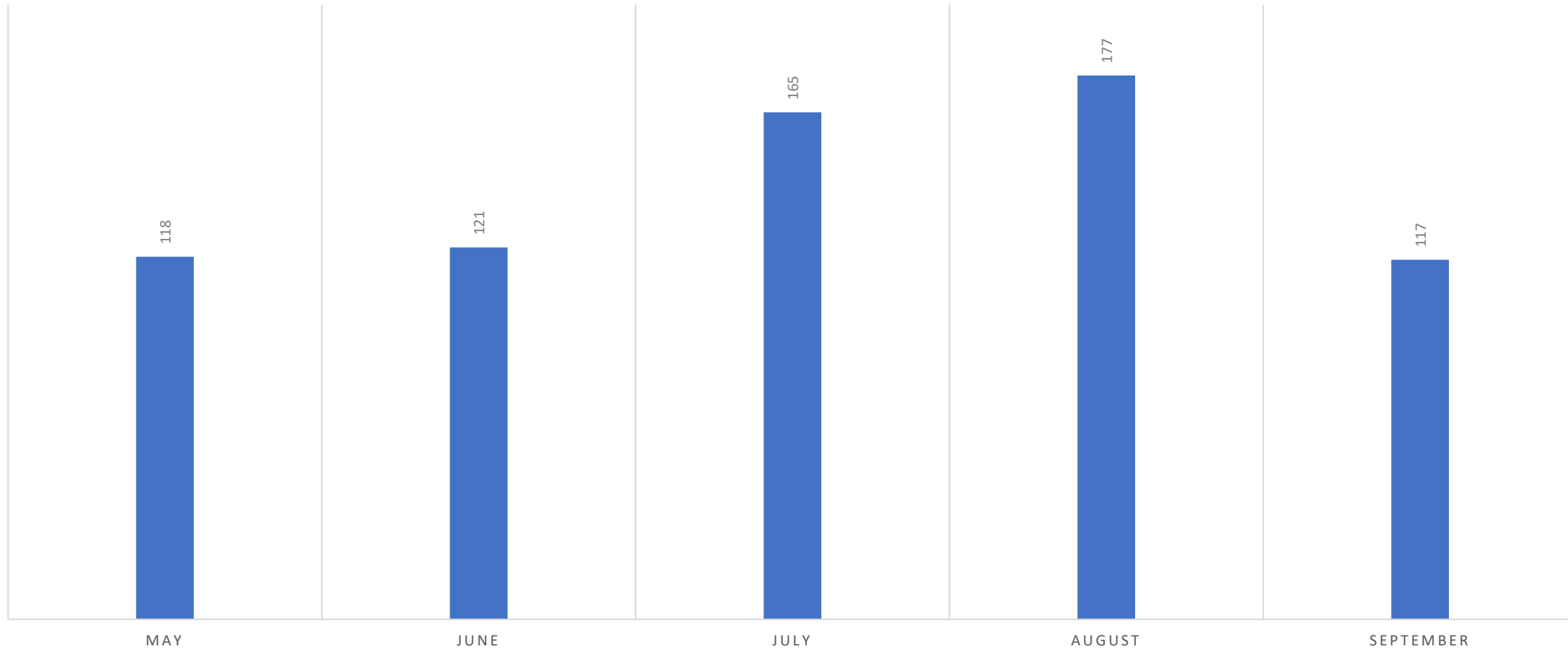
- Female - 17
- Male - 69



Panhandling SR's by Month



PANHANDLING SR'S





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