



## Legislation Text

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**File #:** 151208, **Version:** 2

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### 151208 SUBSTITUTE 2

#### ALD. WITKOWSKI

Substitute resolution establishing a “Keep the Change” program within the City of Milwaukee to discourage panhandling and encourage donations to charitable agencies that provide food, shelter and support services to the homeless.

This resolution directs the Department of Administration to establish an informational campaign titled “Keep the Change” to discourage donations to panhandlers and encourage donations to charitable agencies that provide food, shelter and support services to the homeless. The campaign will include the distribution of informational cards and a City website to act as a clearinghouse for support services and to provide donation information for charitable agencies that provide food, shelter and support services.

Whereas, The City of Milwaukee has adopted several measures that address panhandling in the city, including a prohibition against aggressive panhandling; and

Whereas, The City has received numerous comments from residents on the number of panhandlers in the city; and

Whereas, Some panhandlers portray themselves as homeless or exaggerate their need as a means of soliciting donations; and

Whereas, Various studies have shown that donations given to panhandlers rarely result in any long-term improvement in the panhandlers’ quality of life; and

Whereas, The City desires to both reduce the number of panhandlers and to provide meaningful support for those who are experiencing homelessness; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Department of Administration is directed to establish a public education program titled “Keep the Change” to discourage donations to panhandlers and encourage donations to charitable agencies that provide food, shelter and support services to the homeless; and, be it

Further Resolved, This program shall include the following components:

1. Conduct a city-wide public awareness campaign focused on discouraging donations to panhandlers and encouraging donations to charitable agencies that provide food, shelter and support services to the homeless.
2. Install signage promoting the “Keep the Change” campaign within the City of Milwaukee.
3. Permit sponsorship of the signage promoting the “Keep the Change” campaign by Business Improvement Districts.

4. Create a City website to act as a clearinghouse for resources to assist those who are homeless, have drug or alcohol dependencies, or confront other challenges that can lead to or be a part of homelessness, and to provide donation information for charitable agencies that provide food, shelter and support services to people who are affected by homelessness.
5. Distribute information cards relating to the availability of social services through the Milwaukee County 2-1-1 hotline.

; and, be it

Further Resolved, That the Commissioner of Public Works is directed to install signage in the public right-of-way to promote the “Keep the Change” campaign in accordance with this initiative; and, be it

Further Resolved, That all City departments are directed to disseminate information in support of this initiative; and, be it

Further Resolved, That all City departments and agencies are directed to cooperate with the “Keep the Change” program.

LRB161635-3

DJZ

2/18/2016