



## STREETS TO GREETES INITIATIVE TO PROMOTE JOB SKILLS FOR PANHANDLERS

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### OVERVIEW OF “STREETS TO GREETES”

“Streets to Greets” is a means to provide a real job to those who panhandle, promotion to businesses, referrals to social agencies, and a means for additional money as “tips.”

As a part of this ground-breaking initiative, the following must occur:

1. A standard wage will be paid for a sign holder via a non-profit entity (Prevail News).
2. Each sign holder will be regarded as an independent contractor.
3. Signs will contain a message to indicate that they need additional money as “tips.”
4. City officials will create some means to enforce or encourage “Streets to Greets” versus handwritten pleas on cardboard signs.
5. Businesses will comply with a template for placement of their advertising on the sign itself.
6. A central location or locations(s) will be had for former panhandlers to physically pick up signs, and for picking up time tracking device (likely done by an app).
7. Prevail News will provide information and referrals to social agencies to provide further assistance to independent contractors.

### PILOT PROJECT – PROOF OF CONCEPT

- Conduct a study to assess how much money is earned per hour by former panhandlers versus money earned hourly by panhandling as a means to sell concept to panhandlers and city officials.
- While doing study assess issues instituting this welcomed transformation at street corners (tracking hours/person, acceptance by panhandlers, etc).

#### IF WE DON'T IMPLEMENT SIGNING

- We will continue to see an increase of panhandlers.
- Panhandlers will not know about potential social services.
- Those who exploit panhandling for another’s personal gain will continue to panhandle.
- Exploited women will continue to be victimized by men.

### STUDY

A three-location, five-day study will be done to assess per hour income at heavy-traffic street corners at 2.5 hours per day at the same time of day. The following will occur:

- Panhandlers will be watched and filmed for the entire time.
- The same panhandler will be used for each location.
- Money will be counted at the end of each shift.
- One three-location, five-day study will be done sans advertising, and another with advertising for comparison.

Before the study is done, groups will assess signage until a final template is determined:

- Retention rates will be determined: Retention versus number of words, placement, and graphic design.
- How likely will a person tip based on message.

### ESTIMATED COST OF STUDY:

\$2,630.00	Panhandler Costs (3 panhandlers, hourly pay, pay for being in study, motel).
\$6,400.00	Administrative (on-location supervision/observation, study report, meetings, oversight)
\$1,800.00	Graphic Design/Signage
\$1,000.00	Signage review group
<b><u>\$11,830.00</u></b>	<b>Total Cost for Pilot Project/Study</b>