

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
FRESNO, CALIFORNIA, ADVANCING THE “HELP US,  
HELP FRESNO” INITIATIVE.

WHEREAS, it is in the City’s interest to educate its residents that charitable donations have a greater impact when directed to programs that help the homeless; and

WHEREAS, it is difficult for a resident to vet the need and condition of a panhandler, and to know whether their handout is contributing to more harm than good; and

WHEREAS, local businesses and neighborhoods are often negatively impacted by panhandlers; and

WHEREAS, the City partners with nonprofits to provide services to the homeless; and

WHEREAS, a major barrier to the efforts of the City and local nonprofit service providers are people in our City giving panhandlers handouts that dissuade them from getting the help they need; and

WHEREAS, the City wishes to educate its residents that handing money out a car window undercuts the work being done by the City and local nonprofits; and

WHEREAS, the dual pronged goal of this Resolution is to educate the public to contribute to the solution and support the services that help break the cycle of homelessness, while also referring those who turn to panhandling towards those services.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Fresno as follows:

1. The City hereby enacts the "Help Us, Help Fresno" initiative to educate the public that directing donations to homeless service providers does greater good than giving a handout to individual panhandlers.
2. The City directs the placement of signage to disseminate the message of the "Help Us, Help Fresno" initiative. Signage shall be placed at intersections and/or areas selected in consultation with each Council District.
3. Signage shall be displayed in the form attached as Exhibit A to this Resolution.
4. The City shall publicize the message of the "Help Us, Help Fresno" initiative through social media and other media outlets.

\* \* \* \* \*

STATE OF CALIFORNIA )  
COUNTY OF FRESNO ) ss.  
CITY OF FRESNO )

I, YVONNE SPENCE, City Clerk of the City of Fresno, certify that the foregoing resolution was adopted by the Council of the City of Fresno, at a regular meeting held on the \_\_\_\_\_ day of \_\_\_\_\_, 2019.

AYES :  
NOES :  
ABSENT :  
ABSTAIN :

Mayor Approval: \_\_\_\_\_, 2019  
Mayor Approval/No Return: \_\_\_\_\_, 2019  
Mayor Veto: \_\_\_\_\_, 2019  
Council Override Vote: \_\_\_\_\_, 2019

YVONNE SPENCE, MMC CRM  
City Clerk

By: \_\_\_\_\_  
Deputy

APPROVED AS TO FORM:  
DOUGLAS T. SLOAN  
City Attorney

By: \_\_\_\_\_  
Katie Doerr Date  
Chief Assistant City Attorney

Attachment: Exhibit A