



Jesse Arreguin
City Councilmember, District 4

CONSENT CALENDAR
March 10, 2015

To: Honorable Mayor and Members of the City Council
From: Councilmembers Jesse Arreguín and Linda Maio
Subject: Positive Change Donation Box Pilot Program

RECOMMENDATION

Adopt a motion:

1. Directing the City Manager to work with the Downtown Berkeley Association (DBA) to implement the Positive Change Donation Box Pilot Program, specifically:

Directing the Public Works Department to review and approve locations for the installation of donation boxes on City poles. Positive Change donation boxes will be installed up to ten locations by DBA, pre-approved by City of Berkeley Public Works Department. The DBA will start with installation of five boxes as per attached initial location deployment, as reviewed with Public Works Department. Additional locations also to be reviewed by Public Works.

2. Expressing support for the Positive Change Donation Box Pilot Program, specifically allocating donations received to the Berkeley Food and Housing Project to provide a variety of homeless services.

BACKGROUND

The Downtown Berkeley Association (DBA) is proposing a one-year pilot program to install up to 10 donation boxes throughout the Downtown area to collect donations for services to homeless persons in the Downtown.

Berkeley Food & Housing Project (BFHP) will be the fiscal sponsor and service provider for the program. Positive Change is modeled on similar successful programs in other cities, including Louisville and San Diego, providing a positive alternative to giving to panhandlers and providing funding for needed services. Donation boxes have raised thousands of additional dollars for homeless services and have helped provide critical services to those experiencing homelessness.

Positive Change will fund the following services for persons referred to BFHP by the DBA:

- **Rental Assistance for qualified persons moving into qualified housing situations.**
- **Employment counseling assistance in finding full time or part time work.**
- **Transportation Assistance funding for bus and BART tickets for qualified trips for job interviews, social services, or other qualified trip.**
- **Reunification with Family or Friends program allowing person to return home to qualified home situations. Program would pay for bus tickets and other incidental expenses.**

Donations will be collected weekly by two DBA authorized persons, and deposited in a dedicated BFHP bank account. BFHP will provide monthly reports to DBA on payments and account balance. Individual and businesses may also make tax-deductible contributions to BFHP Downtown Homeless Services Fund. DBA referrals for service will be made to BFHP designated persons by DBA Operations Director Lance Gorée or Carmen Francois DBA Operation Supervisor.

Positive Change donation boxes will be installed up to ten locations by DBA pre-approved by City of Berkeley Public Works Department. Secure boxes will be secured with metal straps and ¼ inch U bolt. DBA will use Protex WDS--150 secure drop box: 10" (W) x 15" (H) x 4--1/4" (D). Positive Change stickers, as shown in mockup photo, will be applied to boxes. A door sticker that explains the program will also be attached to door of box (see attachment). The DBA will start with installation of five boxes as per attached initial location deployment, as reviewed with Public Works Department. Additional locations also to be reviewed by Public Works

FINANCIAL IMPLICATIONS

Minimal; Public Works staff time involved in reviewing and approving the locations to install donation boxes.

CONTACT PERSON

Jesse Arreguín, Councilmember, District 4

981-7140

Attachments:

1. Summary of Positive Change Donation Box Program
2. June 4, 2013 City Council item "Positive Change Donation Box Program"

POSITIVE CHANGE PILOT PROGRAM DRAFT 2-9-15

The Downtown Berkeley Association (DBA) is proposing the **Positive Change** donation box pilot program supporting services for homeless persons in the Downtown. Up to ten (10) Positive Change boxes (see mockup photo) will be installed in the Downtown area for up to one year to collect donations for homeless services and provide an alternative for Berkeleyans to support the homeless rather than giving directly to panhandlers. Berkeley Food & Housing Project (BFHP) will be the fiscal sponsor and service provider for the program. Positive Change is modeled on similar successful programs in other cities, including Louisville and San Diego, providing a positive alternative to giving to panhandlers and providing funding for badly needed services.



Positive Change will fund the following services for persons referred to BFHP by the DBA:

- ⇒ **Rental Assistance** for qualified persons moving into qualified housing situations.
- ⇒ **Employment Counseling** assistance in finding full time or part time work.
- ⇒ **Transportation Assistance** funding for bus and BART tickets for qualified trips for job interviews, social services, or other qualified trip.
- ⇒ **Reunification with Family or Friends** program allowing person to return home to qualified home situations. Program would pay for bus tickets and other incidental expenses.

Donations will be collected weekly by two DBA authorized persons, and deposited in a dedicated BFHP bank account. DBA will email the designated BFHP person when deposits made, and make copies of deposit receipts for BFHP. BFHP will provide monthly reports to DBA on payments and account balance. Individual and businesses may also make tax-deductible contributions to BFHP Downtown Homeless Services Fund.

DBA referrals for service will be made to BFHP designated persons by DBA Operations Director Lance Gorée or Carmen Francois DBA Operation Supervisor.

Positive Change donation boxes will be installed up to ten locations by DBA at pre-approved by City of Berkeley Public Works Department. Secure boxes will be secured with metal straps and ¼ inch U bolt. DBA will use [Protex WDS-150](#) secure drop box: 10" (W) x 15" (H) x 4-1/4" (D) (see above photo). **Positive Change** stickers, as shown in mockup photo, will be applied to boxes. A door sticker that explains the program will also be attached to door of box (see attachment).

The DBA will start with installation of five boxes as per attached initial location deployment, as reviewed with Public Works Department. Additional locations also to be reviewed by Public Works.

Draft Positive Change donation box door sticker:






Positive Change **donate to help those in need**

100% of all proceeds go to qualified homeless services including:

- ➔ Rental Assistance**
- ➔ Employment Counseling**
- ➔ Transportation Assistance**
- ➔ Reunification with Family or Friends**

**Positive Change is administered by the
Downtown Berkeley Association,
in cooperation with Berkeley Food & Housing Project
and the City of Berkeley.**

Positive Change initial location deployment (5):

Image	Location	Description
 <p>Peet's Coffee, 2255 Shattuck Avenue</p>	<p>Peet's Coffee at 2255 Shattuck Avenue. Southeast Corner of Kittredge and Shattuck.</p>	<p>You will see two Red Circles on the attached picture. One would take attaching the Positive Change Box to the existing light pole, OR dropping a pole where a pole was previously.</p>
 <p>Starbucks 2228 Shattuck Avenue</p>	<p>Starbucks Coffee at 2228 Shattuck Avenue.</p>	<p>Not much opportunity for mounting here. The only place would be dropping a pole where a pole was previously. Highlighted by Red Circle.</p>
 <p>Revival Bar 2102 Shattuck Ave.</p>	<p>Revival Kitchen at 2102 Shattuck Avenue</p>	<p>This is another dual possibility location. One location is to mount on the existing pole OR to drop a pole for mounting. Either location the Positive Change Box would face the door of the restaurant.</p>
 <p>Starbucks 2128 Oxford</p>	<p>Starbucks at 2128 Oxford</p>	<p>This location, in my opinion, would need to have a pole dropped to mount the Positive Change Box.</p>
 <p>Paris Baguette 2150 Shattuck</p> <p>Thursday, June 12, 2014 11:26:56 2174 Shattuck Avenue, Berkeley, CA 94704, USA</p>	<p>Paris Baguette/BART Plaza at 2150 Shattuck Avenue</p>	<p>A bit of a long shot, but we see a need to promote the program in BART Plaza. Either on an existing pole or drop a pole somewhere strategic.</p>



Jesse Arreguín
Councilmember, District 4

CONSENT CALENDAR
June 4, 2013

To: Honorable Mayor and Members of the City Council
From: Councilmember Jesse Arreguín
Subject: Positive Change Donation Box Program

RECOMMENDATION

Direct the City Manager to coordinate with the Downtown Berkeley Association over the possible re-appropriation of unused police phone boxes within the Downtown Business Improvement District Area for the Positive Change donation box program.

FISCAL IMPACTS OF RECOMMENDATION

Unknown fiscal impact; potential additional funds raised for various city-funded homeless services.

BACKGROUND

The Positive Change donation box is a proposal by the Downtown Berkeley Association to provide donation boxes throughout the Downtown to raise funds for various local non-profit homeless service providers. Similar programs have been enacted in other cities, such as Ashland, OR, Louisville, KY, and Indianapolis, IN, among others. Donation boxes have raised thousands of additional dollars for homeless services and have helped provide critical services to those experiencing homelessness.

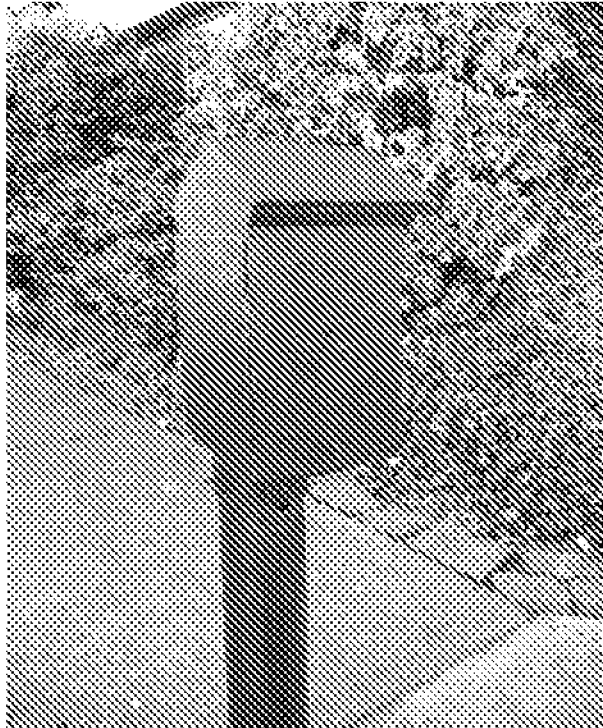
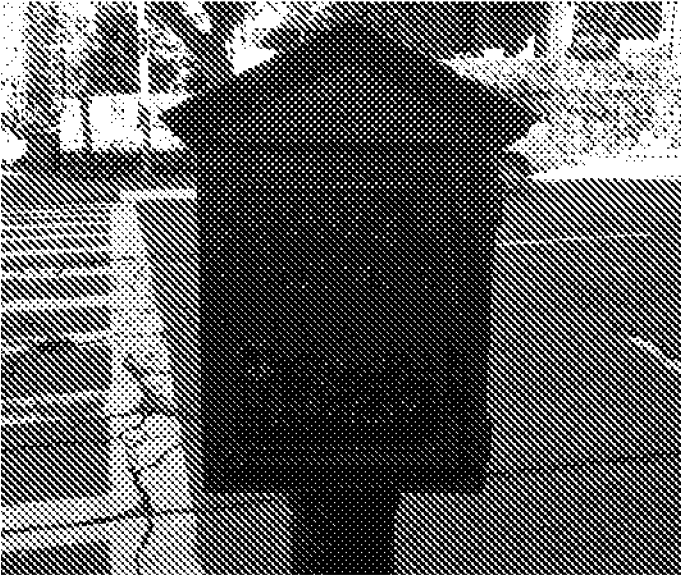
CONTACT PERSON

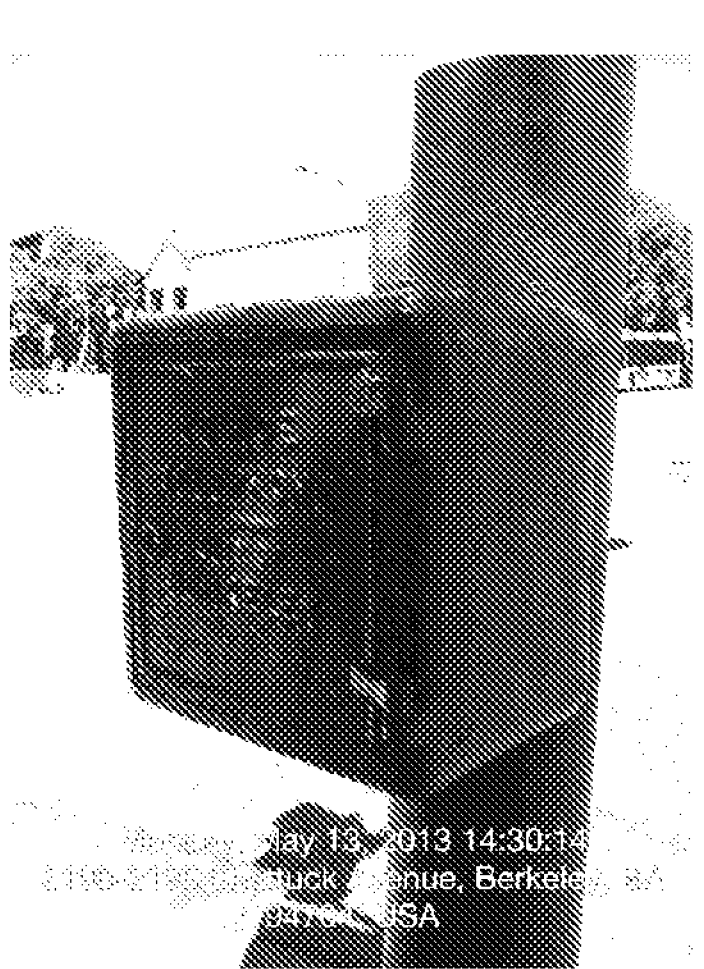
Jesse Arreguin, Councilmember, District 4 981-7140

Attachments:

1. Photos of Police Phone Boxes
2. Donation Box Project Summary
3. Proposed Donation Box Locations
4. Donation Box Location Key

Police Phone Boxes





POLICE
TELEPHONE

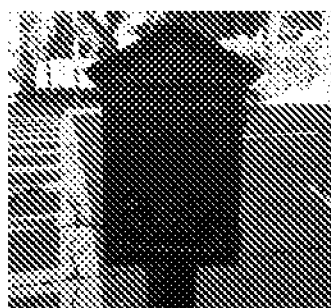
CITY OF
BERKELEY

CONTACT:**Lance Gorée**

Operations Manager

Downtown Berkeley Association

Phone: 510-549-2230, x13

E-Mail: L.Goree@DowntownBerkeley.Com**IMPLEMENTATION ITEMS/COSTS****- \$2,000* (20):**

De-Installation of Boxes

Retrofit of Boxes

Installation of Boxes

Marketing Verbiage and 10,000

Pieces of Marketing Material

PARTIES OF INTEREST:**City of Berkeley:**

- ★ Police Department
- ★ Planning Department (?)
- ★ Public Works Department
- ★ City Manager's Office
- ★ Office of Economic Dev.

Business Districts

- ★ Downtown Berkeley
- ★ North Shattuck
- ★ Telegraph
- ★ 4th Street (?)



* Cost Estimation needs to be researched and clearly defined.

DONATION BOX PROJECT SUMMARY**PROJECT:**

A monetary donation box program designed to educate and stimulate awareness about the plight of Berkeley's street population. The program will also redirect monies given to 'individuals' into initiatives that provide essentials such as meals, job training, substance abuse counseling, housing, and other programs for those in need. In these tough financial times, it's important to maximize all streams of revenue opportunities to support essential social service programs.

NEED:

Tamper Proof Collection Boxes (Berkeley Police Phone Boxes)

De-Installation/Installation Approval (To Existing Light Poles)

Installation Assistance

Business Association(s) Partnership and 'Ownership'

Social Service Agency(s) Partnership

Marketing Strategy

Permits??

TAMPER PROOF COLLECTION BOXES:

Would like to 'recycle' an unused/obsolete box that could easily be retrofitted. The old Berkeley Police Department Phone Boxes are a perfect example.

INSTALLATION APPROVAL:

City Council? Public Works? Both?

INSTALLATION ASSISTANCE:

City of Berkeley Public Works assistance, recommendations and approval

BUSINESS ASSOCIATION PARTNERSHIP AND OWNERSHIP:

Boxes would be strategically mounted as per the guidance of the Business Associations (Downtown Berkeley, North Shattuck & Telegraph) as well as Berkeley Police Department.

Boxes will be 'collected' monthly or bi-weekly by a two person team as designated by the Business Associations.

Monies will be distributed to the designated social service agency

SOCIAL SERVICE AGENCY(S) PARTNERSHIP:

The designated recipient of donation monies will help market program and provide money collection escort. (if necessary or desired)

SIMILAR PROGRAMS:

- ★ Louisville, KY – "Positive Change Program"
- ★ Laguna Beach, CA – "Change for Homeless" Program
- ★ Denver, CO – Denver's Road Home Donation Meter Program
- ★ Chattanooga, TN – "Art of Change" Program

ESTIMATED/DESIRED DONATIONS:

\$50 per week per box (\$2,600 Annually) Tied to Program Marketing

Proposed Donation Box Locations

Box Number	Location
1	2228 Shattuck Avenue (Outside Starbucks and Papa John's)
2	Southeast Corner of Kittredge and Shattuck (Outside of Peet's Coffee & Tea)
3	Southwest corner of Kittredge and Shattuck
4	Southwest corner of Allston Way and Shattuck (Outside GameStop)
5	Northeast corner of Kittredge and Shattuck (Outside Bergermeister)
6	Southwest corner of Oxford and Center (Outside Starbucks)
7	Southeast corner of Center and Shattuck (Outside Games of Berkeley)
8	Southwest corner of Center and Shattuck (Near BART Rotunda)
9	Southwest corner of Addison and Shattuck (Outside Revival)
10	2025 Addison (Outside Berkeley Repertory Theatre)
11	2020 Shattuck (Outside Comal Restaurant)
12	Northwest corner of Allston Way and Shattuck (Outside new Walgreens)

