



**5<sup>th</sup> YEAR IMPACT PRESENTATION TO COH PUBLIC SAFETY COMMITTEE  
1/20/22**

**Presented by:**

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Mayor's Office of Human Trafficking and Domestic Violence  
Office of Mayor Sylvester Turner**

# City of Houston's Strategic Plan

## A Brief Introduction to Plan Objectives

### 1<sup>st</sup> Comprehensive, Municipal-Level Strategic Plan in the United States

- **1<sup>st</sup> Objective:** Institutionalize the City of Houston's Response and Implement Trainings at Scale
- **2<sup>nd</sup> Objective:** Raise Awareness and Change Public Perception
- **3<sup>rd</sup> Objective:** Coordinate Victim Services and Engage in Direct Outreach
- **4<sup>th</sup> Objective:** Implement Joint Initiatives of the Houston Area Council on Human Trafficking
- **5<sup>th</sup> Objective:** Establish Houston as the National Municipal Model for Anti-Trafficking Efforts
- Total of 5 objectives, 20 strategies, and 91 tactics.
- **Phase 2:** Released Aug. 2018, includes replication through USCM and Ten/Ten.
- **100%** of Phase 1 and **84%** of Phase 2 completed in under 4 years. Phase 3 in effect.



#### Institutionalize Houston's Response

- Analyze and Pass Ordinances (Hotel), Dept. Policies, and EOs
- Mobilization of City Departments - Health, Municipal Courts, HPD, Airports, and Procurement

#### Raise Awareness

- Develop and Launch Watch for Traffick Media Campaign
- Hold Events to Raise Level of Dialogue, Engage Influencers

#### Coordinate Victim Services

- Create Coordinated Screening and Services Platform
- Fills in Service Gaps through Shelter Collaborative and HT Psychology Fellow

#### Mayor's Office Initiatives through Policy Council

- Develop, Print, Distribute, and Track Multi-Lingual Palm Card Outreach Materials
- Implement Demand Reduction Strategies
- Engage Taxi Industry through E-Mail and Text Blasts to Drivers

#### National Municipal Model

- Provide Technical Assistance to National and International Partner Cities
- Ten/Ten Fellowship for Other Mayor's Offices – Immersion Program

# City of Houston's Strategic Plan

## World Cup – Human Rights Plan

- Formed Human Rights Sub-Committee in 2019, part of Houston's Bid Committee for the FIFA 2026 World Cup™
- 16 other cities competing for host designation
- Human Rights Sub-Committee hosted series of meetings about 8 human rights areas
- 100 stakeholders in attendance via zoom to complete FIFA bid requirement
- Stakeholders included Houstonians, national and international leaders



# City of Houston's Strategic Plan

## Human Trafficking – Hotel Ordinance

- Houston 1<sup>st</sup> major U.S. city with Hotel Ordinance mandating training and certification
- Passed 16-0 in April 2020, effective beginning March 2021
  - 20-minute training
  - Certify with ARA
  - Otherwise, subject to fines
- Over 95% of Houston's 500+ hotels in compliance.

**500+**

Hotels Must Train  
and Certify on  
Human  
Trafficking



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## Human Trafficking – HFD and HPD Coordination on IMBs

- Leveraged Houston Fire to enforce statewide COVID-19 lockdown orders of non-essential businesses including suspected illicit massage parlors in 2020.
- HPD provided HFD with list of IMBs they use to engage in city-wide canvasses made possible with ordinance changes spearheaded by our office in 2015.
- Canvassed over 110+ active and 120+ inactive locations.
- Descriptive disposition information from 1 location:
  - *“Investigator arrived prior and gained access to the business. It was stated that the individual inside offered a massage, which she denied when [Investigator] arrived. A NOV [Notice of Violation] was issued. The individual stated that she was living in the business. Door was locked when we left and no signs were on; 04/02/20 @ 13:14 Closed upon arrival.”*

110+

Active Suspected  
Illicit Massage  
Businesses  
Canvassed

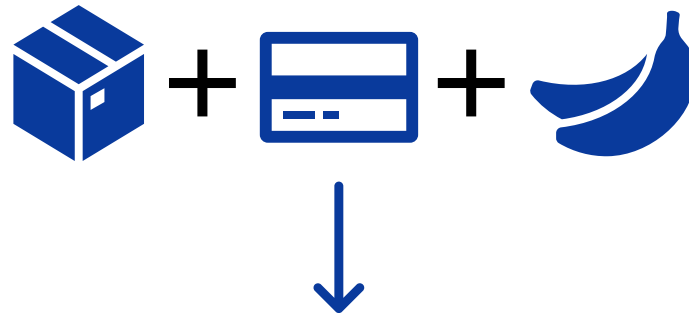




# City of Houston's Strategic Plan

## Disaster Response—Winter Storm Uri Emergency Response

- Mobilized resources during Winter Storm Uri to address vulnerabilities of Mayor's Office case managed clients and partners' clients.
- Collected emergency food boxes including fresh vegetables, Go Bags containing necessities, and access to emergency food cards.
- Provided to 30 clients, also over 200 kits to 2 partner HT and DV agencies.



 THE LANDING

**HAWC** | Houston Area Women's Center  
Ending domestic and sexual violence for **ALL**

Delivered  
**200+**  
Bags of Food & Supplies to Survivors After Storm Uri



# City of Houston's Strategic Plan

## Addressing Financial Abuse – Upskilling Pilot Program

- Launched and funded 30-day upskilling pilot program with non-profit partner to economically empower trafficking and DV victims.
- Goals of increasing income, decreasing debt, and restoring credit.
- Provided financial wrap-around services allowing for client focus on program (\$200 weekly stipend, FEC counseling, and cash match).
- Additional program supports included initial community-building call, 3-day orientation, and case manager coordination.
- Raised over \$103K for start-up costs, client stipends, cash match program, and Economic Empowerment Associate.

13


Survivors  
Participated in  
Upskilling  
Program




# City of Houston's Strategic Plan


## Addressing Financial Abuse : Upskilling Pilot Program Results


 13 Participants


 6 out of 13 Experienced a Decrease in Monthly Hardships


 9 out of 13 Received Resume Assistance

 8 out of 13 Participated in Cash Match

 1 out of 13 Secured Employment

 8 Interacted with FEC More than Required

 7 out of 13 Experienced a Positive Fluctuation in Monthly Income

 6 out of 12 Experienced a Decrease in Debt

13

Survivors  
Participated in  
Upskilling  
Program





# City of Houston's Strategic Plan

## Addressing Financial Abuse—The Common Good

- Launched The Common Good Agency (TCG) promoting the economic empowerment of survivors of human trafficking and domestic violence.
- TCG developed out of Pilot Program to widen field of job opportunities and provide intensive one-on-one attention.
- Adds unique value to existing workforce efforts for survivors by establishing relationships with employers and hosting info. sessions for survivors.
- Open to referrals from six Houston-area trafficking and DV agencies.
- Client and Case Manager application to determine workforce readiness.
- Offer tailored assistance at every step along hiring process, customized career profile, and notifications of matching job opportunities.
- Continual process improvement to address program gaps and improve client outcomes (i.e., workforce readiness class for all new clients).

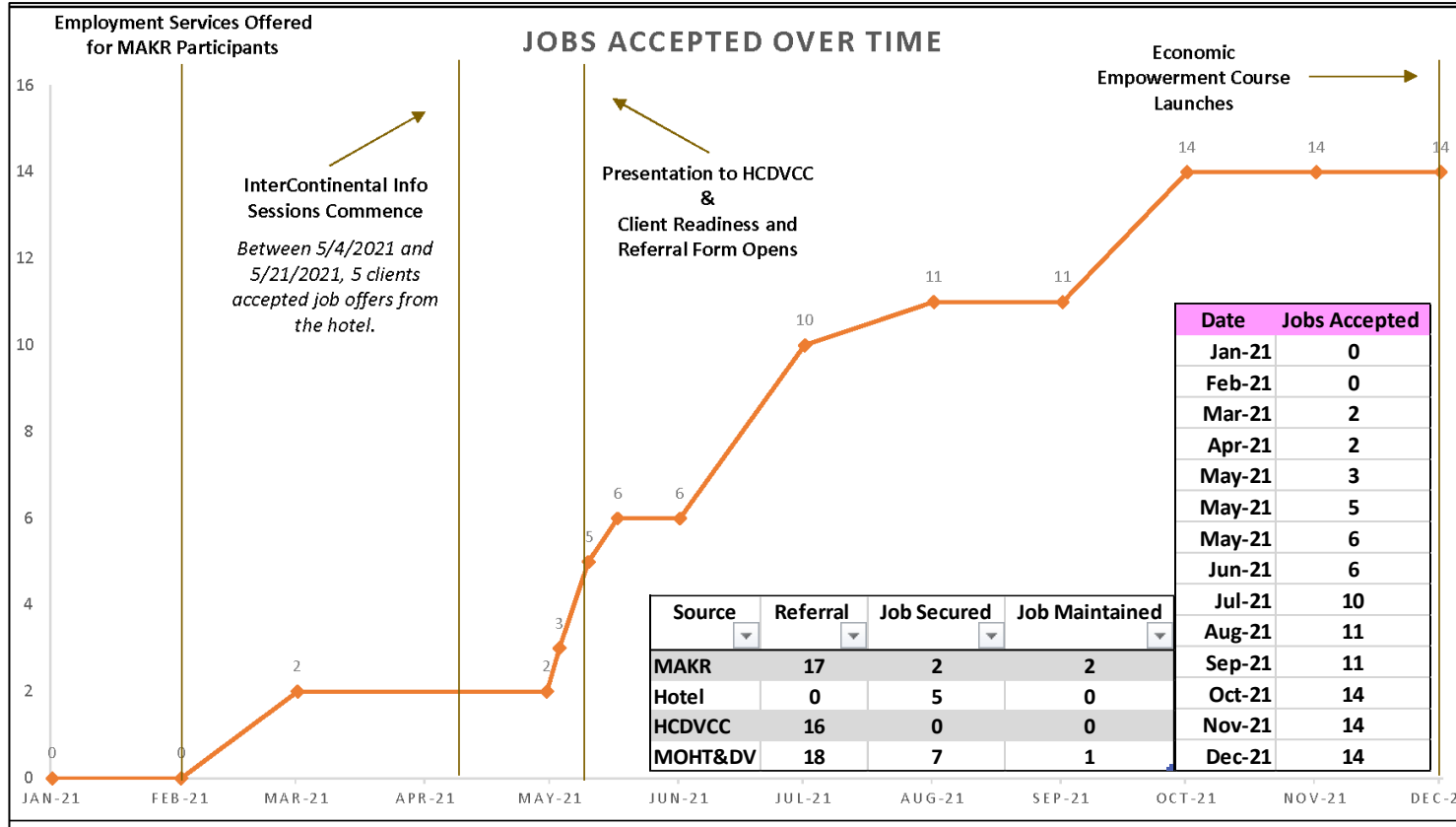
82

Survivors  
Attended Info  
Sessions through  
Employment  
Agency



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## Addressing Financial Abuse : Jobs Secured Over Time and Program Milestones



# City of Houston's Strategic Plan

## Domestic Violence Highlights

- Developed a Domestic Violence Social Vulnerability dashboard to simplify data requests in collaboration with IT and Planning.
- Uses de-identified data from 2 law enforcement agencies (HPD and HCSO), 1 service provider (HAWC), and the CDC to:
- Includes DV-related calls for service and murders and select calls to HAWC.
- Access by visiting: [www.humantraffickinghouston.org/toolkits/download-toolkits/domestic-violence-dashboard/](http://www.humantraffickinghouston.org/toolkits/download-toolkits/domestic-violence-dashboard/).
- Addressed increase in domestic violence cases due to COVID-19 stay at home orders by creating mental health helpline w/The Alliance.
- Raised significant awareness of helpline through comprehensive multi-modal media campaign including billboards, TV/radio, and digital ads.
- Helpline staffed by mental health clinicians and psychiatrists, \$1M in ARPA Funds.

3

Houston-Wide  
Data Sources to  
Inform Service  
Delivery



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## Domestic Violence – Mental Health Helpline Numbers

Mental Health Helpline Numbers	
Activity	Numbers
Calls Fielded to Date:	201 15 <sup>th</sup> Nov – 30 <sup>th</sup> Dec: 186 31 <sup>st</sup> Dec – 15 <sup>th</sup> Jan: 15
Calls Referred to Counselor:	82 (41%)
Referrals:	131 callers referred/connected to services in the community including <ul style="list-style-type: none"><li>• shelters,</li><li>• long-term mental health services,</li><li>• legal services,</li><li>• utility and rental assistance, and</li><li>• other community support centers.</li></ul>
Counseling Follow Ups	32
Counseling and Psychiatric Hours	168 hours of culturally and linguistically appropriate individualized and comprehensive counseling services.

**200+**

Calls from  
Abusers and  
Victims Fielded  
by Clinicians



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5 Year Impact Report: <a href="http://www.humantraffickinghouston.org/what-is-human-trafficking/5-year-impact-report/">www.humantraffickinghouston.org/what-is-human-trafficking/5-year-impact-report/</a>	



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