

Meeting Date: 1/27/2015

Report Type: Consent

Report ID: 2015-00082

Title: Agreement: Human Trafficking Billboard Campaign

Location: Citywide

Recommendation: Pass a Motion authorizing the City Manager or the City Manager's designee to execute a Licensing Agreement with the Alameda County District Attorney to use copyrighted Human Trafficking billboard designs and authorize the public awareness billboard campaign in Sacramento.

Contact: Vincene Jones, Division Manager, (916) 808-5072, Department of Parks and Recreation

Presenter: None

Department: Parks & Recreation Department

Division: Neighborhood Services

Dept ID: 19001511

Attachments:

01-Description/Analysis

02-Licensing Agreement

03-Sacramento DA Letter

04-Clear Channel Outdoor Letter

05-Bridget's Dream Letter

06-Billboard 1

07-Billboard 2

08-Billboard 3

09-Billboard 4

10-Billboard 5

11-Billboard 6

12-Billboard 7

13-Billboard 8

City Attorney Review

Approved as to Form

Sheryl Patterson

1/16/2015 9:23:58 AM

Approvals/Acknowledgements

Department Director or Designee: Jim Combs - 1/12/2015 5:19:05 PM

Description/Analysis

Issue Detail: By Presidential Proclamation, January 2015 is the National Slavery and Human Trafficking Prevention Month. Alameda County created billboard designs to raise awareness about human trafficking and the sexual exploitation of children. Council Member Warren suggested that the City of Sacramento use the Alameda County materials to sponsor a similar educational campaign in this area. Clear Channel Outdoor will donate space on traditional billboards throughout the Sacramento region for 30 days to provide the City an opportunity to raise awareness against the crime of human trafficking. The campaign will include resource information for victims seeking help.

Entering into the Licensing Agreement with the Alameda County District Attorney's Office will allow use of their copyrighted billboard designs, which were developed by that office in coordination with, Motivation, Inspiring, Supporting and Serving Sexually Exploited Youth (MISSEY), Clear Channel Outdoor, and the original design team of Suzanne Boutilier, Ganice Jacobs and Jed Davis. In Sacramento, the campaign will include creating a website (ProtectSacKids.org) to provide referrals for victims to national and local resource groups, including Bridget's Dream and Women Escaping a Violent Environment (WEAVE). This public awareness effort is supported by Sacramento District Attorney Anne Marie Shubert, as well as Sheriff Jones and Chief Somers.

Human Trafficking is a serious crime defined by the California State Legislature as "all acts involved in the recruitment, abduction, transport, harboring, transfer, sale or receipt of persons, within national or across international borders, through force, coercion, fraud or deception, to place persons in situations of slavery or slavery-like conditions, forced labor or services, such as forced prostitution or sexual services, domestic servitude, bonded sweatshop labor, or other debt bondage." The most vulnerable children are foster care and homeless youth.

The City of Sacramento, according to WEAVE "is among the top 5 cities in the United States experiencing an epidemic of child trafficking." The CBS Channel 13 broadcast of March 13, 2013, cited Sacramento as the 2nd Worst City in the U.S. for Human Trafficking.

Policy Considerations: This recommendation is consistent with the goals and objectives of the City Council and City Manager.

Economic Impacts: Not applicable.

Environmental Considerations: Not applicable.

Sustainability: Not applicable.

Commission/Committee Action: None

Rationale for Recommendation: This is an opportunity to partner with the County of Alameda District Attorney's Office and Clear Channel Outdoor to provide informational billboards to help victims and bring awareness to the serious crime of Human Trafficking.

Financial Considerations: There are no financial considerations. No cost is associated with the Licensing Agreement with the Alameda County District Attorney's Office or Clear Channel Outdoor.

Local Business Enterprise (LBE): No goods or services are being purchased in association with this report.

ProtectOaklandKids Campaign Licensing Agreement

Parties

This licensing agreement (“Agreement”) is entered into by and between the Alameda County District Attorney’s Office (“ACDAO”) and the City of Sacramento.

Recitals

WHEREAS in 2013, a group of partners came together to create and produce a public service campaign to raise awareness about Human Trafficking and to provide resource information to trafficking victims;

WHEREAS those partners included ACDAO, MISSEY (Motivating, Inspiring, Supporting and Serving Sexually Exploited Youth), Clear Channel Outdoor and the original design team of Suzanne Boutilier, Genice Jacobs and Jed Davis;

WHEREAS this collaborative effort resulted in a campaign consisting of 8 unique designs collectively referred to as the ProtectOaklandKids campaign (“the Campaign”);

WHEREAS the Campaign was subsequently copyrighted by ACDAO to protect the integrity of the original designs and to preserve the ability of ACDAO to direct the future uses of the Campaign;

WHEREAS the Campaign was launched publicly in January 2014 with the assistance of Clear Channel to critical success in and around Oakland, California;

WHEREAS the success of the Campaign has prompted individuals and entities in other jurisdictions around the country to reach out and inquire about duplicating/reproducing the Campaign in those jurisdictions; and

WHEREAS ACDAO, as holder of the copyright for the Campaign, has decided to permit the duplication/reproduction of the Campaign in other jurisdictions on the terms set forth below in order to raise awareness about human trafficking and the commercial sexual exploitation of children.

NOW THEREFOR, the parties agree and covenant as follows:

License and Terms

ACDAO hereby grants to the City of Sacramento a license to reproduce the Campaign, in whole or in part, anywhere within the jurisdictional limits of the City of Sacramento.

This license is not exclusive, and ACDAO retains the right to permit other entities to reproduce the Campaign, in whole or in part, by written permission of ACDAO.

This license shall continue in full force and effect until revoked or rescinded by ACDAO.

Acknowledgement of Original Creators/Copyright

All press releases, publications or websites produced in connection with the Campaign shall include the following acknowledgment:

“This public service campaign originated as ProtectOaklandKids, a collaborative effort of the Alameda County District Attorney’s Office, MISSEY, Clear Channel Outdoor and the original design team of Suzanne Boutilier, Genice Jacobs and Jed Davis. Photo credit: Tom Page. © 2014 Alameda County District Attorney’s Office.”

Substitution of URL

The City of Sacramento may substitute a localized URL in place of ProtectOaklandKids.org (e.g. ProtectSacramentoKids.org). This will permit the redirection of public attention to the appropriate local resource website. Any substituted URL must redirect only to a website that contains resource information for victims of Human Trafficking. The City of Sacramento may also substitute National resource websites or hotline numbers for human trafficking victims in lieu of a localized URL.

The only typeface that may be used for the substituted URL is Arial Black Bold and the font size shall not exceed that originally used in the Campaign.

Any websites linked to the substituted URL, with the exception of a National resource website, shall contain additional links back to the following websites:

ProtectOaklandKids.org

www.heat-watch.org

Sponsor Logos

Sponsor logos may only be added in the designated space at the bottom of the bus shelter ads and/or the designated area to the right of the bulletin ads.

Recognition of Copyright

All reproductions of the Campaign, or any portions thereof, shall include the following copyright somewhere on the face of the work:

© 2014 Alameda County District Attorney's Office.

Cease and Desist

In order to preserve the integrity and purpose of the original campaign, ACDAO retains the right to revoke this license.

In the event that an individual or entity previously approved to use of the Campaign should, following approval, deviate from the original purpose of the Campaign, misrepresent itself or the Campaign, or draw negative attention to the Campaign in any way, ACDAO shall have the right to demand that such individuals or entities immediately cease and desist from any further use of the Campaign.

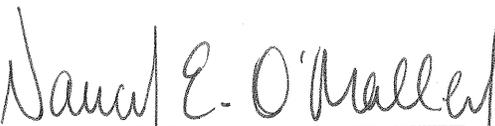
Choice of Law/Venue

This Agreement is entered into and shall be governed by the laws of the State of California. Any actions to enforce this Agreement, or any portions thereof, shall be brought exclusively in Alameda County, California.

Dated:

12.22, 2014

_____, 2014



Nancy E. O'Malley
Alameda County District Attorney

Title: _____
for the City of Sacramento



Sacramento District Attorney's Office

Anne Marie Schubert
District Attorney

Stephen J. Grippi
Chief Deputy

Lori Greene
Assistant District Attorney

January 12, 2015

Sheryl Patterson
Senior Deputy City Attorney
Office of the City Attorney
915 I Street, Room 4010
Sacramento, CA 95814-2604

Dear Ms. Patterson:

As Sacramento County District Attorney, I support the Anti-Human Trafficking Billboard Campaign. Sexual abuse and other exploitation of children and young adults cannot be tolerated in our community.

The District Attorney's Office not only prosecutes those who force vulnerable victims into the commercial sex trade, we are also a committed partner in efforts to combat human trafficking in the Sacramento region. Public awareness and education outreach is a critical component of these efforts.

The billboard campaign is as tremendous opportunity to bring attention to sex trafficking and help in the rescue and prevention of victims with the display of the national hotline number and ProtectSacKids.org website.

I thank Clear Channel for their generous donation and join the City of Sacramento and all of the partner organizations in this campaign to protect the safety of our children.

Sincerely,

ANNE MARIE SCHUBERT
DISTRICT ATTORNEY



December 17, 2014

Sheryl Patterson
Senior Deputy City Attorney
Office of the City Attorney
915 I Street, Room 4010
Sacramento CA 95814-2604

Dear Sheryl,

At Clear Channel, we fully embrace our responsibility as a community broadcast medium and routinely lend digital billboards and other outdoor media to support government and nonprofit organizations working to make our communities safer, stronger and healthier.

In recent months, Clear Channel Outdoor has forged a partnership with the Alameda County District Attorney's office to help support Alameda County's campaign to raise awareness about the devastating effects of human trafficking throughout the region.

Clear Channel Outdoor would now like to partner with the City of Sacramento by donating space on traditional billboards throughout the Sacramento region for 30 days to provide a high-profile platform that will help raise awareness against the heinous crime of human trafficking while also providing a tool for victims seeking help.

Public awareness is essential in the effort to combat human trafficking, the fastest growing criminal enterprise in the world. It is our hope that billboards will be a ray of hope to victims. This billboard campaign will serve as a collaboration between the City of Sacramento, Clear Channel Outdoor, and Bridget's Dream through the leadership of Council Member Allen Warren of District 2 - Sacramento. Clear Channel Outdoor is pleased to be a part of a paradigm shift in the anti-human trafficking field as a collaborator for the betterment of the communities we already serve.

Sincerely,

A handwritten signature in black ink that reads 'Susan Holshouser'.

Susan Holshouser
Clear Channel Outdoor-President Sacramento

Rosario Dowling
#InterventionNotDetention
2830 G. Street Suite 210
Sacramento, Ca 95816

Dear Rosario Dowling,

As Executive Director and Founder of Bridget's Dream, a survivor-led non-profit that fights human trafficking in the greater Sacramento area, I am in full support of bringing awareness of the issue through a billboard campaign as part of a collaboration with Clear Channel and Bridget's Dream to the city of Sacramento.

Alameda County District Attorney's office has created a human trafficking awareness billboard campaign that has been used in several counties throughout California to empower communities to help victims and law enforcement to bring about change and justice.

Sacramento is currently one of the major cities targeted by the FBI for sex-trafficking crimes. Our nation's atrocious problem with the sex trafficking of minors will only cease to be of epidemic proportion when our communities become more aware of the issue *and* resources to help those identified as victims.

Lastly, as a survivor, I urge community members to make this a priority. My story of survival is often the exception and not the rule. We will continue to lose our children to this horrific act of violence if we choose to remain silent. Let's sound our collective voice and make this billboard campaign a reality.

Sincerely,



Leah Albright-Byrd
Executive Director & Overcomer



When I was
in The
Life,
I thought
I was
alone.

Then I found help
from other people
like me.

- Crystal. Out of The Life since 2013.

I got out. U can 2.

Call 510-645-9388
for real help getting a job, an education,
a home, a future.

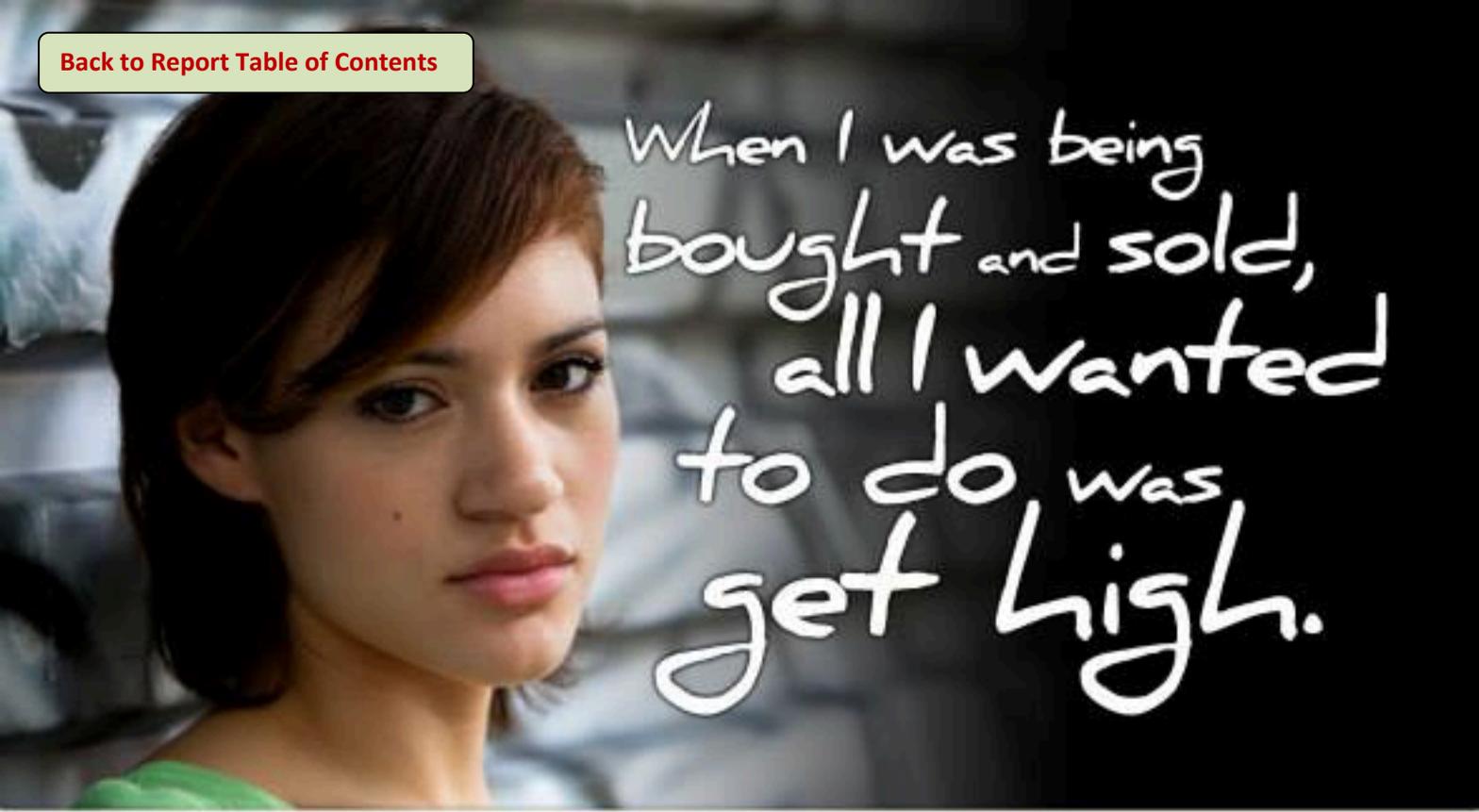
National Human Trafficking Resource Center 888-373-7888



HEATWATCH
STOP HUMAN EXPLOITATION
AND TRAFFICKING
Alameda County District Attorney's Office,
Nancy E. O'Malley, District Attorney

 Clear Channel Outdoor





When I was being bought and sold, all I wanted to do was get high.

Now I'm getting my high school diploma.

- Alicia. Out of The Life since 2013.

I got out. U can 2.

Call 510-645-9388
for real help getting a job, an education,
a home, a future.

National Human Trafficking Resource Center 888-373-7888



HEATWATCH
ALAMEDA COUNTY DISTRICT ATTORNEY'S OFFICE
STOP HUMAN EXPLOITATION AND TRAFFICKING
Nancy E. O'Malley, District Attorney

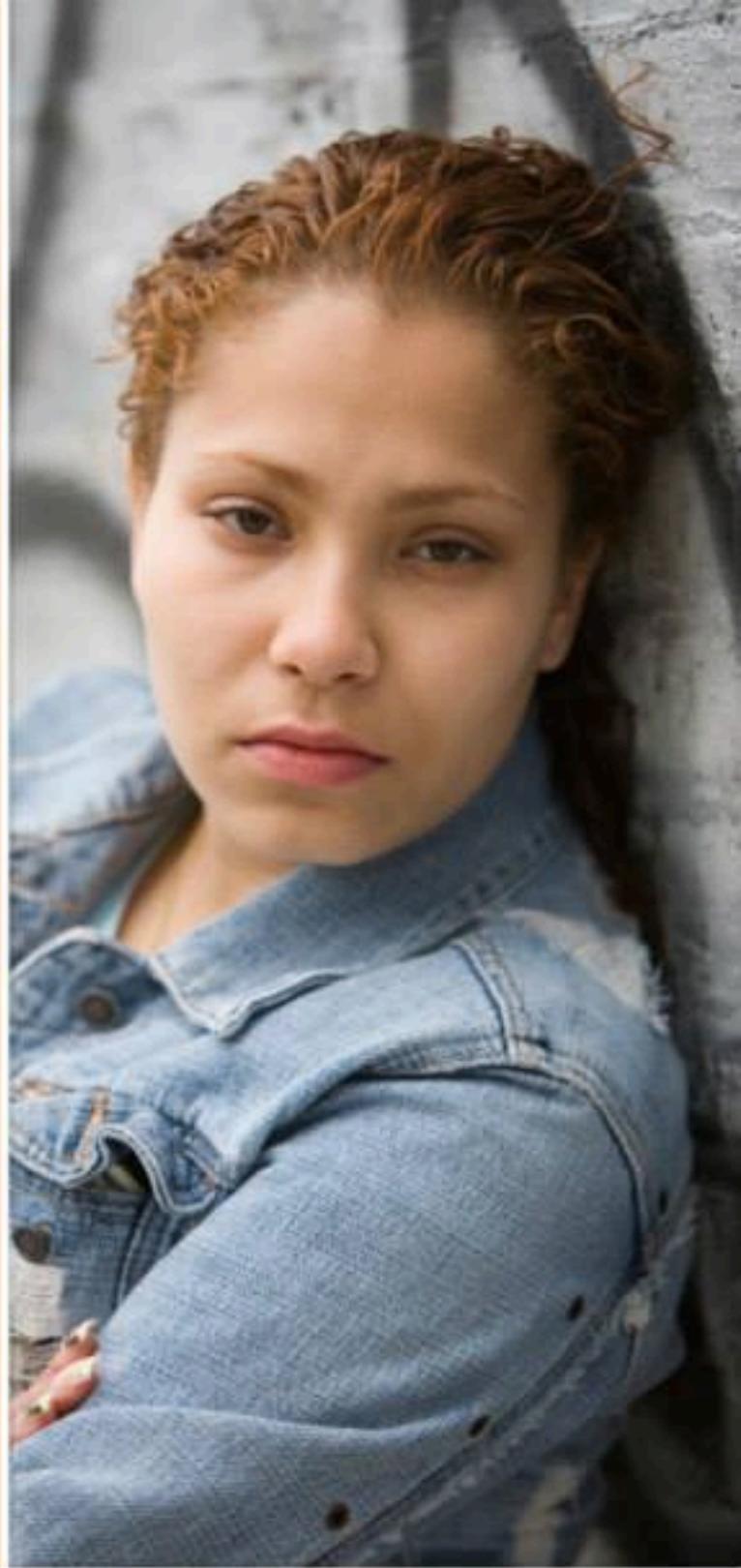
 Clear Channel Outdoor



I depended
on my pimp for
everything
and
had
nothing.

Now I have
my own
apartment,
car and
money.

- Darlene.
Out of The Life since 2009.



I got out. U can 2.

Call 510-645-9388
for real help getting a job, an education,
a home, a future.

National Human Trafficking Resource Center 888-373-7888



HEATWATCH
STOP HUMAN EXPLOITATION
AND TRAFFICKING
Alameda County District Attorney's Office,
Nancy E. O'Malley, District Attorney

 Clear Channel Outdoor



BUYING A TEEN FOR SEX IS CHILD ABUSE.
TURNING A BLIND EYE IS NEGLECT.

help free a child

ProtectOaklandKids.org



H.E.A.T.WATCH®
STOP HUMAN EXPLOITATION
AND TRAFFICKING
Alameda County District Attorney's Office,
Nancy E. O'Malley, District Attorney

 **Clear Channel** Outdoor



BEING A PROSTITUTED TEEN
ISN'T A CHOICE.
IT'S SLAVERY.

set a child free

ProtectOaklandKids.org



H.E.A.T. WATCH
STOP HUMAN EXPLOITATION
AND TRAFFICKING
Alameda County District Attorney's Office,
Nancy E. O'Malley, District Attorney

 Clear Channel Outdoor



TEENS SOLD FOR SEX
AREN'T PROSTITUTES. THEY'RE
RAPE VICTIMS.

come to a child's rescue ProtectOaklandKids.org



H.E.A.T.WATCH[®]
STOP HUMAN EXPLOITATION
AND TRAFFICKING
Alameda County District Attorney's Office,
Nancy E. O'Malley, District Attorney

 Clear Channel Outdoor



ADOLESCENTES VENDIDAS
PARA EL SEXO NO SON PROSTITUTAS.
SON VÍCTIMAS
DE VIOLACIÓN.

ven al rescate de un niño ProtectOaklandKids.org



H.E.A.T.WATCH[®]
STOP HUMAN EXPLOITATION
AND TRAFFICKING
Alameda County District Attorney's Office,
Nancy E. O'Malley, District Attorney

 Clear Channel Outdoor



少年被迫賣淫
不是娼妓
是強姦受害者

齊來拯救孩童/請瀏覽以下網址

ProtectOaklandKids.org



HEATWATCH
STOP HUMAN EXPLOITATION
AND TRAFFICKING
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 Clear Channel Outdoor

