

Illegal Gunfire Campaign & Communication Plan

Chief Eddie Garcia

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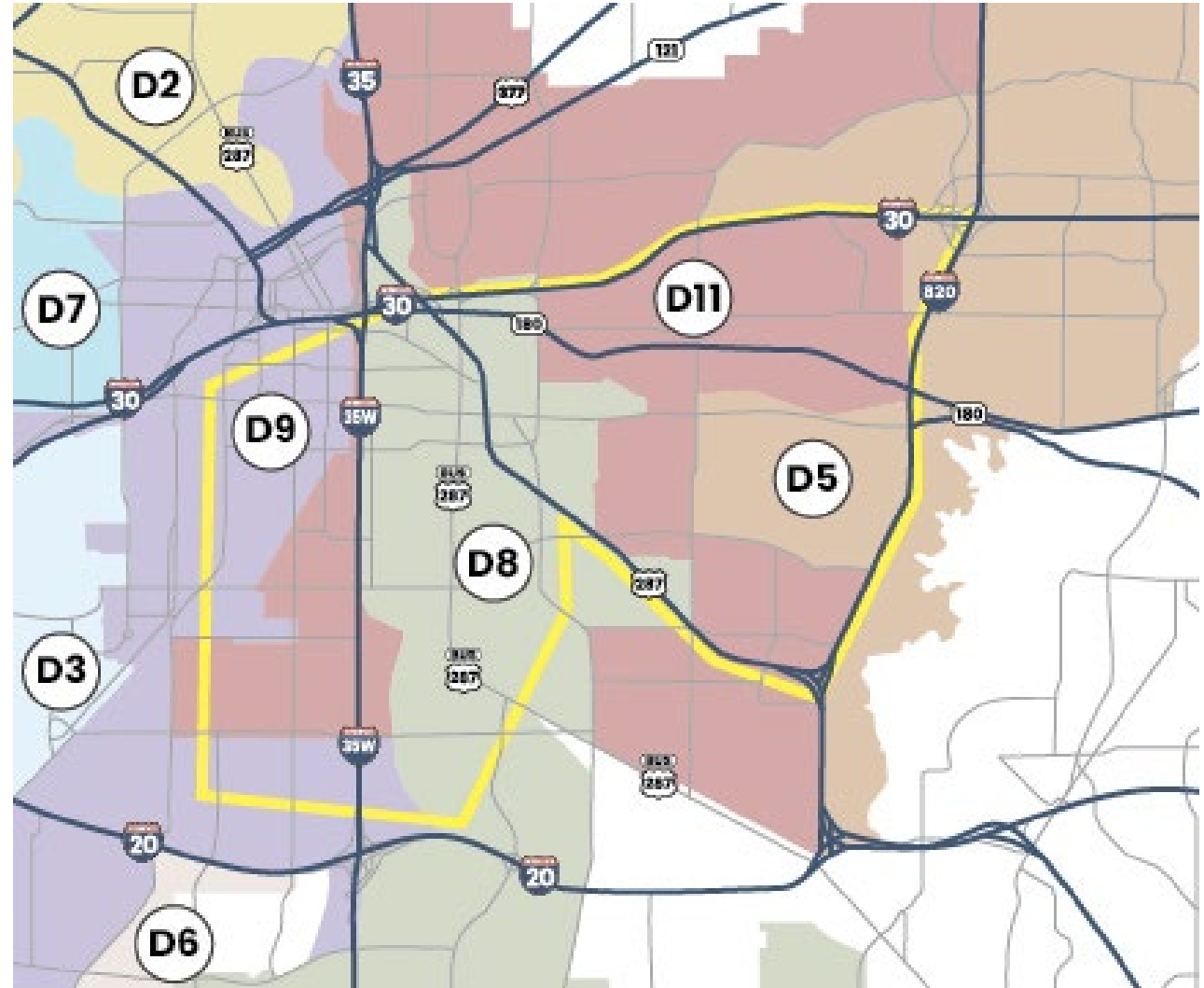
Background

- Between 2024 and 2025, there was a **28.54% increase** in arrests related to illegal gunfire.
- Stray bullet incidents often spike around:
 - Fourth of July
 - New Year's Eve
 - Major sporting events

Project Safe Neighborhood Zone

The yellow line outlines the priority area identified for focused violent crime reduction strategies under the Project Safe Neighborhoods initiative.

Source: Map data U.S. Department of Justice, ProjectSafe Neighborhoods, recreated by the City of Fort Worth



Top Age Group

**THE AVERAGE AGE RANGE FOR MOST SUSPECTS
OF ILLEGAL GUNFIRE IS
16-23 YEARS-OLD**

Objectives

- To reduce stray bullet incidents by increasing community understanding of the risks and consequences of reckless gun use
- To reassure residents and community members that the City is taking action to put a stop to stray bullet incidents and will not tolerate illegal gun violence
- To establish a culture of safety, community intolerance, and active engagement regarding illegal gunfire in Fort Worth



Overall Approach

Tone

- Firm but not accusatory
- Empathetic toward victims and families
- Community-centered; main focus is to protect and serve
- Avoid messaging that appears anti-Second Amendment

Audience

- Citywide with a focus on hot spot areas
- Young adults and parents
- Individuals at higher risk of illegal firearm activity

Tagline

- *Pull the trigger, pay the price (Primary)*
- *STOP illegal gunfire (Secondary)*

Materials & Tactics

- Student/Parent outreach
- Holiday-specific messaging
- Community outreach
- Website
- Newsletters
- Videos
- Articles
- Utility inserts
- Social media
- Digital advertising
- Flyer and Rack Card
- Door hangers

**All materials translated to Spanish*

Key Messaging

1. Awareness and Education

- What is illegal gunfire
- Why celebratory gunfire is dangerous
- How fast/far a bullet can travel

2. Consequences and Purpose

- Consequences of illegal gunfire
- Campaign purpose

3. Prevention and Community Action

- How to report illegal gunfire
- Responsible gun ownership
- How you can help keep your community safe



Holiday-specific Outreach

- Targeted messaging 2-3 weeks before July 4th, New Year's Eve, and major sporting events
- Signage near vacant lots or areas where celebratory gunfire has happened
- Door hangers in target neighborhoods & apartment complexes



Digital Ads/Signage



Illegal gunfire will cost you.

Up to \$4,000 fine + a year in jail.

FORT WORTH.



Pull the trigger.

PAY THE PRICE.

STOP ILLEGAL GUNFIRE.

FORT WORTH.



WHAT GOES UP.

WILL COME DOWN.

STOP ILLEGAL GUNFIRE.

FORT WORTH.



Hear shots fired?


Don't ignore it. Report it.

HELP US END ILLEGAL GUN VIOLENCE.

FORT WORTH.

Printed materials

FORT WORTH



Pull the trigger.

PAY THE PRICE.

Shooting a gun within city limits is **illegal** except in specific situations allowed by law.

Common examples of illegal gunfire

- Celebratory gunfire (shooting into the air)
- Target practice in neighborhoods
- Reckless shooting within city limits
- Firing a gun in streets, parks, or residential areas

Even if no one is injured, these actions can lead to **criminal charges** (up to \$4,000 fine + 1 year in jail).

Why celebratory gunfire is dangerous
Bullets fired into the air must come down.

Falling bullets can:

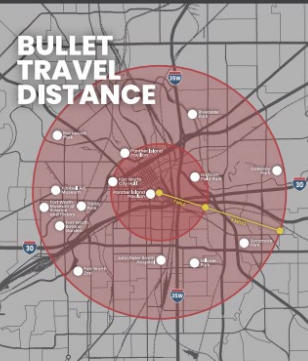
- Injure or kill people
- Damage homes and vehicles
- Travel up to 3 miles from where they were fired

Help keep our community safe
Responsible gun ownership protects families and neighbors.

If you own firearms:

- Follow all local and state laws
- Store firearms securely
- Never fire a weapon in residential areas


STOP ILLEGAL GUNFIRE.



BULLET TRAVEL DISTANCE


WHAT TO DO IF YOU HEAR GUNFIRE

If you hear gunshots in your neighborhood, you should move to a safe location and call 9-1-1 as soon as possible.

CONNECT WITH US. 

Flyer (Front)

FORT WORTH



Aprieta el gatillo.

PAGA EL PRECIO.

Disparar un arma dentro de los límites de la ciudad es **ilegal**, salvo en situaciones específicas permitidas por la ley.

Ejemplos comunes de disparos ilegales

- Disparos de celebración (disparar al aire)
- Prácticas de tiro en vecindarios
- Disparos imprudentes dentro de los límites de la ciudad
- Disparar un arma en calles, parques o zonas residenciales

Aunque nadie resulte herido, estas acciones pueden dar lugar a **cargos penales** (hasta \$4,000 de multa + 1 año de cárcel).

Por qué los disparos de celebración son peligrosos
Las balas disparadas al aire tienen que bajar. Las balas que caen pueden:

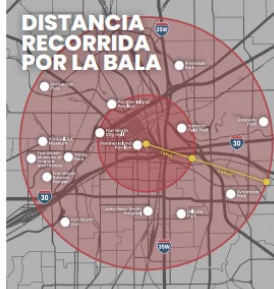
- Herir o matar a personas
- Dañar viviendas y vehículos
- Recorrer hasta 3 millas desde el lugar donde se dispararon

Ayuda a mantener nuestra comunidad segura
La posesión responsable de armas protege a las familias y a los vecinos.

Si posee armas de fuego:

- Cumpla todas las leyes locales y estatales
- Guarde las armas de fuego de forma segura
- Nunca dispare un arma en zonas residenciales


ACABEMOS CON LOS DISPAROS ILEGALES.



DISTANCIA RECORRIDA POR LA BALA


QUÉ HACER SI ESCUCHA DISPAROS

Si oye disparos en su vecindario, debe ir a un lugar seguro y **llamar al 9-1-1** lo antes posible.

CONNECT WITH US. 

Rack card (back)

FORT WORTH



Hear shots fired?


Don't ignore it. Report it.

Shooting a gun within city limits is **illegal** except in specific situations allowed by law.


WHAT TO DO IF YOU HEAR GUNFIRE

If you hear gunshots in your neighborhood, you should move to a safe location and **CALL 9-1-1** as soon as possible.

HELP US END GUN VIOLENCE.



Police.FortWorthTexas.gov/StopIllegalGunfire

CONNECT WITH US. 

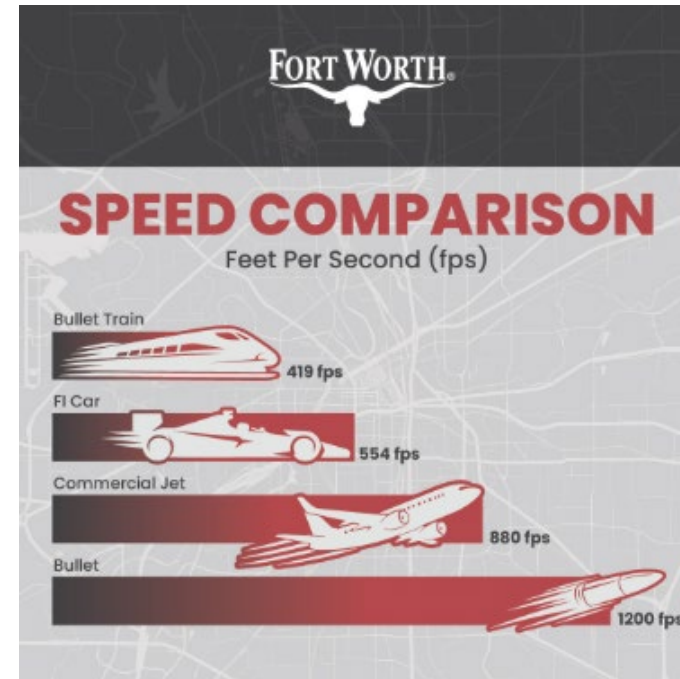
Door Hanger

Social Media Graphics

FORT WORTH.

**WHAT GOES UP.
WILL COME DOWN.**

STOP ILLEGAL GUNFIRE.



FORT WORTH.

**Pull the trigger.
PAY THE PRICE.**

**STOP
ILLEGAL GUNFIRE.**

FORT WORTH.

**Illegal gunfire
will cost you.**

Up to \$4,000 fine + a year in jail.

Parent & Student Outreach

Audience:

- Youth mentoring organizations (e.g. YMCA programs)
- Libraries
- Partner with FWISD to reach 20+ FWISD High Schools
 - Student leaders (e.g. Student council, JROTC)
 - PTA groups
 - Afterschool/summer programs
 - Parent groups (e.g. Fort Worth Moms)

Key messaging for parents:

- Gun and bullet storage safety
- Consequences for parents if a minor uses their firearm

Parent/Student toolkit:

- Short videos
- Stickers
- Social media content (IG reels, FB posts)
- Student media (School paper, tv/radio)
- Morning announcement scripts
- School newsletter (For parents)
- Flyer with QR code (For parents)
- Resources list



Proposed Campaign Budget

Paid Advertising - 8 Months	Details	May - Sept	Oct - Jan
Facebook Geo-targeted ads (Districts 2, 6, 8 and 9)		\$5,000	\$4,000
Bus shelters (5 placements)		\$0	\$17,846
Local newspaper		\$7,000	\$5,600
Spotify	10,000 impressions/month	\$12,500	\$10,000
YouTube	700,000 impressions/month	\$0	\$30,000
Printing and Distribution			
Permanent signage	2 signs	\$1,200	\$600
Stickers	10,000 Stickers	\$1,424	\$700
Door Hangers Printing Only	1000 total	\$495	\$495
Door Hangers Distribution*	*neighborhood crime groups, FWISD, NPOs, community engagement	N/A	N/A
Total Budget		\$27,619	\$69,241

QUESTIONS?