

# FRIddays

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SERVING FAR EAST DALLAS

Spring 2019

**Making Progress  
With Tenacity,  
Flexibility and  
Dedication**



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 is to engage and empower  
 a community of advocates  
 to advance a safe,  
 beautiful, prosperous  
 and proud community  
 in Far East Dallas.*



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# FRIdays

**SPRING 2019  
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# FRI Executive Director Updates

## Two Signature Plans Make Progress With Groundbreaking and Additional Funding



by *Vikki J. Martin, Executive Director,  
Ferguson Road Initiative*

**White Rock Hills Community Recreation Center (CENTER)** – On December 1, more than 100 residents and City of Dallas officials gathered at 2229 Highland Road to celebrate the groundbreaking of the White Rock Hills Park (WRH

Park). This park represents the first phase of the future White Rock Hills Community Recreation CENTER. Situated in Dallas City Council District 9 and located half a block from Dallas City Council District 7, the WRH Park will serve constituents living in both districts to provide much needed green space and recreational opportunities. One local media outlet accurately described the establishment of the WRH Park as going from *blight to delight*. Indeed, the community has waged a battle over the last 20 years to clean up this area and to ensure that something positive be established.

**Success Takes Dedication and Tenacity** – For those of you who are new to Far East Dallas, let me share the history of this property. In the 1990s this land contained a rundown apartment complex that was a magnet for drugs and crime. In 1994 the property burned and sat vacant, wrapped in yellow caution tape, boarded up with broken windows and covered with graffiti. After four years of citizen lobbying the City of Dallas condemned and demolished the apartment building in 1998. Unfortunately, this victory was short-lived as the now-vacant property soon became an illegal dumpsite. For a decade the community suffered with this blight until the Bond Committee of the Ferguson Road Initiative (FRI) began strategically working with the City of Dallas Park and Recreation department (CDPR) to turn this property into a recreation center.

In 2003 and 2006 the FRI Bond Committee secured money for land acquisition and building construction for a library and recreation CENTER through the Bond Program. The City of Dallas placed the

8.5 million dollar White Rock Hills Library on a fast-track and the library opened in 2012.

In 2006 the City of Dallas purchased 3.5 acres of vacant land on Highland Road for the CENTER. Design and construction for the CENTER slowed after the community advocated for an enhanced CENTER for all ages and generations of community residents. In 2008, the economy crashed. In 2010 FRI held a town hall meeting where the community unanimously voted to direct the City of Dallas to take the 5 million dollars earmarked for constructing the CENTER and to use it instead to purchase two additional parcels of land at 2131 and 2165 Highland Road. These properties are being combined with the CENTER site in order to build a larger facility, increasing the site to more than seven acres of land. The WRH Park is expected to open in December 2019.

**Urban Land Institute Grant Awarded** – From the beginning FRI has viewed the establishment of the CENTER as an anchor for improved economic development at the Highland/Ferguson Road intersection. With the construction of WRH Park, the City of Dallas believes it is time to explore how the green space of the WRH Park, the building of the future CENTER, and the linking of the CENTER to the city-wide trail system could be leveraged to create healthy economic development in this area.

That is why the City of Dallas recently applied for and was awarded a grant from the Urban Land Institute (ULI) in partnership with The Trust for Public Land (TPL) and National Recreation and Park Association (NRPA). The ULI will create a 2-day intensive workshop where members of their Technical Assistance Panel will volunteer their time and knowledge to develop creative but pragmatic solutions to potential economic development at the Highland/Ferguson Road intersection. They will utilize the Ash Creek Greenbelt that extends from Valley Glen Drive to St. Francis Park. The creation of the WRH Park is an opportunity to produce a



*Community and City leaders lift their shovels to break ground on White Rock Hills Park as residents and children watch and play.*

catalytic effect on the surrounding community. Through the workshop we hope to explore ways to utilize the Claremont Village Shopping Center which could include attracting a new grocery store. The workshop is scheduled for this summer.

**Highland Road Reconstruction** – Simultaneous with construction of the WRH Park will be the reconstruction of Highland Road from Ferguson Road to the Primrose Apartments, 2000 Highland Road. Plans include sidewalks, storm sewers, lighting and a bike path that will link the WRH Park and future recreation center to the Santa Fe, Katy, and White Rock trails. Construction is expected to begin this summer as soon as the bridge replacements on Lakeland Drive have been completed.

**Lakeland/Ferguson Intersection Design and Reconstruction** – In November Public Works contacted FRI regarding the 2005 design plan for the Lakeland/Ferguson intersection improvement. We learned that partial funding of \$750,000 was authorized in the 2017 Bond Program. This amount will cover roughly about half of what it will cost to build the entire design. This should be considered the first phase of the intersection improvement with the intent of completing the project in a future Bond Program. The Lakeland/Ferguson intersection project will set the stage for a consistent design plan for the Highland/Ferguson and I-30/Ferguson intersections as well.

FRI assembled leaders, representing the surrounding neighborhoods, who participated in the original design. The committee has agreed to maintain the basic concept of the original plan created by Jacobs and is considering a marker that would help create an identity for the White Rock Hills community.

The City of Dallas has contracted Pacheco Koch to conduct the design work. The next step will be to survey the site. This should be completed by the end of April. Once this is completed it will take another 25 weeks to finish the construction documents. Bidding on construction work should occur in spring 2020.

**Senior Survey Results** – Determination Inc. (DI) is a nonprofit organization that empowers adults to age in place. FRI is interested in exploring the creation of a Senior Village in the FRI area. The Senior Village model is comprised of volunteers and partner agencies that bring services at a reduced cost to meet member's needs at home.

Here are the results from last February's needs assessment survey:

- 87% are very interested in joining a neighborhood village that would allow them to stay in their homes as they age
- 35% need access to in-home services
- 53% volunteer in the community
- 94% use computers for email
- 94% own their own homes
- 70% show interest in volunteering
- 83% wish to make new friends
- 59% desire to take cultural trips
- 58% seek referrals to home health care services and support
- 43% could use help in coordinating home services
- 52% want access to handyman services
- 50% are interested in a book club or discussion group
- 38% have lived in the neighborhood over 10 years
- 52% are long-time residents of the area for 30 years or more
- 100% want to stay active and engaged within their communities

**If you are interested in learning more about this project contact:**  
**Caren Edelstein at (214) 986-7688 or [cjedelstein@gmail.com](mailto:cjedelstein@gmail.com) or**  
**Rene Karp at (214) 676-7405 or [rlkarp@sbcglobal.net](mailto:rlkarp@sbcglobal.net)**

## 20 Seasons of Love Anniversary Breakfast

The Ferguson Road Initiative celebrated 20 years of service to the citizens of Far East Dallas on November 10, 2018. Our members, supporters, and dignitaries joined us for an anniversary breakfast at the Owenwood Farm & Neighbor Space. More than 170 attendees were joined by City of Dallas Mayor Mike Rawlings, Bishop Mike McKee of the North Texas Conference of the United Methodist Church, Texas State Representative Eric Johnson, and keynote speaker Phil Ritter, chief executive officer of the Meadows Mental Health Policy Institute. Dallas City Councilmember Mark Clayton, Dallas County Commissioner Theresa Daniel, and Dallas Police Department Chief U. Renee Hall also attended. The event was co-sponsored by White Rock United Methodist Church. Food was provided by Sweet Moses Brands. Entertainment was provided by One Loud Suitcase and The Episcopal School of Dallas Concert Choir.

A special thank you goes to our key underwriters, City Credit Union and City Hospital at White Rock. Without their support our celebration would not have been possible. Thank you.



Mayor Mike Rawlings



20th Anniversary celebrants fill the Owenwood Farm & Neighbor Space

## Owenwood Farm & Neighbor Space

FRI continues our partnership with Owenwood Farm & Neighbor Space (OFNS), 1451 John West Road, as they move forward in transitioning the former Owenwood United Methodist Church into a facility that will house programs and services that will directly serve our community in Far East Dallas. Last year, OFNS received grants to make capital improvements to the building. The ground floor is now ADA accessible and the roof of the building has been replaced. Plans are underway to replace sewer lines and improve the parking lot.

Working alongside other nonprofit partners, FRI is helping OFNS determine a governance structure. Other partners include:

- Aberger Center for Literacy
- Dallas United Crew
- Diapers Etc.
- Grow North Texas
- Hope Supply Company
- Linden Grove Theatre Company
- White Rock Community Church



## Community Advocacy Workshop

Attend this workshop and learn how to become an advocate for the causes you believe in. Lead your community and get results, including how to contact a political official and effectively express your opinion.

Ferguson Road Initiative (FRI) is excited to announce a partnership with RESULTS, a nonprofit organization of committed volunteers who collectively use their voices to influence political decisions to end poverty.

The leaders of RESULTS have generously volunteered to conduct a hands-on workshop to teach residents in Far East Dallas how to powerfully advocate for their community through speaking, writing and meeting with our public officials.

**Please Come and Learn**  
**Saturday, June 15**  
**Noon-3:30 p.m.**  
**White Rock Hills Library**  
**9150 Ferguson Road**

**The workshop is free for FRI members and \$5 for non-members. Lunch will be provided.**

**Registration is required at:**  
**<http://www.fergusonroad.org/results>**  
**For questions contact:**

**Carmen Parra at [cparra@cmitsolutions.com](mailto:cparra@cmitsolutions.com) or call the FRI office, (214) 324-5116.**

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## The Community Pitches in for Operation Beautification



by Kerry L. Goodwin

Far East Dallas became a more beautiful place to live when more than two hundred volunteers braved the 44 degree weather on March 2 for FRI's Operation Beautification event. Underwritten by City Credit Union and Young Chevrolet, volunteers cleaned litter, picked up more than

100 illegally placed signs, and enjoyed a hearty breakfast provided by FRI partner McDonald's. Participants included many civic and school groups including Bryan Adams High School, Lakehill Preparatory School, The Episcopal School of Dallas, S. S. Conner Elementary School, Owenwood Farm & Neighbor Space, Community Court, Travis Manion Foundation, The Mission Continues, 100 Men Who Give a Damn, and others. Thank you to the neighbors and friends who helped make this annual event a success.

In conjunction with the clean up was a food drive to help stock the pantry at White Rock Center of Hope (WRCH). Over 450 pounds of food was donated. Food collected by WRCH goes directly back into our community to help families in need in our area.

The Travis Manion Foundation helped make this a legacy event by honoring the life and service of DPD Officer Rogelio Santander who lost his life last April in the line of duty. Neighborhood City of Dallas Police officers Gabriel Ortiz and Jorge Tinajero helped keep the gathering safe. FRI is also indebted to partners Elliott's Hardware, Ferguson Donuts, Signage Systems, and RaceWay. Thank you to our sponsors State Rep. Eric Johnson and Councilmembers Kevin Felder and Mark Clayton.

A special thanks goes to our event volunteers who manned our staging area despite the cold. FRI would not be able to do the things we do without the support of our many volunteers. Thanks to all!



Volunteers from City Credit Union helped lend a hand.



## City Hospital: New Name, New Leadership, New Owner



by Paul E. Maynard,

The building has been an icon near White Rock Lake since 1959. A place of care and caring once known as Doctor's Hospital, is now City Hospital at White Rock, and the building has a new name, new leadership, and a new owner.

In March of 2018, Baylor Scott & White Healthcare, along with partner Tenet Healthcare, sold the hospital to Pipeline Health, LLC, a California-based hospital management company. Pipeline Health operates five hospitals in California, as well as a physician's practice management company, a group of anesthesia providers, and provides emergency care services to hospitals.

**Accessibility to Medical Care** – With the closing of Baylor Scott & White's Garland hospital in February 2018, the City Hospital at White Rock facility became one of the larger and more accessible hospitals in the East Dallas metro area. *"Early on we worked with Emergency Medical Services (EMS) teams to make sure they understood how we could help in the transition,"* Jorge Trevino, Chief Executive Officer (CEO) of City Hospital at White Rock said. While City Hospital at White Rock is the first hospital in Texas acquired by Pipeline Health, they recently also finished the acquisition of 22 stand-alone emergency departments (EDs) in North Texas. Mr. Trevino assumed the role of CEO in March 2018. *"These acquisitions allow us to offer more access points for our patient population to medical care,"* Mr. Trevino added. *"At least five of those units are in close proximity to the hospital."* Mr. Trevino explained that these satellite EDs make finding quality care a collaborative effort between the main hospital and the stand-alone facilities. Plus they make the City Hospital of White Rock brand more recognizable.

**Ready to Serve the Community** – *"We are finally on the tail end of the transition of the sale,"* Mr. Trevino said. He previously was Chief Operating Officer (COO) at the hospital from October of 2014. *"We can now get down to the business of strategizing about delivering the best care and medical services to the community of East Dallas,"* he continued.

**Fully Accredited Programs** – Offering up a full slate of outpatient and medical specialties, the 218-bed hospital is a recognized primary stroke center, an accredited chest pain center, and an accredited metabolic and bariatric surgery center. *"We are committed to the community,"* Mr. Trevino continued. *"It is our mission to help those under our care to find a primary medical home."*

Being a primary stroke center allows City Hospital at White Rock to treat acute care patients quickly. In partnership with UT Southwestern

Medical Center, this designation ensures a level of care of this stature is available to the East Dallas community. *"We have an obligation to the community to provide the best care available,"* Mr. Trevino added.

The accreditation as a chest pain center continues the theme of providing high quality cardiology care to the community. Other notable areas of expertise include general surgery, orthopedics and urology. These are just the tip of the iceberg of the 18 medical specialties practiced at the facility. *"This is a strong emergency care facility with 24/7 critical care available to the community,"* Mr. Trevino told us.

**My New Beginning** – City Hospital's focus on digestive diseases is reflected in the My New Beginning center. This is the department in the hospital that is focused on weight loss surgeries and care. As an accredited center under the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program of the American College of Surgeons, their emphasis is on doing everything they can to help their patients make positive changes in their lives.

**Committed and Experienced Leadership** – The leadership team, under Mr. Trevino, is an experienced group of healthcare administrators from some of the leading groups in the industry, Tenet, VHA, BS&W. They've been assembled to promote the values of the newly reorganized facility of community, collaboration, independence and flexibility. *"We have a dedicated and experienced team in place to support our mission,"* Mr. Trevino said.

For more information on the hospital, please go to their website [www.cityhospital.co](http://www.cityhospital.co).

Jorge Trevino, Chief Executive Officer of City Hospital at White Rock speaks at the FRI Community Connection Town Hall Meeting.



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# Street and Infrastructure Projects Update



by Mari L. Madison

There is a special vibe in the City of Dallas (City) east of White Rock Lake (WRL) due to the organic nature of the street grid that is forced up and over or down and under WRL. The streets then fan out like arteries to the converging freeways of Interstate 30 and LBJ Freeway. East of WRL most streets run east

and west with the compass.

Many of the neighborhood-grids in Far East Dallas (FED) are rotated to the compass giving a pleasing ambiance to the way light flows into the homes in the area. Those who love to live east of WRL see the advantage of the north-east and south-west orientation of streets and travel the streets that best get them where they want to go.

The City leadership clearly did not understand this when, after over 11 years of neglect to streets and infrastructure, they decided to play catch up after the 2017 bond election and scheduled major infrastructure and street upgrades simultaneously to these FED pathways.

Neighborhoods in the middle section of Ferguson Road have erupted in an uproar on social media, discussing “*why it takes so long to build a bridge or fix a street.*” The City and councilpersons received a flood of angry complaints from residents who travel Lakeland Drive, Peavy and Gus Thomasson Roads, which completely or virtually closed at the same time.

To put this in historical perspective, the economic crash in 2008 and the subsequent budget crises resulted in the major rebuilding of street and infrastructure repairs being postponed. According to Mark Clayton, City Councilperson for District 9, “*There is currently 11 billion dollars of need in the City, with some projects like bridges, including the two on Lakeland Road, are being completed with funds approved in the 2002 bond election.*”

When Mr. Clayton was first elected to the City council in 2015, one of the first things he did was dedicate 60% of District 9’s discretionary bond money to infrastructure focused on the Ferguson Road corridor. In a recent interview Mr. Clayton explained, “*I clustered the money to get the most bang-for-the-buck...*” The middle section of the Ferguson Road Corridor – Lakeland Drive, Peavy and Gus Thomasson Roads – “*...were where there was the most need.*” he said.

Things started to change in 2016 when the City revised the way they measure street conditions. They developed a color-coded rating system on interactive maps. According to the *Council District Street Conditions* chart, District 9 has the worst streets in the city with 358 lane miles that are rated totally unsatisfactory.

According to Mr. Clayton, the commitment to upgrading the area streets improved when T.C. Broadnax (Broadnax) became Dallas City Manager on February 1, 2017. Broadnax has allocated more money to the City’s streets and utility infrastructure in a move to eventually get to zero degradation.

What appears to be a street project to the community can be part of a much more complicated infrastructure replacement project. Underneath many of the City’s streets is the antiquated, original utility infrastructure that in some cases includes, water, sewer, gas and electricity. This is what happened with the first Lakeland Drive bridge. Construction started on September 11, 2017, and electrical upgrades were part of the project. The project is still not completed. A second bridge on Lakeland Drive is expected to be completed by the end of 2019.

The project at the intersection of Gus Thomasson and Ferguson Roads, less than affectionately dubbed by the community as “*Lake Casa View*,” is an even more complicated project. This project started on August 28, 2017, and is in its 20th month. From its inception it was planned as a combined infrastructure replacement and improved streetscape project – implementing the Greater Casa View Alliance (GVAC) area plan filed with the City.

It is currently six months behind schedule due to the unanticipated complexity of replacing the 1950’s era infrastructure and the record-breaking rainfall in 2018. With rainfall 20 inches above the historical yearly average, the two key construction months of February and October of 2018 were lost. Once off schedule, the need to coordinate the two City departments with two large private corporations made attempts to get the project back on track a logistical nightmare. The most current update from Mr. Clayton is that the final paving work is to take place in April. “*There will still be work going on as the street design elements come in, like cut out parking, new brick sidewalks and new lighting*” said Mr. Clayton. “*I think people will start to see what the project and area will become after this. There is bond money to complete the remaining area. I hope it will be something the neighborhood will take pride in.*”

The last bond election was less about sizzle and more about function. After years of community effort, the Ferguson Road corridor is now receiving a disproportionate amount of money, because the need has been made clear – Peavy Road has been completely resurfaced; Lakeland Drive intersection improvements have been funded and new lights on Peavy and Ferguson Roads near Bryan Adams High School have been installed, just to name a few project examples.

Short term pain will be long term gain. The Ferguson Road corridor from Interstate 30 to LBJ Freeway is again realizing the bright future as was envisioned when the area was developed in the mid 1950’s.



Paula Blackmon wants to represent **YOU** as the next **City Councilmember for District 9**. A committed community leader, Paula is a:

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Pol. Adv. paid for by the Paula Blackmon Campaign



## Renovation Report – Reshaping the Retail Experience in Casa View



by Dee Anna Handbey

This update from the Greater Casa View Alliance generally comes from co-chair Mike Nurre, who recently took the helm of the Greater East Dallas Chamber of Commerce. While he is busy giving an even stronger voice to the business community here on the east side of the lake, I am happy to offer a firsthand perspective of the renovations

that are spurring new retail shops, restaurants and service opportunities at the Casa View Shopping Center.

I have been a tenant of the center since 2014 and one of the many people who is excited to be part of the change that is going on. The proof is that we have renewed our leases knowing that we would be right here at ground zero during the loudest, muddiest, most inconvenient phases of construction. Do we complain? Absolutely. Loudly. Daily. But despite the jackhammers and concrete saws that always seem to kick in during conference calls, good things are happening under the ownership of SHOP Companies, which purchased the center in December 2017.

Six-inch caliper trees, along with native grasses and other landscaping, are going in throughout the property. Brick-lined walkways are being installed. And new restaurants and retail tenants like Tacos y Mas and Stone's Ace Hardware have already opened their doors. In fact, April 20 is the date for Ace's inaugural community celebration, complete with live music, local craft beer, a log sculptor showcasing Stihl chainsaws, a Traeger Grill demonstration with meat tastings, a motorcycle contest featuring vintage and custom bikes, and more. They also plan to make it a tradition with similar events every quarter.

According to SHOP Companies Vice President, Buck Wheeler, we can also look forward to food, shakes, and slushes in the courtyard at Zero Degrees, pet essentials at Pet Supplies Plus, manicures at Villa Nail Salon, and an honest sweat at Workout Anytime — along with many other new businesses to complement current offerings. By year's end, a new 7-Eleven is slated to replace the existing structure on the southwest corner of the intersection as well.

**New active-senior living development to expand housing options** – In addition to redevelopment efforts at the Casa View Shopping Center, the Greater Casa View Alliance was proud to endorse the development of a new active-senior community at Centerville and Shiloh — the Estates at Shiloh. The project is an initiative of Generation Housing Development, an experienced developer committed to long-term ownership of the property. The Class A development includes 264 one- and

two-bedroom units with shared amenities including a community garden, walking trails, and a resort-style pool and fitness center. Importantly, it will also offer free transportation, community outings, exercises and other services to residents. The Estates at Shiloh not only fills a vital need for senior housing — it also plays an important role in revitalization efforts by bringing much-needed new construction to the area.



Work progresses in full swing in the atrium of Casa View Center



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## Major Facilities Improvements Coming to Bryan Adams High School



by Dan Micciche, DISD board president,  
District 3-Northeast Dallas representative

The Cougars are back on top and roaring with pride. I am proud and pleased to tell everyone that Bryan Adams High School (BAHS) received the Texas Education Agency's highest rating by earning seven out of a possible seven academic distinctions.

The City of Dallas responded by allocating funds for proposed renovations and additions for BAHS. This is the first major renovation to the school since it opened in 1957.

The Dallas ISD Board of Trustees approved the allocation of 69 million dollars of 2015 bond funds for the project. The improvements include a new 2,000-seat competition gym to better serve the BAHS athletic department, and includes the boys and girls locker rooms, weight room, training, and gym. There will also be new classroom additions, including 10 classrooms, and restrooms.

Updates to the Fine Arts Suite will better serve musicians and performers at BAHS, which includes band, choir and orchestra halls, acoustical treatments, instrument and uniform storage, and practice rooms.

Additionally, the administrative area will be renovated, including a secure vestibule, reception, administrative offices, counselor suite, conference room, teacher workroom and lounge, clinic suite, and restrooms.

There will also be 17 million dollars of life-cycle replacement and renovation work throughout the building. The plan also includes a new

marquee sign located at the front entry. These additions and renovations are just in the beginning phase with an anticipated completion date of December 2021.

### Sanger Teacher Named District-wide Elementary School Teacher of the Year

Congratulations to Elisa Morrissey from Alex W. Sanger Preparatory School, who was named this year's Dallas ISD District-wide Elementary School Teacher of the Year.

Dallas ISD has 147 Elementary Schools, making this a tremendous distinction. Mrs. Morrissey's ability to bring out the very best in her students is one of the qualities that earned her this honor.



The entry doors to Bryan Adams High School

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## Partners Are Key To Delivering Financial Literacy Programs



by Kerry Goodwin

This year the Ferguson Road Initiative continued to partner with Foundation Communities to deliver free Volunteer Income Tax Assistance (VITA) and Financial Education programs to underserved families in Dallas. This is FRI's 15 year in helping to provide these services. FRI also helped launch a new VITA center at Lochwood Library by offering

volunteer services and loaning them VITA equipment and resources.

Last year the FRI Financial Literacy Program expanded to include classes and training in partnership with Eastfield College Pleasant Grove Campus (ECPGC) and IBC Bank. In November FRI launched Family Financial Literacy Classes at ECPGC where Maria Valenzuela, FRI financial literacy program manager, presented *Understanding How to Prepare Yourself to File a Tax Return: Record Keeping and What to Bring*, geared toward self-employed people who do not know how to keep records in order to maximize their tax return and minimize their tax liability. IBC Bank Branch Manager, Kyle Roberts, presented *Bank on It: Opening and Maintaining a Bank Account* to complement the class.

This year, FRI started a class in partnership with TRIO Educational Talent Search, a program of the, U.S. Department of Education, held at the ECPGC to answer income tax questions for 150 junior and senior students attending W.W. Samuel High School, Early College High School (ECHS). "A chance meeting at a Pleasant Grove Advisory Board

meeting led to discussions between TRIO Talent Search, IBC Bank, and Maria from FRI. She graciously agreed to bring information to the students to cover the topic about taxes, which was dubbed 'Tax Talk' by the TRIO program," said Lakisha Jackson, director of TRIO.

In this class, titled *Income Tax Talk* the students were instructed how to fill out a W-4 when hired, and how to read their W-2s and 1099-Misc forms. In addition, students learned about other forms to help them obtain education credits on their returns. And most importantly, how to use their tax return to obtain FAFSA financial aid when they go to college. This will give students an advantage when they start working and help them understand what to expect.

Other Financial Literacy classes and conferences are in the works at this time for later this year. FRI remains committed not only to helping people do their tax returns correctly, for free, but also to educate the community at large and to start as early as possible giving individuals the best chance at financial success.

**WHAT IS TRIO?** – The Eastfield College TRIO Talent Search, located at the Pleasant Grove Campus, is a U.S. Department of Education federally funded program, that serves grades 6-12. The program is responsible for providing a number of services including, but not limited to academic support/tutoring, mentoring, and financial literacy. The collaboration with the Ferguson Road Initiative came about when TRIO Talent Search learned that some of their students who attend ECHS had questions about taxes, banking, and credit. TRIO is designed to meet their needs by preparing them with financial literacy knowledge before they enter full adulthood. Since financial literacy is one of the key services provided, the program set out to contact community partners.

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Learn more and sign up at [citycu.org/buckner](http://citycu.org/buckner)





# A Conversation with City Credit Union President Sharon Moore



by Robert D. Brown

City Credit Union (City CU) recently became an FRI Founder's Circle Member sponsor. We were curious to learn more about City CU and to discuss their support of FRI and other area nonprofits. Below are excerpts from a recent conversation with City CU President Sharon Moore:

**Describe City CU's history and how long it's been in Far East Dallas?** – City CU was founded in 1942 as the City Employees Credit Union, serving employees of the City of Dallas. In March 1985 we moved to the newly-built Ferguson Road location which is our main branch and headquarters.

**Who are the customers you serve?** – Anyone who lives, works, worships or attends school in Dallas, Ellis, Cooke, Grayson, Rockwall, Kaufman, Collin, Denton, and Tarrant Counties can open an account with City CU. Our Member base is increasingly diverse as consumers from the various counties and all walks of life have found City CU to be a great fit for their banking needs.

**Why do people choose City CU? What services are offered, and how is it different than a bank?** – City CU offers affordable financial services to consumers and differentiates itself from other banking by providing free financial education and counseling to our Members.

We have become a purpose-driven institution. Banks work for their shareholders; credit unions work for their Members. That said, credit unions typically offer higher deposit rates, lower interest rates on loans, and overall have fewer fees than traditional banks.

City CU's convenience services – like our online loan application, online banking and our mobile app – give our Members the flexibility and convenience to manage their accounts without having to visit a branch. Plus, our nationwide network of surcharge-free ATMs mean members can get cash at thousands of places like CVS, Walgreens, 7-Eleven, Kroger and other retail locations.

**Will you discuss City CU's ongoing relationship with FRI, and why you choose to invest in FRI?** – One key reason is because Ferguson Road is part of our identity; we've been doing business here for 34 years. The work that FRI does in this community – our community – aligns with our "giving back" initiative.

For the past two years, City CU has been a major underwriter of FRI's Operation Beautification Litter Cleanup event. City CU was also a key underwriter of FRI's 20 Seasons of Love 20th anniversary event this past November, and City CU just became an FRI Founder's Circle Donor.



FRI's Operation Beautification event brought volunteers together who donated 696 hours of volunteer service to Far East Dallas

**Why is it important for City CU to be involved in community outreach activities?** – To celebrate our 75th Anniversary in 2017, we started what we call Random Acts of Kindness (RAK) – that is, we encourage our associates, Members and communities to do something charitable for others. Whether that's a wave to let another motorist in or donating to a food or school supply drive. We continued this new cornerstone of City CU through 2018 and now into 2019.

Our community outreach manager, D Newkirk, has been involved with Austin Street Center for years, and does financial education seminars for their residents. So when we started the Random Acts of Kindness initiative, Austin Street Center was a natural fit. We've hosted collections for toiletries and apparel, most recently, a hat, scarf, and glove drive in January.

Our partnership with Buckner International – whose campus is nearby at Buckner and Samuell Boulevards – came through one of our Board Members, who has worked with Buckner for years. In early 2017, we learned Buckner was trying to collect 5,000 pairs of new shoes before April – so we decided to host a shoe drive to help their cause. The relationship continued to develop after that, and we've hosted shoe, school supply, and toy drives for the past two years. This year we're the title sponsor of the fund raiser for their Family Pathways program, the City Credit Union Sporting Clays Challenge.

**Is there anything else you would like to share?** – "I've seen so many changes and growth in banking in my 15 years with City CU and I'm really excited to what the future brings for us."



City Credit Union  
President Sharon Moore

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## Let's Go Seniors! DART RIDES Taxi Subsidy Pilot Project is in Place



by Ellen Childress

DART RIDES Taxi Subsidy program is now in place in Zip Codes 75228 and 75217 for our senior citizens who are 65 years of age and older and who live in one of the two Zip Codes. This is a pilot project that is the result of three years of meetings, surveys, and dedicated communication by DART,

Dallas' Senior Affairs Commission, East Dallas Seniors Coalition and State Representative Eric Johnson, and is solidly funded by the North Central Texas Council of Governments.

The on-demand taxi service program is subsidized at 75% by DART. Application can be made online at DART RIDES or mailed in along with ID that proves residence in one of the two Zip Codes. An account is set up for the applicant and the applicant can then put 5 to 25 dollars in that account. Then a DART debit card is issued. A ride can be requested by calling a special DART number an hour before needed, and a taxi will usually arrive within half an hour. The member will, in general, pay 25 percent of the total fare for that ride. DART will pay the remaining 75 percent. This program makes it less expensive and easier for our elderly residents to go shopping, attend church, take a pet to the vet, keep a medical appointment, visit a friend, go to the library, and in general get out and about when they want to go without having to wait 24 to 48 hours to do so.

The basic program is for people who are 65 years old and older who are able to get from their front door to the taxi without assistance. There is no income or other requirement. If an attendant is needed, that person can ride for an additional 2 dollars. This program does not require the use of phone-apps, cell phones, computers, etc.

For more information, call DART at 214-828-6717 or go online to [DART.org/rides](http://DART.org/rides) and click for Taxi Subsidy. Fact sheets and brochures are available by calling East Dallas Seniors Coalition at 214-324-3778 or emailing Ellen Childress at [ejchildress1942@gmail.com](mailto:ejchildress1942@gmail.com).



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## 100 Men Make East Dallas Better



by Doug Barton

An extremely simple model of philanthropy, spreading around the world, has landed in East Dallas. The 100 Men Who Give a Damn (100 Men) movement has its roots in the Canadian city of Halifax, Nova Scotia. In 2013, two community-minded guys asked their friends if they gave a damn about their community. The answer was a resounding “Yes!” They created a radically simple, unstructured approach to giving back to the community in a way that warms the heart while impacting lives. They created a membership-based Giving Circle.

100 Men of East Dallas is an organization that supports East Dallas charities through donations and by providing manpower for special projects. The selected charitable projects are nominated by members. Once per quarter the members meet and hear presentations from three local charities. The members then vote and the charity that receives the majority of votes receives \$100 from each individual member. If all members are present those individual donations add up to \$10,000 dollars. That is enough to make a difference.

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**Meet East Dallas Business Leaders** – In addition to the charity work, a very important aspect of 100 Men meetings is networking with other members. Before and after the presentations members have time to meet and talk with the other members of the group.

Founding members Ben Lauer, Jesse Simmons, and Mark Ramsey structured the organization based on what they learned from other 100 Men organizations. Each 100 Men organization is independent of all others but shares the same basic principles. Each group:

- Is made up entirely of volunteers.
- Has no treasurer and no bank account.
- Does not collect, spend or donate anything as a group.

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- Donates 100% of individual donations collected at a meeting directly to the chosen charity.

**Presenting Charities** – Charities who wish to present a request must meet list of requirements. First and foremost the charity must prove they are a 501(c)(3) and can provide a contribution letter for tax purposes. Charities who would like to be considered for projects or to present at one of the quarterly meetings are encouraged to email us at their request to: [100menofed@gmail.com](mailto:100menofed@gmail.com).

Anyone who is interested in supporting and improving East Dallas is welcome to join us at the meetings. The next quarterly meeting can be found at [www.100meneastdallas.org/events-1](http://www.100meneastdallas.org/events-1).

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# Truett Area Crime Watch Makes a Difference



By Rob Brown

Truett Area Crime Watch (TACW), active since 2007, is one of the most successful Crime Watches in the city. With a core membership of 20, and attendance at its regular meetings of 30 to 50, TACW also maintains a small but active Volunteers in Patrol (VIP) program.

As TACW coordinator, Desi Tanner's job is to equip members so they can reach out directly to the police and city.

## A Safe Neighborhood Equals a Healthy Neighborhood

Everything starts with a safe neighborhood. "Until a neighborhood is safe, businesses do not want to move there and families cannot prosper," Desi said.

"Our neighborhood is one of the safest in the city, and much of that is due to our active Crime Watch and VIP program," Desi said. "The program keeps you up to date as to the actual amount of crime in our neighborhood, helping us to change misguided or outdated perceptions," he said.

Dallas Police Department (DPD) statistics, show crime has plummeted 50 percent in the last 15 years in the White Rock East-Truett area.

Recent DPD statistics show almost no recent crime reported in the area.

Desi believes a close working relationship with local law enforcement and community groups such as FRI are essential to making a community safer. "If you're relying only on the police to make your neighborhood safer, it's not going to happen. It only happens through citizens partnering with the police. I like to say that police respond, but Crime Watches prevent. If I see something suspicious, I call 911," Desi said.

Desi is optimistic about the Truett area. "Crime is down, our neighborhood is safe, homes on almost every street are being renovated for new buyers, we have a new library, updated parks and a new recreation center is on the way – these are all things businesses and developers like," he said.

**Ongoing Challenges** – Despite all of TACW's success, or perhaps because of it, increasing resident involvement continues to be a challenge. "We need more VIP members. Crime does not sleep! TACW is needing several more two-person VIP patrols on the streets. "The more eyes we have on suspicious activity the safer we are," Desi said.

The hope is to see more involvement from the younger families moving into the Truett area. "Realistically, it will be hard in the future to maintain momentum if we don't start getting more of our younger residents at the meetings," he said.

**How You Can Get Involved** – To get started with TACW, attend a meeting, held quarterly in the community room at the White Rock Hills Branch Library at 9150 Ferguson Road. At the beginning of each meeting,

6:00 to 6:30 pm, is focused on current crime reported by the Truett Area Crime Watch. This is followed by an informative program on a crime and a public safety related topic of interest. Get involved and engage with your neighborhood police officer and local officials at a Crime Watch meeting and learn about what is going on and meet some interesting people. "It is the best way to get started with your Crime Watch," Desi said. To learn more about TACW to contact him at [Tannerd994@gmail.com](mailto:Tannerd994@gmail.com).

**Next TACW Meeting: Thursday, April 25, 2019, 6 pm – 7:30 pm at White Rock Hills Branch Library, 9150 Ferguson Road, Dallas 75228**



Desi Tanner, TACW

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#### Building Inspection/Permits

(214) 948-4480

#### Business Development

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#### Chemical Collection

(214) 553-1765

#### Crisis Intervention

(214) 671-3498

#### Economic Development

(214) 670-1685

#### Emergency

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214-670-5988

#### Report Code Violations

311

#### Sanitation

(214) 670-3555

#### Sanitation Cost Plus

311

#### Senior Services

(214) 670-5709

#### Smoke Detectors

311

#### Northeast Police Substation

(214) 670-4415

#### Street Light Repairs

1-888-313-4747

#### Street Services

(214) 670-4491

#### Water Utilities

(214) 651-1441

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Cindy Hall, Adm. Assistant

district7@dallascityhall.com

#### City Council District 9

(214) 670-4069

Emily Worland, Adm. Assistant

district9@dallascityhall.com

### Homeless Assistance

#### Office of Homeless Solutions

(214) 670-5228

#### Salvation Army

(214) 688-4494

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#### Methodism's Bread Basket

(214) 828-4588

#### Bethlehem Foundation

(214) 371-3407

#### Network of Community Ministries

(214) 234-8880

### Additional Emergency Assistance

#### Brady Center

(214) 826-8330

#### Marillac Center

(214) 638-4997

#### MLK Community Center

(214) 670-8367

### Suicide Prevention and Crisis Counseling

#### The Suicide and Crisis Center

24-hour crisis line

(214) 828-1000

### Family Violence Assistance

#### The Family Place

(214) 941-1991

#### Genesis Women's Shelter

(214) 942-2998

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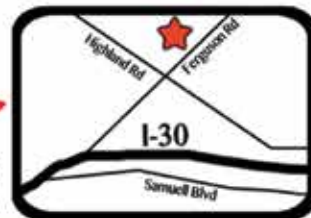




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## JOIN! GIVE! PARTICIPATE! Invest in Your Community. Become a Member or Donor Today!

### Membership Levels

**YES!** I want to invest in the Ferguson Road Initiative (FRI) community!

Please check your desired membership level below.

#### Individual and Nonprofit Membership *(Minimum suggested donation)*

- ☐ Household @ \$50 per year  
☐ Patron @ any amount above \$50 per year  
☐ Nonprofits, Churches and Neighborhood Associations @ \$100 per year

#### Business Membership *(Minimum suggested donation)*

- ☐ Business, Small (1 – 10 employees) @ \$100 per year  
☐ Business, Medium (11 – 99 employees) @ \$375 per year  
☐ Business, Large (100, or more employees) @ \$500 per year

## Join Today!

Join and give online!

Make your payments online at

[www.fergusonroad.org/membership/join](http://www.fergusonroad.org/membership/join)

*Note: Payments are processed through PayPal. You do not have to have a PayPal Account. Select your method at the bottom right of log-in window.*

### Why wait? Join now!

Scan this code with your smartphone and go directly to our membership form. ➡



### Founder's Circle I want to become an FRI Community Connection Founder's Circle Donor by making a multi-year pledge.

#### Level of Support *(check one)*

#### Benefits

- |   |  |
|---|--|
| <input type="checkbox"/> \$1,000 per year for 3 years (\$3,000 total)                       | Donor plaque, quarterly recognition in the FRI NewsFlash (e-blast), 15% discount on advertising in FRIdays (semi-annual news magazine, mailed to 18,000 households), semi-annual recognition at Town Hall meetings, & annual recognition in FRIdays. |
| <input type="checkbox"/> \$2,500 per year for 3 years (\$7,500 total)                       | All of the above, plus bi-annual recognition in FRIdays.   |
| <input type="checkbox"/> \$5,000 per year for 3 years (\$15,000 total)                      | All of the above, plus recognition logo on the FRI web site home page.   |
| <input type="checkbox"/> \$7,500 per year for 3 years (\$22,500 total)                      | All of the above, plus semi-annual recognition on our FaceBook and Instagram platforms   |
| <input type="checkbox"/> \$10,000 – \$50,000 My pledge is for \$_____ per year for 3 years. | All of the above, plus a recognition banner on the FRI web site home page, quarterly recognition on our FaceBook and Instagram platforms, & recognition at all special events.   |

### Contact and Payment Information

**INDIVIDUAL:** Date: \_\_\_\_\_ Name: \_\_\_\_\_ Title: \_\_\_\_\_

Home Address: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Personal Email: \_\_\_\_\_

**BUSINESS/NONPROFIT:** Date: \_\_\_\_\_ Company Name : \_\_\_\_\_ Number of Employees: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Business Address: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Business Fax: \_\_\_\_\_ Business Email: \_\_\_\_\_

▶ **To join or renew by check:** please mail your check to: FRI, P.O. Box 570417, Dallas, TX 75357.

▶ **To join or renew by credit/debit card:** Please complete the information below, or log in to our website: [fergusonroad.org/membership/join](http://fergusonroad.org/membership/join)

Charge my ☐ Visa, ☐ MasterCard, ☐ Discover, ☐ American Express (select) ☐ Debit ☐ Credit ☐ My check for  
 Card # \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_ Code \_\_\_\_\_ \$ \_\_\_\_\_ is enclosed

Name as it appears on the card: \_\_\_\_\_

Billing address if different than above: \_\_\_\_\_

☐ Please renew my membership automatically when it expires. (Must provide credit/debit card information in this membership form).

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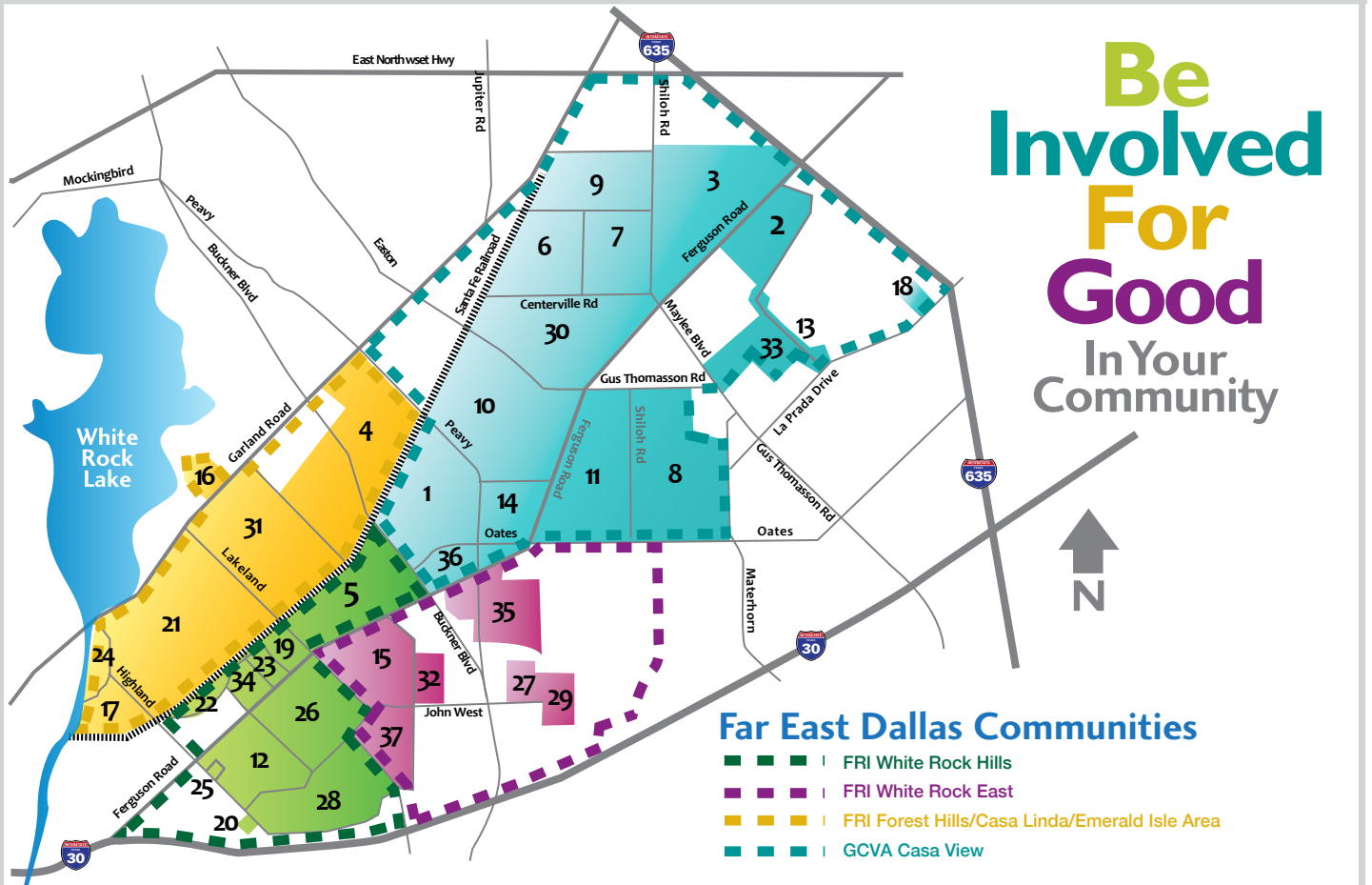
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Pol. Adv. Paid for by the Kevin Felder Campaign for Dallas City Council District 7, Treasurer, Howard Johnson.

## Help FRI with a Single Click!

You can help the Ferguson Road Initiative (FRI) by simply clicking a link! It won't cost you a dime or any time. Amazon Smile Foundation donates 0.5 percent of the purchase price of eligible products to the charitable organization of your choice. We want you to choose FRI as your organization when you do online shopping.

Shop on Amazon at [smile.amazon.com/ch/75-2797489](https://smile.amazon.com/ch/75-2797489) and Amazon will donate directly to FRI. You can increase FRI's AmazonSmile donations just by doing your shopping. It's that easy!



Use this map and the list below to find your neighborhood and contact your Neighborhood Association (NA), Homeowners Association (HOA), or Crime Watch (CW) and start making a difference in your community today!

- 1 - Alger Park/Ash Creek NA (1153)  
[www.crimewatch1153.org](http://www.crimewatch1153.org)  
214-967-5191 (Voicemail)
- 2 - Braeburn Glen CW (1132)  
[www.braeburn-glen.com](http://www.braeburn-glen.com)  
214-967-5078 (Voicemail)
- 3 - Briarwood NA (1258)  
[www.briarwoodna.com](http://www.briarwoodna.com)
- 4 - Casa Linda Estates NA  
[www.casalindaestates.com](http://www.casalindaestates.com)
- 5 - Casa Linda Forest NA  
214-967-5076 (Voicemail)
- 6 - Casa View Heights CW (1129)

- 7 - Casa View Heights CW (1130)  
[annteaigue@sbcglobal.net](mailto:annteaigue@sbcglobal.net)
- 8 - Casa View Heights CW (1156)
- 9 - Casa View CW (1115)
- 10 - Casa View Haven NA (1135)  
[www.casaviewhaven.org](http://www.casaviewhaven.org)
- 11 - Casa View Oaks NA  
[casaviewoaks.com](http://casaviewoaks.com)
- 12 - Claremont Addition NA (1199)  
[claremontaddition@sbcglobal.net](mailto:claremontaddition@sbcglobal.net)  
[www.claremontaddition.org](http://www.claremontaddition.org)
- 13 - Club Manor NA  
[clubmanorhoa@yahoo.com](mailto:clubmanorhoa@yahoo.com)
- 14 - Crestview Park NA

- 15 - Eastwood Hills NA  
[www.eastwoodhillsdallas.com](http://www.eastwoodhillsdallas.com)  
[info@eastwoodhillsdallas.com](mailto:info@eastwoodhillsdallas.com)
- 16 - Emerald Isle NA
- 17 - Enclave at White Rock HOA
- 18 - Estates at Forest Hills HOA  
[www.estatesatforesthills.com](http://www.estatesatforesthills.com)  
[info@estatesatforesthills.com](mailto:info@estatesatforesthills.com)
- 19 - Fairway Estates HOA
- 20 - Forest Creek HOA
- 21 - Forest Hills Association  
[www.foresthillsdallas.org](http://www.foresthillsdallas.org)
- 22 - Forest Meade NA  
[abagley@swbell.net](mailto:abagley@swbell.net)  
(214) 766-8720

- 23 - Forest Oaks NA
- 24 - Highland on the Creek
- 25 - Highlands Apartments CW
- 26 - Hillridge CW  
214-967-5080 (Voicemail)  
[hillridgecrimewatch@yahoo.com](mailto:hillridgecrimewatch@yahoo.com)
- 27 - Hillview Terrace NA  
214-967-5160 (Voicemail)
- 28 - Lakeland Hills CW  
214-967-5084 (Voicemail)
- 29 - Light Pointe Place HOA
- 30 - Little Casa View  
[ferrismichelle@hotmail.com](mailto:ferrismichelle@hotmail.com)

- 31 - Little Forest Hills NA  
[lfnneighborhood@swbell.net](mailto:lfnneighborhood@swbell.net)
- 32 - Skyline Heights CW
- 33 - St. Andrews CW  
[jessicakyoung@me.com](mailto:jessicakyoung@me.com)
- 34 - Stonegate at Forest Hills
- 35 - Truett CW  
[www.truettareacw.org](http://www.truettareacw.org)
- 36 - White Rock Forest NA
- 37 - White Rock Village CW  
[info@neighborhoodlink.com](mailto:info@neighborhoodlink.com)  
214-967-5190 (Voicemail)





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