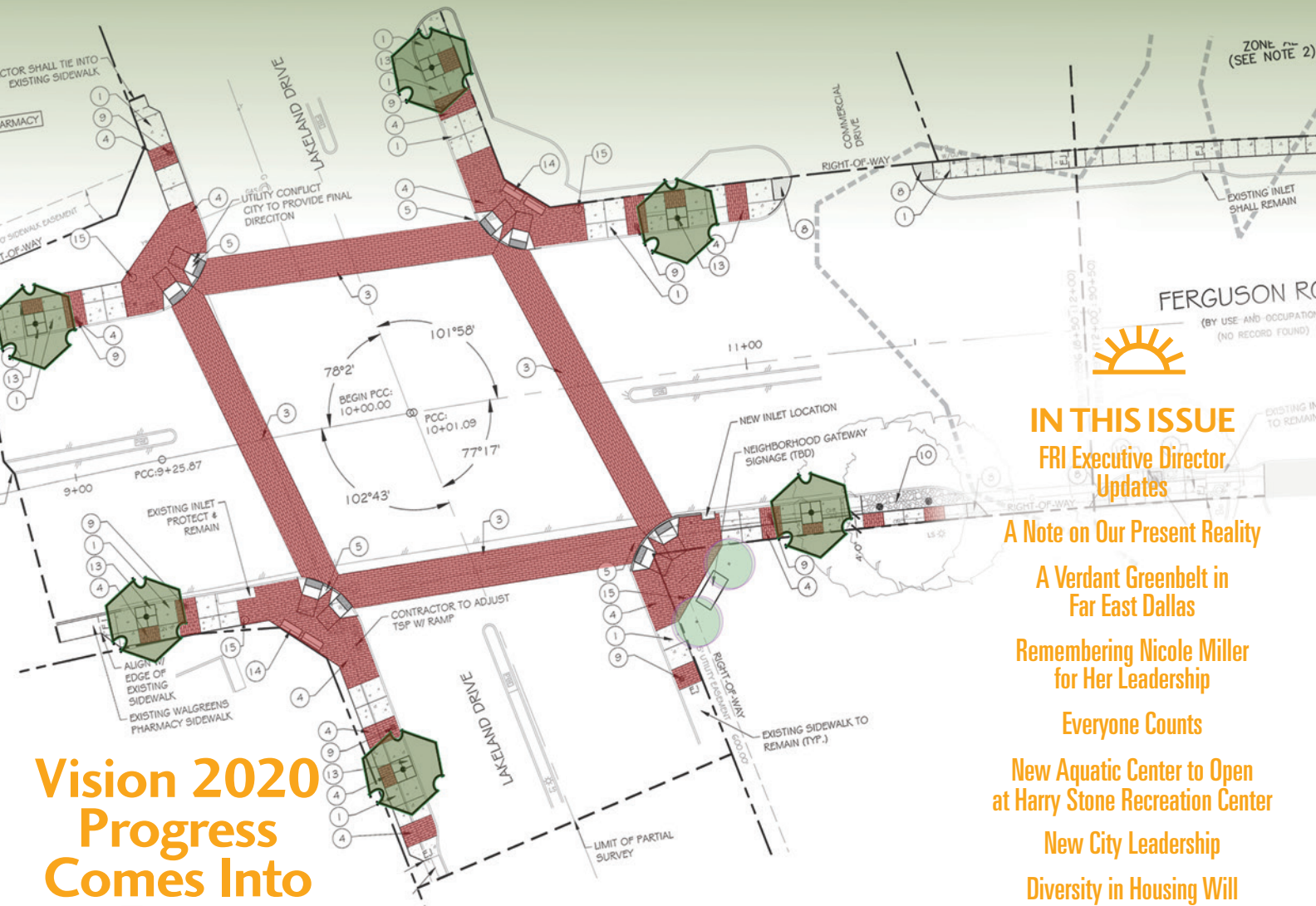


FRI

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Spring 2020



**Vision 2020
Progress
Comes Into
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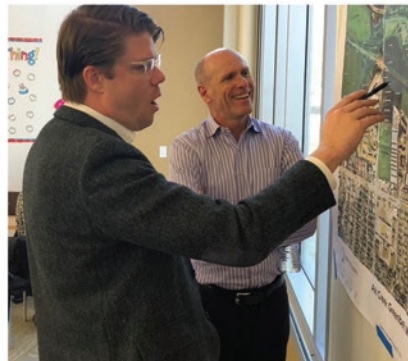
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 Page 11 Karrington & Company, and
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*The mission of FRI
 is to engage and empower a
 community of advocates to
 advance a safe,
 beautiful, prosperous
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ON THE COVER

Fifteen years ago the Ferguson Road Initiative
 envisioned a plan to create an entryway into the
 Ash Creek Greenbelt. Through their advocacy,
 City discretionary funding was used to redesign
 Lakeland Drive, Highland Road, and I-30
 intersections in a process that was community-
 driven. This design is now ready
 for implementation.

FRI Executive Director Updates Decades of Planning Coming to Fruition



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

Ash Creek Greenbelt Project –

Improvements along lower Ferguson Road are rapidly progressing and growing. Our new City Council members Adam Bazaldua (District 7) and Paula Blackmon (District 9) have followed through with their campaign pledges to work collaboratively with each other and with County Commissioner Dr. Theresa Daniel (District 1) to seek solutions that benefit our community. These three officials work closely and patiently with us until we find a “win-win” solution for all.

There are three projects underway and three “on the horizon” within the vicinity of the Ash Creek Greenbelt in the lower Ferguson Road corridor. The City of Dallas Park and Recreation Department obtained a grant to bring the Urban Land Institute (ULI), Trust for Public Land, and the National Park and Recreation Association together to explore innovative ways in which the Ash Creek Greenbelt can serve as an economic development generator and ensure residents in this area have access to a 10-minute walk to a park. The outcomes of this study will be presented at the next FRI Community Connection Town Hall Meeting on September 14, 2020.



City of Dallas Park and Recreation Department's trail system extension

White Rock Hills Park on Highland Road – Work on the White Rock Hills (WRH) Park is scheduled for completion this summer. A grand opening is planned for fall 2020. The park is Phase I of the future White Rock Hills Community Recreation Center (CENTER) and will help address the recreation gap in our community. Two parcels of land just northwest of the park are the site for the planned CENTER. The last apartment was demolished in March, making way for our long-anticipated CENTER.

Reconstruction of Highland Road – Improvements from Ferguson Road to just north of the entrance to the Primrose Apartments are expected to start by April 2020* and be complete by October 2021. Planned bike paths on each side of the road will connect the White Rock Hills Park to the Ash Creek and Trinity Forest Spine Trails.

Trinity Forest Spine Trail –

FRI is working closely with the City, County and Circuit Trail Conservancy to ensure the Trinity Forest Spine and the Ash Creek Trails connect to Highland Road. This means that communities southeast of the BNSF Railroad tracks will have safe access to the city-wide trail system. The Trinity Forest Spine Trail will run from the Lawnview DART Station to the Ash Creek Trail and will connect with Highland Road. Construction on the Trinity Forest Spine Trail will begin at the Lawnview DART Station this summer with completion planned for 2022. The City, County and FRI are optimistic that grant funding can be obtained to complete the currently unfunded \$3 million portion of the Ash Creek Trail from Highland Road to St. Francis Park.

These trails will provide:

- Dedicated bike and pedestrian facilities
- Connection to White Rock Lake and the Trinity Forest
- Connection to the city-wide trail system
- Connection to neighborhoods
- Safe walking access for children attending nearby schools
- Access to existing neighborhoods, new housing developments, schools, parks, open spaces, and commercial areas
- Completion of a section of the North Central Texas Council of Governments Regional Veloweb, a 1,883 mile network of off-street shared-use paths (trails)

Go to <https://www.nctcog.org> and search for 2045veloweb

Ash Creek Greenbelt Projects on the Horizon

Diverse Housing Developments – FRI is committed to seeing our community remain strong and vital by working with responsible developers who are interested in improving our community. Currently, David Weekley Homes is building The Grove at White Rock Hills, an upscale gated community on Highland Road. A block away on Ferguson Road, 10 new townhomes are being built by Karrington & Company.
(see more information on page 10.)

Improvements to Intersections Along Ferguson Road – As a result of a collaboration between FRI and our City Council representatives, design of the Lakeland Drive and Ferguson Road intersection has started. Design work will be completed by April. Construction starts this fall with completion by December 2021. This \$750,000 project has been on FRI's drawing board since 2005. Sidewalks along each side of Ferguson Road from Lakeland to Oates Drives will also be improved. Similar improvements will be made to the Highland and Ferguson Roads intersection. This intersection serves as our “gateway” into the Ash Creek Greenbelt development. Construction will begin after the improvements to Highland Road are completed in 2021. Thank you to Councilpersons Paula Blackmon, and Adam Bazaldua, for collaborating to make this dream come true. (A rendering of this intersection design is featured on the cover.)

White Rock Hills Community Recreation CENTER – FRI continues to advocate for the CENTER, a much-needed amenity that will address the lack of neighborhood recreational facilities. We will advocate for funding for the CENTER in the 2021 bond program.

* Pending completion of Lakeland Drive bridge

Other Developments

Owenwood Farm & Neighbor Space Partnership – Instead of simply waiting for our future CENTER to be built, we are working closely with our partner, Owenwood Farm & Neighbor Space (OFNS) to provide community services now. OFNS is housed in a former United Methodist Church and serves as the second campus of White Rock United Methodist Church. The 30,000 sq. ft. structure on 8 acres at 1450 John West



AmeriCorp Volunteers help with harvest

Road is undergoing renovation to house a variety of community-based nonprofit service providers. Partners include: Grow North Texas, which is creating an urban farm; White Rock Community Church, which provides meals for those living with HIV/AIDS who need assistance; Hope Supply Co., a diaper warehouse; Diapers Etc., which delivers diapers to more than 200 needy families each month; Aberg Center for Literacy, an educational program building English fluency, preparation for the high school equivalency exam (GED) in English and Spanish, early childhood education, and family literacy; and North Texas Food Bank, which provides fresh produce to needy families twice a month. OFNS's community garden broke ground this fall and volunteers recently celebrated the harvest of their first winter crop.

FRI has helped OFNS identify additional partners to help support once-a-month diaper distribution by the non-profit group Diapers Etc. Partners who have supported Diapers Etc. include McDonald's, Lone Star Credit Union, The Episcopal School of Dallas, Frost Bank, and Presidium Group.

Serving Our Schools – FRI is working with Bayles Elementary School to supply local volunteers to serve as tutors for their Reading Partners program. Reading Partners is a tutorial program with a track record of success in improving reading achievement scores for elementary students. Reading Partners will continue at Bayles through 2021.

Serving Our Families – Through grants provided by Wells Fargo and Episcopal Church of the Transfiguration, FRI partners with our Volunteer Income Tax Assistance (VITA) providers, helping with volunteer recruitment, communications, and other support. This year FRI not only partnered with Foundation Communities to continue their VITA site at First Community Church but expanded and created an additional site at Lochwood Library. We are celebrating our 15th year of helping VITA provide free tax preparation service in Far East Dallas.

Serving Our Community – Through the support of city leadership, FRI is working with the Dallas Police Department to address crime and explore ways we can work with the business, apartment, faith and neighborhood communities to improve the quality of life in Far East Dallas. We're also working with the East Dallas Senior Coalition to seek ways to improve the lives of our senior populations. For example, through these partnerships we have begun conversations regarding how to address the community's daunting challenge of establishing a grocery store in a USDA-designated food desert.

Operation Beautification is a Success! – March 7 was the celebration of FRI's 8th Annual Operation Beautification Litter Clean-Up Event. Nearly 300 volunteers representing HOAs, schools, faith communities, businesses, service and civic groups joined together and picked up trash in Far East Dallas. A BIG thanks goes to our underwriters, City Credit Union, Frost Bank, and Young Chevrolet. McDonald's pro-

vided breakfast for FRI volunteers and Walgreens hosted the staging area for the event. We also served as a food collection site for the White Rock Center of Hope. A special thanks to our NPOs from the Dallas Police Department for keeping us safe. Good fellowship was enjoyed by all.

FRI Thanks Our Community for Meeting North Texas Giving Day (NTGD) Goals – FRI is the “backbone” organization in Far East Dallas in many ways. FRI provides ongoing support by guiding vision and strategy, raising funds, convening meetings, supporting aligned activities, establishing shared measurements, building public goodwill, communicating opportunities and results to constituents, advancing policy, and mobilizing resources. These services help our area nonprofits make a positive “collective impact” in the community. FRI works behind the scenes to ensure our partners are successful in fulfilling their missions. Although we do maintain a small office run by two energetic part-time paid staffers, most of what we accomplish is a result of our many dedicated volunteers.

This past September, during North Texas Giving Day, FRI surpassed our goal of raising \$17,000 in a challenge/match grant. We raised more than \$27,000 for a grand total of \$44,003! FRI is indebted to a community that recognizes our good work. FRI strives every day to live up to our motto of “working together for the greater good.”

A Note on Our Present Reality



by Daniel Ortman, President, Ferguson Road Initiative

Just as this publication was preparing to go to press, all of us received the news that Dallas County and the City of Dallas had been declared a local disaster due to community spread of Coronavirus Disease 19 (COVID-19). With so many positive things being spoken of in this issue of the magazine, we did not want our friends and

supporters to think that we were oblivious to the current crisis.

We ask that you closely monitor and follow the directives of Dallas City Mayor Eric Johnson and Dallas County Judge Clay Jenkins on a regular basis. Remember to practice good hygiene and practice “social distancing.” Don't forget to do these five things: Wash your *hands*, cough into your *elbow*, don't touch your *face*, stay more than six *feet* apart, and stay home if you are *sick*.

Also please consider the simple, positive things that we can do for one another. Check on a neighbor, call a friend, and practice self-rationing of commodities like diapers, toilet paper, and water.

At times like these I'm reminded of this quote from Fred Rogers (Mr. Rogers): “When I was a boy I would see scary things in the news, my mother would say to me,” ‘Look for the helpers. You will always find people who are helping.’”

Take a moment to register for our Ferguson Road Initiative News-Flash on our homepage: www.fergusonroad.org. You will begin receiving regular e-information that will keep you plugged into the community.

If we all work together it will make this difficult time more bearable. Please stay safe and healthy. For the most accurate and up to date information on the COVID-19 we encourage you to visit the following:

Center for Disease Control Prevention: <https://www.cdc.gov>

Texas Department of State Health Services:
<https://www.dshs.state.tx.us>

Dallas County Health and Human Services:
<https://www.dallascounty.org>

A Verdant Greenbelt in Far East Dallas



by Robert D. Brown

What would you do if you had a four-and-a-half-acre undeveloped tract of land running smack through the middle of your community along a free-flowing creek with beautiful dense stands of hardwood trees and grassy plains? How could you turn this strip of land, along both

sides of Ash Creek from St. Francis Avenue to Highland Road, into parks and athletic fields connected by hiking and biking trails? *“There’s a lot going on in the area, but there are gaps. We need an overall vision on how we can best utilize the Ash Creek Greenbelt. How do we tie all these different projects together that don’t sync up just yet?”* — Jared White, Dallas Parks and Recreation Department (PARC).

Help from the Urban Land Institute — The PARC planners decided to seek outside professional assistance to study and explore solutions to these questions. PARC received a \$20,000 grant from the Urban Land Institute (ULI) to study how the Ash Creek Greenbelt could be leveraged for quality economic development along the lower Ferguson Road Corridor. This led to ULI North Texas convening a Technical Assistance Panel last November to study this opportunity and come up with recommendations.

ULI is a 501(c)(3) nonprofit research and education organization supported by its members. Founded in 1936, the institute now has approximately 46,000 real estate and urban development professionals dedicated to advancing the institute’s mission of providing leadership in the responsible use of land and creating and sustaining thriving communities worldwide. The local chapter of ULI North Texas was founded more than 15 years ago. Today, ULI North Texas is an association of more than 1,400 local members representing a broad spectrum of land use and development disciplines. ULI North Texas serves the greater Dallas/Fort Worth area, in both public and private sectors, with educational programs, impactful volunteer programs and pragmatic land use expertise.

What is a ULI Technical Assistance Panel? — The Ash Creek Technical Assistance Panel (TAP) is a two-day, hands-on workshop focused on a specific land use or development policy challenge. Panelists for these two-day work sessions are experts in their fields selected from ULI North Texas’ membership to address challenges that require both professional expertise and local knowledge to resolve. Panelists offer objective, responsible advice to local decision-makers on a variety of land use and real estate issues related to site-specific and public policy questions. The scope of each TAP is defined by the client, which in this case was the City of Dallas PARC. All panel members are required to sign an agreement stating they will not solicit work directly related to the TAP from the client organization for a specified period.

The panel begins with a briefing, followed by a two-day intensive working session in the client’s community. During the session, ULI’s expert panelists tour the study area, interview stakeholders and address a set of questions posed by the client about a specific development issue or policy barrier.

The outcome is a final report and community presentation that present the panel’s responses to the client’s questions and offer a diverse set of suggestions and recommendations.

Panel Recommendations — The Ash Creek Greenbelt Ferguson Road Corridor TAP briefings and work sessions took place at the White Rock Hills Library on November 14 and 15, 2019. Dallas PARC asked the TAP to consider the following questions:

- How can the ULI effort help us to see the future of this underutilized area?
- How can we maximize the connection, including the use of trails, of the Ash Creek Greenbelt and its connectivity to White Rock Hills Park?
- What can we (Dallas PARC and the neighborhood associations) do to engage the community broadly, bring consensus and build excitement?
- What are some of the hurdles and how can they be surmounted?

The ULI TAP report is currently under review by Dallas PARC. A presentation of key findings will be addressed at the next FRI Community Connection Town Hall meeting in September.

As the two days of briefing and work sessions drew to a close, Ash Creek Greenbelt TAP Chair Alan Stewart summed up the overall impressions of the panelists: *“We were very impressed to witness the common drive and excitement led by the very organized and strong Ferguson Road Initiative organization, its neighborhood, businesses, schools and civic organizations. We believe this Ash Creek TAP vision is possible with such strong community leadership coupled with the demonstrated cooperation among the two Dallas City Council Districts, Dallas County, North Central Texas Council of Governments, Dallas Park and Recreation Department, Trust for Public Land and Circuit Trail Conservancy.”*



Urban Land Institute (TAP) at work at WRH Library

Remembering Nicole Miller for her Leadership



by Daniel Ortman, President, Ferguson Road Initiative

The Ferguson Road Initiative (FRI) Board of Directors (FRI BOD) is saddened to report that the Far East Dallas community has lost a friend. Immediate past president Nicole Miller passed away in late September 2019. Nicole lived in the community and was relentless in her efforts to help wherever she could.

I met Nicole around 2014 when we both attended a feasibility study at the Dallas Arboretum for the forthcoming White Rock Hills Community Recreation Center the (CENTER). I was impressed when she got up in front of everyone at this public meeting and insightfully expressed her support for the CENTER.

Over the years, we became friends and, coincidentally, were both moved to join the FRI BOD. In 2017, Nicole was elected president of the FRI BOD, where she led with passion. One particularly impressive contribution was her planning work for FRI's 20th anniversary celebration in November 2018. At the event, well attended by the community and elected officials, she spoke from the heart and shared her support for FRI and the community at large.

Nicole had three priorities – God, family and community – in that order. Her faith and her church life were very important to her. She often talked lovingly about her mother and father as well as the commitment she and her ex-husband AC made to work together to raise their daughter, Taylor, a Booker T. Washington High School graduate, now an underclassman in college.

Outside of FRI, Nicole was engaged in her community. She was active in the local Crime Watch and homeowner association meetings. Nicole loved the elderly in our community. She had a natural empathy that made it easy for seniors to talk to her.

I know that I speak for the FRI BOD and the Far East Dallas community when I say that Nicole will be missed. We send sincere condolences to her family and to all who loved her.



Nicole Miller

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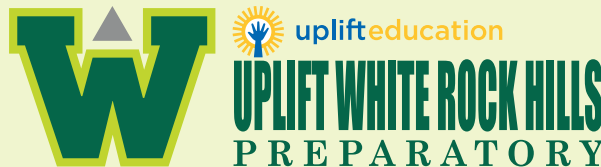


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Everyone Counts



by Daniel Davis Clayton

Every 10 years, local municipalities launch public service campaigns encouraging residents to take part in the U.S. Census, and for good reason. Data from the Census determines the number of seats each state gets in Congress. The Texas Legislature also uses Census data to determine the boundaries of congressional,

state legislative and local districts.

As a measure of population density and growth, Census data aids businesses in determining where to expand. Local governments work to solve challenges preemptively by forecasting where to provide future housing, how to prepare for emergencies, and where to build schools, roads and hospitals.

Perhaps less understood is the relationship between the U.S. Census and how it is used to improve the quality of life in Far East Dallas and communities across the nation. Census data takes on a different role by also serving as a determinant for the allocation of federal funding, guiding how billions are distributed to states and into neighborhoods each year. In 2017, Texas received approximately \$101.6 billion in federal allocations. That's \$3,540 for every Texas resident.

Local residents utilize the public road system, hospitals and schools. This is why everyone is encouraged to respond to the Census, including our immigrant populations. Census data is used to determine future need, which is why counting every child is critical to education and

infrastructure funding. When the population is undercounted, the government is unable to distribute resources in a way that adequately balances the growth requirements of a community.

Now you may be thinking: "Ok, ok, so responding to the Census helps each community get its fair share of public funding, but data security is important to me and I need to know if my private information is safe."

Federal law mandates that our responses can only be used in aggregate to produce statistics. In fact, every U.S. Census Bureau employee takes a lifelong oath to protect the confidentiality of your data and could go to jail or be fined up to \$250,000 if they violate that oath. The U.S. Census Bureau also employs the latest in cybersecurity measures to guard your data from hackers.

Future funds for neighborhood services, transportation infrastructure, education, healthcare and job stimulus packages are all based on an accurate Census count. So when the letter arrives or that canvasser comes knocking, please remember that ensuring everyone is counted provides a necessary ingredient for the future growth of Far East Dallas.



New Aquatic Center to Open at Harry Stone Recreation Center



by Carol Ann Ravert

Another signature piece of the Greater Casa View Area Plan, conceived by the community, is rising in brick and mortar. The community dreamed in 2011, “If Harry Stone Recreation Center expands its area of influence, it could . . . serve as an opportunity to create more of a presence on Ferguson Road and pull this hidden gem out and create a neighborhood

hub for the community.”

When the City of Dallas moved forward with its aquatics plan, the Greater Casa View Alliance (GCVA) successfully advocated to make Harry Stone Recreation Center one of the locations, and won.

This beautiful facility with many water features for all ages will debut in 2020.

The corner of Millmar Drive and Ferguson Road is the site for the new Neighborhood Aquatic Center. It replaces the Harry Stone swimming pool built in 1961.

Aquatics Director for the City of Dallas Park and Recreation Department, Raul Robles, said, “The City of Dallas invited citizens to a Town Hall meeting at Harry Stone to choose what they considered to be the most important features to benefit the community as a whole and what they wanted included in the planned Neighborhood Aquatic Center.” Robles stated the center will include:

- children’s play area with play structure
- six-lane lap pool
- one-body slide
- concessions
- lockers, restrooms and showers
- shaded lounge areas
- climbing wall

Season passes, \$30 for an individual, are now available for purchase. Contact: www.dallasaquatics.org 214-670-1926

- pavilion
- landscaping

When the Elgin B. Robertson Park in Rockwall, owned by the City of Dallas, was sold in May 2015, funding became available to proceed with master planning for aquatic facilities in Dallas.

Lee Barron, co-chair of the Greater Casa View Alliance, said, “The new Harry Stone Aquatic Center is a much-needed asset to an underserved community in Far East Dallas. The Greater Casa View Alliance wholeheartedly supports this project to replace the old, outdated pool facility with a new, state-of-the-art, multi-use aquatic facility. GCVA will proudly assist in the grand opening of the Harry Stone Aquatic Center.”

Dallas Aquatics is the division of the Dallas Park and Recreation Department responsible for the operation of the seasonal outdoor community pools located throughout Dallas.

Maria Hasbany, Park and Recreation Representative to District 9, said, “We are so excited to open the Aquatic Center at Harry Stone this summer. Councilwoman Paula Blackmon and I are committed to supporting the community with making improvements to this important neighborhood resource. . . . The staff at Harry Stone have done an impressive job of providing programming across all ages, and we look forward to working together to continue to improve and expand the offerings to the community.”

Below is the architect’s rendering of the new Aquatic Center pavilion



Construction workers at work in front of the new slide feature



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New City Leadership



by Mari L. Madison, editor FRI days

Making sure Far East Dallas (FED) continues to be a vital and thriving community has been a 20-year effort by various groups working together. This year the efforts are coming into reality with 2020 vision.

Early on it was clear that working with city leaders rather than “fighting city hall” was the most productive path to success. The area was spread out with vastly different needs between the lower end at I-30 and the upper end at I-635. Two grassroots organizations formed to advocate and address them, first the Ferguson Road Initiative (FRI) and later the Greater Casa View Alliance (GCVA).

A change in leadership took place with the 2019 City of Dallas elections, one that promises to be a big win for FED: Eric Johnson, Mayor; Paula Blackmon, City Councilmember District 9; and Adam Bazaldua, City Councilmember District 7, went right to work on FED priorities.

Johnson comes with an established relationship with FED, having served nine years in the Texas House of Representatives for the FED Legislative District 100. He actively supported FRI and GCVA while serving in that role. His legislative efforts included authoring legislation for Dallas Independent School District to allow some students to graduate in three years.

“Throughout my career... I have learned that we are best able to craft real solutions to such problems when we hear from those representing all walks of life,” Johnson said in his acceptance speech as the new mayor of Dallas.

Since taking office, Johnson has set a collaborative working relationship with the City Council and established communication with the Dallas community through weekly emails available to those who choose to subscribe at <https://dallascityhall.com>. Understanding and addressing the rise in violent crime was a top priority when he took office in June 2019. Johnson set up a Safe Communities Task Force.

“There’s something going on that is leading to this activity... We’re going to get to the root of it,” Johnson said. He has taken quick, decisive action to protect the health and safety of all residents of Dallas.

Once a month, Johnson visits a city service to see up close how city services touch lives. He recently met with officials of the Senior Source about how it advocates for older adults.

Mayor Johnson meets weekly with Councilmembers Blackmon and Bazaldua.



Pictured above, on March 5, Mayor Johnson called a meeting with the leaders of nearly all of the hospitals, colleges, transportation agencies, and school districts that serve Dallas. The purpose of the meeting was to develop an advance response plan to the coronavirus before its spread to Dallas County.

Pictured to the right, Councilmembers Bazaldua and Blackmon at the February 2020 FRI Town Hall Meeting.



At the FRI Town Hall Meeting in February, the two area City Council representatives addressed the FED community, pledging to work together. They acknowledged that all of FED has common interests, in addition to their specific priorities, which each of them outlined. Since taking office in June 2019 both have made progress for their districts.

Bazaldua demonstrated leadership in the planning for the Trinity Forest Spine Trail by conducting public meetings to get input that will be key to the project success. He will hold more meetings as they work on the southern portion of the project.

Other initiatives include:

- New sidewalks along Ferguson Road from Oats to Lakeland Drives
- Worked with zoning and code compliance to improve the northeast corner of John West Road and Buckner Boulevard
- Closed three large-scale gambling sites
- Advocated for the Timberlawn property on Samuell Boulevard to be developed into single-family homes with a new park

Both council members are working with County Commissioner Theresa Daniel on ways city and county funds can be leveraged to improve FED.

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Blackmon, on her first day in office, utilized her previous project management experience on Klyde Warren Park to take on the street improvement project on Gus Thomasson and Ferguson roads. *Pictured on the left.*

The street improvements had floundered for over three years to the dismay of the Casa View community. Within a week of Blackmon taking office, the site prep to the road foundation started, and in eight months the road and streetscape infrastructure were

completed. The street opened the first week of February 2020.

Simultaneously, Blackmon started pushing for completion of another behind-schedule project, the replacement of the Lakeland Drive bridges. Other Blackmon initiatives:

- Secured funding for the Trinity Forest Spine Trail extension to White Rock Hills Park
- Worked with Dallas Police Department and Code Compliance Department for improved security at the Texaco and New World Apartments at the intersection of I-635 and Ferguson Road
- Secured funds for Highland and Ferguson Roads intersection improvement project
- Placed Ash Creek and Highland Road replacement bridge on the Needs Inventory List

With this level of leadership, long-planned developments will soon be complete. The FED community can then begin to dream of what comes next in the decade of the 2020s.



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Diversity in Housing Will Transform Far East Dallas



by Paul E. Maynard

In this day and age we hear the terms access, livability, diversity and affordability daily, if not more often – and not always together.

And especially not when it comes to housing.

When 30 percent of anyone's budget is spent on keeping a roof overhead, that percentage becomes either an obstacle or an incentive, depending where you live on the economic spectrum. This is why having a broad and inclusive selection in housing options becomes important when you are seeking to build and grow a diverse community.

What's happening in Far East Dallas is diverse housing (by type, pricing, and target market) are co-locating and intermingling. Having affordable (lower-cost) apartments alongside both single-family and townhome-style units that are aimed at middle-class homebuyers comes closer to a truly heterogeneous neighborhood that other communities only dream of. "It's a model of what communities should be striving for, and it's a catalyst for development," said Vikki Martin, Executive Director, Ferguson Road Initiative.

It all coalesces around the trailheads and access points for the Ash Creek Trail and the Trinity Forest Spine Trail converging in East Dallas near the intersection of Ferguson and Highland roads. Combine the resulting access to city sports programs and adult activity centers, and this "recreation desert" will be transformed.

All of this planning is the focus of a study done for the City of Dallas Technical Assistance Panel (TAP) by the Urban Land Institute,

the Trust for Public Land and the National Recreation and Park Association. The study emphasized the need to improve Highland Road to tie all of the development together into a cohesive, livable area. Each component plays a role in making this homogeneous community work.

Middle-class townhomes – Priced from \$250,000, the first phase of Ferguson Town Homes, located at 7831 Ferguson Road, averages 1,600 square feet. They are targeted at either first-time homebuyers or empty nesters looking to downsize. "Our goal is to build housing that is affordable for working-class people and civil servants," the representative from Karrington & Company said. "Having police, fire, military and city employees living in the city they serve is something we should strive for."

Single-family homes – Most homes that can be purchased to be refurbished and brought up to code can be had starting at \$300,000. This keeps this segment vital and reasonably affordable within the Far East Dallas neighborhoods.

"Restoring and bringing these homes up to code and returning to safe and sanitary housing is preferable to destruction," the Karrington representative also told us.

Luxury housing – Higher-income housing is currently being constructed by David Weekley Homes at The Grove at White Rock Hills, a townhome development along Highland Road. Townhome prices will begin at \$400,000.

Below, The Grove at White Rock Hills development is expected to be completed this fall.

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Above, Ferguson Town Homes are designed for professionals, retirees, and singles.

Affordable senior housing – While separate from the Ferguson Road and Highland Road area, the Estates at Shiloh is an effort facilitated by the Greater Case View Alliance. This \$52 million investment at the northwest corner of Centerville Road and Shiloh Road in Dallas, by Generation Housing Development, LLC (GHD), will provide a 224-unit affordable senior community of townhomes. “We anticipate finalizing a few minor design details with the City of Dallas next week and will be ready to break ground,” GHD Vice President-Partner Chris Applequist said in mid-February.

The leasing price will range from \$1,000 to \$1,250 per unit per month. This price range makes living in this community affordable for families taking care of aging parents.

Having a choice of diverse housing inventory in an accessible and vibrant sector of the City of Dallas is key in making our neighborhoods affordable, strong and thriving.

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New Crime-reporting System Impacts Neighborhood Safety



by Kerry L. Goodwin

The City of Dallas has recently named crime reduction a top priority. One way it will accomplish this goal is an investment in the latest technological innovation designed to connect more of the dots in crime investigations.

The Dallas Police Department is switching from the older, FBI crime-reporting system, Unified Crime Reporting (UCR), to a more comprehensive system called National Incident-Based Reporting System (NIBRS). NIBRS is used by law enforcement agencies in the United States for collecting and reporting data on crimes. Local, state and federal agencies generate NIBRS data from

their records management systems. This change will permit a more comprehensive reporting of criminal activity, thus improving comparisons between jurisdictions and improving law enforcement response to incidences. More importantly, it will improve targeting of crime prevention strategies. For example, if someone walks down the street and breaks into three separate vehicles, is that one incident or three? If the cost of repairs to each car is \$300, is the cost of the offense(s) \$300 or \$900? Without the NIBRS system it is counted as one offense of \$900. All these factors can have an impact on the criminal's case(s) when arrested and brought to trial. This example shows how a more complete view of the data will allow departments to better identify hot spots. It provides the times of the day that incidents are occurring and days of the week that criminals are more likely to be active, allowing more targeted officer deployment and other ancillary information that will allow officers to be closer to criminal offenses as they are occurring.

Under NIBRS, data is collected on every incident and arrest in a Group A offense category. These Group A offenses are 49 illegal acts grouped in 23 crime categories. Specific facts about these infringements are gathered and reported in the NIBRS system. In addition to the Group A offenses, 10 Group B offenses are reported with only the arrest information. A comprehensive list of offenses for each category along with key aspects of NIBRS can be found at the following links.

https://en.wikipedia.org/wiki/National_Incident-Based_Reporting_System.

Dallas has a number of ways to review crime statistics for your community.

The easiest to use is [RaidsOnline.com \(http://communitycrimemap.com/\)](http://communitycrimemap.com/).

Another, specific to Dallas, is <http://dallaspolice.net/report>.



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Chasing and Cornering Scams – Made Easier With the BBB Scam Tracker



by Paul E. Maynard

Scams are now a way of life. Face it, we've seen them and know about them and are very wary of them. So it only makes sense you should arm yourself with the right tools to deal with these things.

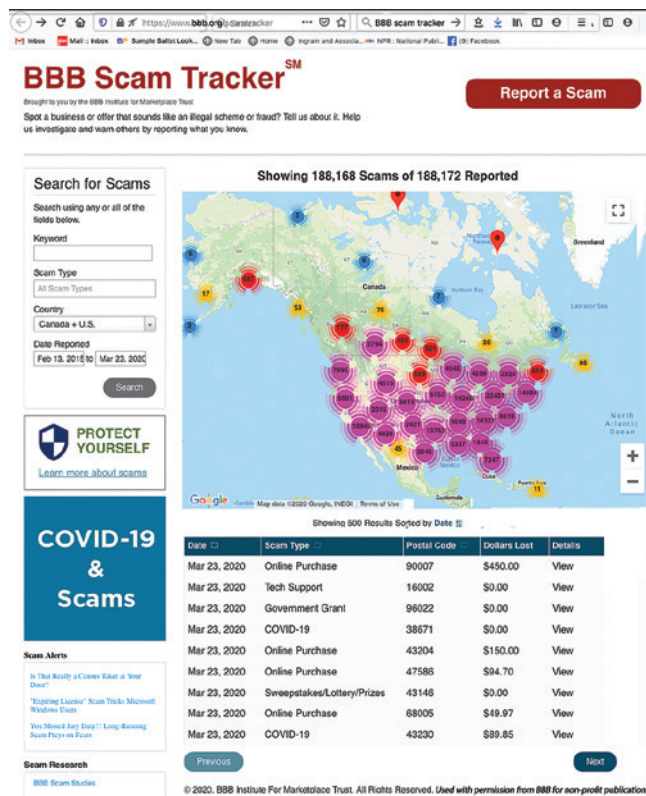
The scam landscape is dotted with everything from employment scams to online purchase scams to cryptocurrency scams. They come by phone, email and in the U.S. Mail. Anything and everything a thief can dangle in front of you to part you from your money has been tried and is now documented.

To better secure your pocketbook, the Better Business Bureau (BBB) has introduced the Scam Tracker. This online tool enables consumers and businesses to report scams to a central source. Part of an effort to prevent others from falling prey to scams, this easy-to-use tool is actually a reporting system. It gathers information on scams from those who have either fallen victim from a scam or are policing for scams.

"Scam Tracker was developed from a grant by a major retailer to the BBB Foundation," Phylissia Clark said. Ms. Clark is Vice President of Public Relations and Communications at BBB Serving North Central Texas. "This tool allows consumers to both input and research scams. Once a scam is in the system, our investigators can access the data and follow up on each activity."

The database is keyword and ZIP Code driven. Individuals and companies can access data in real time and find scams targeted to their ZIP or area codes. Investigators research the data and look for trends and patterns.

The BBB is a non-partisan, neutral organization charged with ensuring that business is done ethically and honestly. The Scam Tracker is the latest tool in their arsenal for keeping consumers safe from fraud.



Above is an image of the reporting page on the BBB Scam Tracker website at <https://www.bbb.org/scamtracker>

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Construction to Improve Access to Far East Dallas to Start Soon



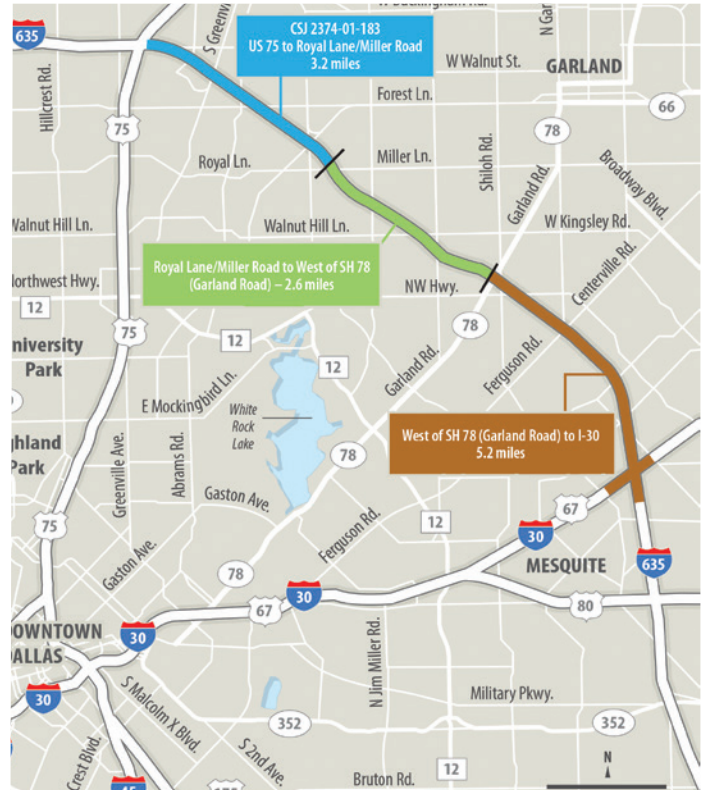
by Mari L. Madison, editor *FRIdays*

The long-awaited Texas Department of Transportation project to rebuild Interstate Highway 635 Lyndon B. Johnson Freeway East (I-635E) is scheduled to begin construction later this year. The *Keep It Moving Dallas* project received funding in 2003 and has been delayed for the past 17 years waiting for approval of the environmental impact re-evaluation and design schematic revisions. The full reconstruction of the freeway will start at I-635 and Central Expressway and move east in three phases, ending at Interstate 30. The construction cost is projected to be \$1.74 billion.

The Texas Transportation Commission has designated I-635E as one of most congested areas in the state. According to the statewide *Texas Clear Lanes* initiative, segments of I-635E currently rank 28th and 30th on the state's list of 100 most congested roadways.

"The statewide Texas Clear Lanes initiative was created by Governor Abbott to build non-toll roads in order to tackle congestion and help Texans get to where they need to be quicker and safer." said J. Bruce Bugg, Jr., Chairman of the Texas Transportation Commission.

Residents of the Far East Dallas area will benefit from the safer and more appealing entryway. The shorter commute times, with less congestion, less anxiety and improved air quality, will enhance the quality of life in the area.



The map above shows the three phases of the *Keep It Moving Dallas* project.

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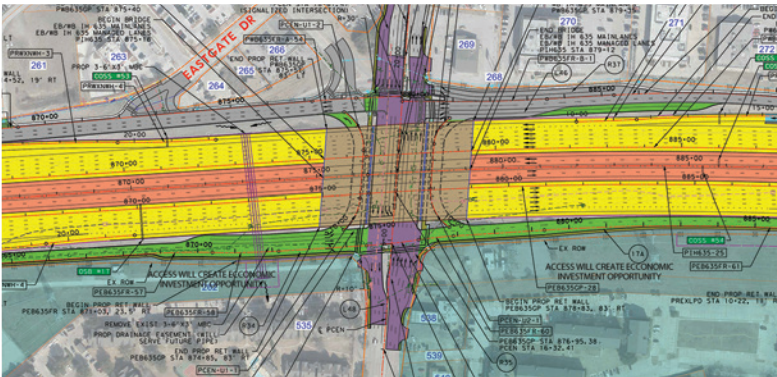
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Planned improvements to the roadway will increase general-purpose lanes from eight to 10 and rebuild tolled managed lanes that will remain as managed lanes. The project also will feature numerous intersection improvements that will encourage redevelopment in the area.

The project, now known as I-635E, in time will reach the crime-prone Ferguson Road and I-635E intersection. When it does, the addition of a frontage road, southwest of the freeway, will completely transform the area. Access will likely bring the development of office buildings, better restaurants and higher-end housing for professionals – completing another priority of the *Greater Casa View Alliance Area Plan* that calls for improved gateways into the community. The projected completion date of the I-635 E project is late 2024. You can keep up with the progress by logging on to www.keepitmovingdallas.com.



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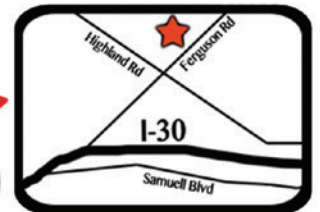
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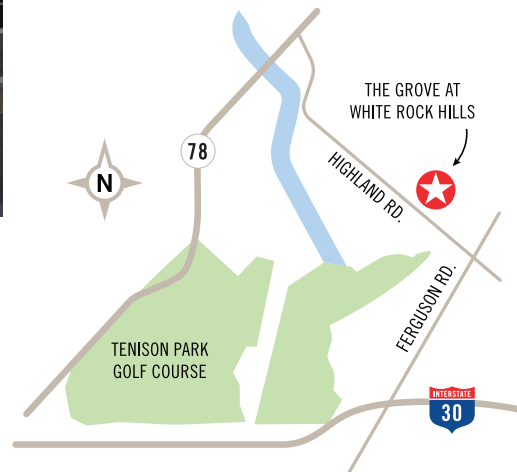


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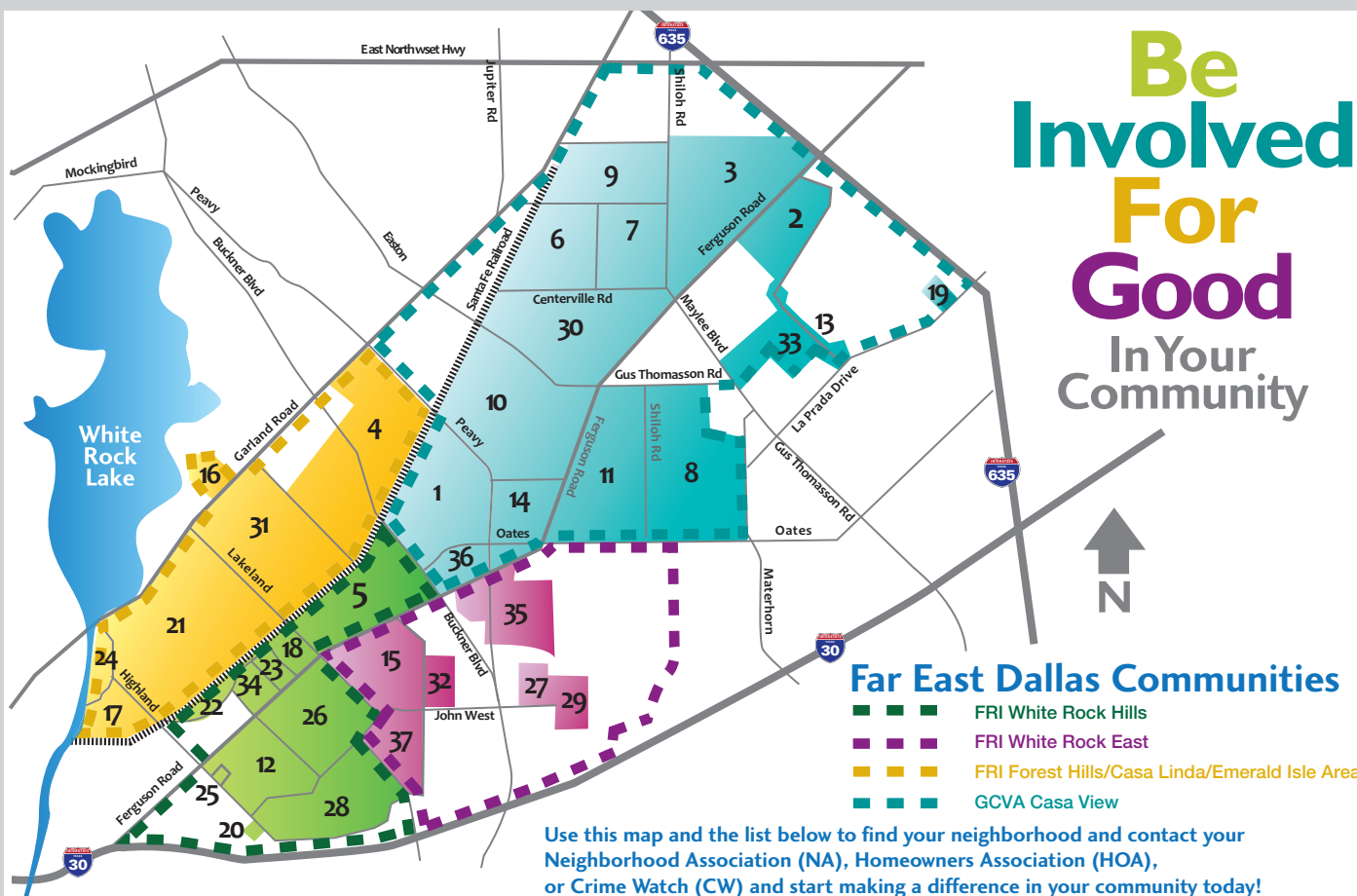
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