

FRIIdays

FERGUSON ROAD INITIATIVE
SERVING FAR EAST DALLAS

Fall 2020



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GIVING
DAY
ORG

9.17.20

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INITIATIVE

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Together

To Help



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of \$34,000

6 a.m. – midnight



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- ✓ Preventive Care
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- ✓ Senior Care



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To place an ad in *FRI*days
 news magazine, call Maria Valenzuela
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 Page 4 Vikki Martin

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 the advertiser can be accessed through
 its stated website.

*The mission of FRI
 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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FRI LEADERSHIP 3

FRI President Updates
 Supporting Justice
 and Equity

HELP RESOURCES 4 in Far East Dallas

Ferguson Road Initiative Community Connection Virtual Town Hall Save the Date!

**Monday, September 14, 2020
 7:00 to 8:30 p.m.**

Gather with your neighbors and
 friends at an online virtual meeting
 from the safety of your home.

Hear the latest developments
 and learn the status of the multiple
 projects that FRI advocates for.

To attend, enter the
 following weblink:

[www.fergusonroad.org/
 fall2020townhall](https://www.fergusonroad.org/fall2020townhall)

ON THE COVER

In the current reality of social distancing, many
 have turned to online video chat programs for
 connection with family and business. Computer
 screens are filled with rectangles of participants.
 The Ferguson Road Initiative Fall Town Hall
 meeting will be held this way.

This inspired our cover as *FRI*days editorial
 staff requested selfies from the community
 interspersed with flat graphic art of people wearing
 their masks. Be safe, be well, stay six feet apart,
 wear a mask and wash your hands frequently.

FRI Executive Director Updates Addressing COVID-19 in Far East Dallas



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

What a different world it is since the spring issue of FRI days. It is FRI's sincere hope that you and your family are safe and healthy as we navigate this crisis as a community.

FRI's response to the COVID-19 pandemic is to address the immediate urgent needs of folks in Far East Dallas. In March, when the city-wide "shelter in place" order went into force, it became apparent that FRI's extensive communication network was needed to help marshal information and resources to our largest and most vulnerable populations: our Latino and African American families, and our senior citizens. FRI's service area is 66% minority. FRI's two City Council Districts, Districts 7 and 9, house the largest senior population in Dallas.

An analysis of federal health and demographics data has determined three geographic pockets of need in our area where residents who contract COVID-19 will be more likely to end up in the hospital:

- Ferguson Road at Interstate 30
- Ferguson Road at Interstate 635
- Buckner Boulevard at Interstate 20

These populations also have the highest risk of diabetes, heart disease and other chronic health problems associated with severe cases of COVID-19. Information about emergency resources for these populations is often fragmented and difficult to find. Because of this, FRI reached out to our constituencies to provide local residents with information that connects persons in need with emergency service providers.

In addition to communicating with apartments, FRI is reaching out to our neighborhoods and asking them to help our neighbors in need. Ways to help include donating food, volunteering and offering cash contributions to our area service providers. By ensuring their operations go uninterrupted, our agency partners can continue to provide emergency services that will keep families healthy and fed, and prevent evictions that can lead to homelessness.

Since COVID-19, blood supplies in North Texas are dangerously low due to the cancellation of blood drives. FRI stepped up in August to partner with Carter BloodCare to host a blood drive to address this crisis.

CreekSide – Ash Creek Urban Reserve

CreekSide, a 4.5-acre urban reserve, is the new "brand name" for the Ash Creek Greenbelt Project. The new name emphasizes the creeks that run through our community and connect our neighborhoods, schools and parks. Running parallel to the lower Ferguson Road corridor between Samuell Boulevard and Lakeland Drive, CreekSide will be preserved as a beautiful, lush, green space and native hardwood forest reserve adjacent to our vibrant and growing community. The CreekSide urban reserve is the result of collaborative planning efforts between FRI, the City of Dallas, and the Parks and Recreation Department, facilitated by the experts at the Urban Land Institute (ULI) and funded by a grant from the national 10-Minute Walk Campaign.

Far East Dallas Project Updates Greater Casa View

Gus Thomasson at Ferguson Roads Street Improvements – Includes roadway, water, and wastewater improvements. *Completed* – **Investment: \$4.3 million**

Casa View Shopping Center – Upgrade is the result of a City public/private partnership. *To be completed in 2020* – **Investment: \$3 million**

Harry Stone Family Aquatics Center – Replacement facility includes – bath house, 2 pools, spray features, shade pavilion, picnic tables, and filtration building. *To be completed in 2020* – **Investment: \$5.5 million**

Estates @ Shiloh – Affordable Senior Apartments and Townhomes. *To be completed in 2022–23* – **Investment: \$48 million**

CreekSide-Ash Creek Urban Reserve

Ferguson Townhomes, Karrington & Co. – Ten middle-income townhomes. *Completed* – **Investment: \$2.5 million**

White Rock Hills Park – Phase I of the White Rock Hills Community Recreation CENTER. *To be completed in 2020* – **Investment: \$750 thousand**

Grove @ White Rock Hills – Thirty-five single-family townhomes. *To be completed in 2021* – **Investment: \$15.75 million**

Trinity Forest Spine Trail Phase One – Santa Fe Trail to Highland Road, then to Samuell Boulevard *To be completed in 2022*

Trinity Forest Spine Trail Phase Two – Samuell Boulevard to Lawnview DART Station. *To be completed in 2023* – **Investment Phase One and Two: \$18.2 million**

Trinity Forest Spine Trail South Phase – Lawnview DART Station to Pemberton Hill Rd. *To be completed in 2024* – **Investment: \$16 million**

Highland Road Reconstruction – From Ferguson Road to the Mondello Apartments. *To be completed in 2022* – **Investment: \$3 million**

Ferguson Road Sidewalks – Sidewalks from Lakeland Drive to Pasteur Avenue. *To be completed in 2022* – **Investment: \$410 thousand**

Intersection Improvements – Lakeland Drive at Ferguson Road. *To be completed in 2022*

Intersection Improvements – Highland Road at Ferguson Road. *To be completed in 2024* – **Investment: \$1.5 million for both**

Dooley Homes – Twenty-seven single-family townhomes. *To be completed in 2022* – **Investment: \$10.7 million**

Ash Creek Trail – Connecting Highland Road to St. Francis Park. *Pending Future Funding* – **Investment: \$3 million**

White Rock Hills Community Recreation Center – Completion of the 2015 feasibility study and master plan by engineering firm Jacobs, and the CENTER's conceptual design by architectural firm Snøhetta. *Pending Future Funding* – **Investment: \$7-10 million**

Pictured below, the new Ferguson Townhomes



FRI President Updates Supporting Justice and Equity



by Dan Ortman, President
Ferguson Road Initiative

The year 2020 has been the Ferguson Road Initiative's (FRI) most challenging year in its 22-year history. Yet, paradoxically, many of FRI's long-term goals are finally being realized this year: completion of White Rock Hills Park, start-up construction of the Trinity Forest Spine Trail, reconstruction of Highland Road from Ferguson Road to The Mondello Apartments, and Lakeland Drive and Ferguson Road Intersection improvements.

These successes are bittersweet, however, because of this ongoing, seemingly endless COVID-19 global pandemic that is particularly vicious to the elderly and to those with underlying health issues in our Black and Latino communities.

In the midst of such suffering, our hearts are made even heavier with anger and grief as we watch the news coverage of the senseless, unjust deaths of so many Black Americans. The inequities and structural deficiencies in our society are all too familiar for many who live in our community. Instead, FRI seeks to foster a community that is just, sustainable, and equitable for all its residents, not just a privileged few.

FRI supports Black Lives Matter. FRI stands with Black Americans and other minorities for racial equality and justice. Since its founding in 1998, FRI has always sought justice and fair treatment for all residents living in Far East Dallas. This is why FRI remains relevant today. We are encouraged to see communities across America implementing the same social justice strategies that FRI has used for years:

- **Listen, then Act** – We listen to neighbors' concerns and then find a way to act together to create solutions. FRI works directly with Black, Hispanic, and Asian Americans and other overlooked communities to help bring much-needed social services, opportunities, and amenities.
- **Advocate** – FRI has a history of bringing people of different ethnic and socio-economic backgrounds together. FRI convenes discussions about issues and concerns, and helps facilitate ideas for positive change.
- **Engage** – FRI sponsors regular candidate forums which introduce many Black, Latino and women candidates to the community.
- **Respect** – FRI has EARNED a seat at the decision-making table at every level of government – local, state, and federal – by

**BLACK
LIVES
MATTER**



representing its diverse communities honestly and fairly.

FRI's leadership believes that the best way forward through these difficult, heart-wrenching times is by staying engaged and learning from each other. We must all strive to use our collective voice to achieve lasting, positive change. These difficult days will eventually pass. We shall prevail.



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Turn to These Far East Dallas Nonprofits for Help



by Paul E. Maynard

It is the culture of the communities within the Ferguson Road Initiative (FRI) to work together to help neighbors in need. This culture is especially evident in these uncertain times.

In this spirit, many nonprofit organizations in our neighborhoods exist to extend a helping hand by providing, fresh food, clothing, job training and affordable housing. FRI partners with the following organizations in an effort to build awareness of the assistance available so they can help more people. FRI provides this one-stop resource to help you quickly know who to call for help.

You can support their missions through financial contributions, volunteering, donating requested items, and helping during North Texas Giving Day.



Mission East Dallas – (MED) is a family health clinic providing medical, dental and counseling services for individuals and families. They focus on high-quality clinical care delivered with compassion. Patient education programs, discounts and payment plans are available so that everyone is set-up for living healthier and to remove the cost of health care as a barrier to getting access to much-needed health care services.

“MED supports FRI as a Founder’s Circle donor because we believe that families should live in a healthy, thriving and safe community. FRI’s partnership with MED ensures that families in Far East Dallas have the information they need to access affordable health care right in their own neighborhood.” – Charles Wiltraut, Executive Director

Call: 972-682-8197 or go to medicalinfo@missioneastdallas.org dentalinfo@missioneastdallas.org



Owenwood Farm & Neighbor Space – The Farm at Owenwood produces organically grown fruits and vegetables on their 4-acre plot. They also develop community and teaching garden spaces, and serve as a learning space for food production, preparation and policy.

Owenwood Farm and Neighbor Space is a second campus of White Rock United Methodist Church. They are part of a larger partnership that includes White Rock Community Church (supporting the HIV-AIDS community), Diapers Etc (providing hygiene products not covered by government programs) and Aspire Literacy Center (offering free GED and ESL classes).

“FRI’s tremendous access to resources provides us with connections to various service providers, local businesses, schools and faith communities; we’ve been more successful in receiving diaper donations that help supplement our budget and other hygiene items and are, in turn, distributed back to our friends and neighbors living in our community.”

– Josh Esparza, Campus Pastor, Owenwood Farm & Neighbor Space

Call: 469-438-0810 or go to www.owenwoods.org



**St. Vincent de Paul
NORTH TEXAS**



Cia Bond prepares to donate blood with Fernando Thompson assisting from Carter BloodCare.

The Society of St. Vincent de Paul – Inspired by Gospel values, the Society of St. Vincent de Paul, a Catholic lay organization, offers a food pantry, mini-loan program, Pharmacy program and emergency loans to assist residents with their financial needs and help them avoid predatory and payday loan lenders. *“FRI helped bring health, food and emergency service providers in Far East Dallas together to better understand the full range of services offered to our residents needing a helping hand. This is especially important during the challenges Covid-19 is presenting for families living on the edge. By understanding our agency partners, we can more effectively direct families that need help to other resources that might provide additional emergency aid.”*

– Mary Schaar, President – A mission of St. Pius X Catholic Church

Call: 972-278-4815 or go to www.svdpdallas.org



**White Rock
Center of Hope**

White Rock Center of Hope – White Rock Center of Hope ensures access to nutritious food for the high-risk and vulnerable among us through their food pantry. They offer short-term financial assistance to prevent utility disconnection or homelessness through rental assistance. *By appointment only; no walk-ins allowed.*

Food drives help keep the pantry stocked. Operational funds are raised through their resale shop. Donations of clean, useable household items and clothing are welcome during open store hours: Monday, Wednesday and Friday, 9 a.m. to 4 p.m.

“The excellent communication resources utilized by the Ferguson Road Initiative helped our partner, City Hospital, increase their recent food donation by more than 107%. Robo calls and social media posts got the word out to the community.” – Ted Beechler, Executive Director

Call: 214-324-8996 or go to www.whiterockcenterofhope.org



Wilkinson Center – Their mission is to transform the lives of Dallas families by providing pathways to self-sufficiency with dignity and respect. They help families facing critical life challenges including food insecurity, lack of education, unemployment and underemployment.

In addition to their food pantry, they provide case management services, adult education classes and other workforce training classes. They also have a social and educational program for seniors. All programs are provided free of charge.

“Our longtime partnership with FRI has helped communicate our needs for volunteers and food donations. They also inform the community about our adult education programs that create pathways out of poverty.” – Anne Reeder, Executive Director, Wilkinson Center

Call: 972-284-0377 or go to www.wilkinsoncenter.org/programs

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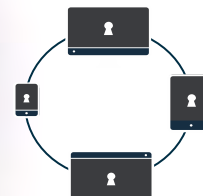
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White Rock Hills Townhome Apartments

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Owenwood Farm & Neighbor Space

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Casa Pacifica Apartments	T. Robert and Bette J. Martin
Casa View Shopping Center	Daniel J. Micciche
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Thanks to our North Texas Giving Day Challenge Match Grant Donors Supporting FRI!

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Presidium Group	\$2,500
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David Farrell	\$750
Dr. Dorothy Pierce	\$500
Gary & Mary Garcia	\$250
Lone Star Credit Union	\$250
Kenneth Bernstein & Barbara Clay	\$200
Others	\$550

North Texas Giving Day Campaign to Support FRI!

Once again, McDonald's and other supporters have issued a \$17,000 challenge to the friends of Ferguson Road Initiative. This challenge is a dollar-for-dollar match. Let's meet this challenge! Support FRI on September 17, 6 a.m. to midnight, by making a credit or debit card donation that will go toward our overall \$34,000 goal.

Between September 1–16, view our video and give to FRI anytime in advance online at

www.fergusonroad.org/give/2020



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www.dallascountyvotes.org

If you are not registered to vote, download a voter registration form by going to:

www.dallascountyvotes.org/voter-information/register-to-vote/

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