

FERGUSON ROAD INITIATIVE

I  VES

OUR COMMUNITY

February 12, 2024

6:30 – 8:30 p.m.

Community Connection Town Hall Meeting



“Working Together for the Greater Good”



Thank You

Congresswoman Eddie Bernice Johnson



1935 - 2023

Agenda



6:50 Welcome, Introductions, Acknowledgements, Announcements,
Special Recognition, & General Election

7:10 Political updates/Reports

7:35 Greater East Dallas Chamber of Commerce, Chuck Kobdich

7:40 Dallas Police Department Report, PO Theron Akin

7:51 FRI in Action, Vikki Martin, Desi Tanner,
Kashina Shine, & Susan Hopper

8:17 Next Steps & Upcoming Dates

8:20 Adjourn

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



Vikki Martin
Executive Director



Maria Valenzuela
Office Manager



Zitziki Sanluiseno
Membership
Administrator &
Event
Coordinator



Susan Hopper
Director of
Communications
& Marketing

FRI Advisory Council

Ann Cooke Bagley, Bagley Associates LLC

Ken Benson, Ken Benson & Associates

Bobbi Bilnoski, Concinnity Network, President

W Plack Carr, Jr, Gas & Oil/Civic Leader

Daniel Davis Clayton, Public Opinion

Jeff Cuban, VP at HDNet/Magnolia Picture VP
at The Wagner/Cuban Companies

Janice Estes, SPCA, retired

Carmelita Gallo, YMCA Metropolitan Dallas, retired

Helen Holman, Civic Leader

Sharon King, Civic Leader



Matt Nicolette, Ph.D., PLA, ASLA, Assistant Professor in
Landscape Architecture, Clemson University

Becky Reed, CEO/Founder BRaaS

Liz Renfro, Texas Urban Living

Mel Renfro, Dallas Cowboy, HOF

Phil Ritter, Chief Operating Officer, Meadows Mental Health
Policy Institute

Richard B. Roper, (former U.S. Atty for Northern District)
Thompson & Knight LLP

Marnie Wildenthal, Civic Leader

Thank You!

Trinity Forest Spine Trail Sponsors Community Celebration October 21, 2023



Thank You!



\$6,100 Founder's Circle Donor Member

Thank You!



Farrell Architects

\$1,500 Founder's Circle Donor Member

Thank You!



\$1,500 Founder's Circle Donor Member

Thank You!

RACEWAY®



\$1,500 Founder's Circle Donor Member

Thank You!



EL **RIO
GRANDE**

Latin Market



\$1,000 Founder's Circle Donor Member

Thank You!

Founder's Circle Donors



\$10,000 a year for 3 years

Access Self-Storage
AmeriSouth
White Rock Medical Center

\$ 6,100 a year for 3 years

Granite Redevelopment

\$ 5,000 a year for 3 years

McDonald's

\$3,500 a year for 3 years

White Rock Hills Townhome Apartments

\$2,500 a year for 3 years

Austin Endo, Lone Star Credit Union,
Daniel J. Micciche, Oncor,
Resource 1 Credit Union, Uplift Education

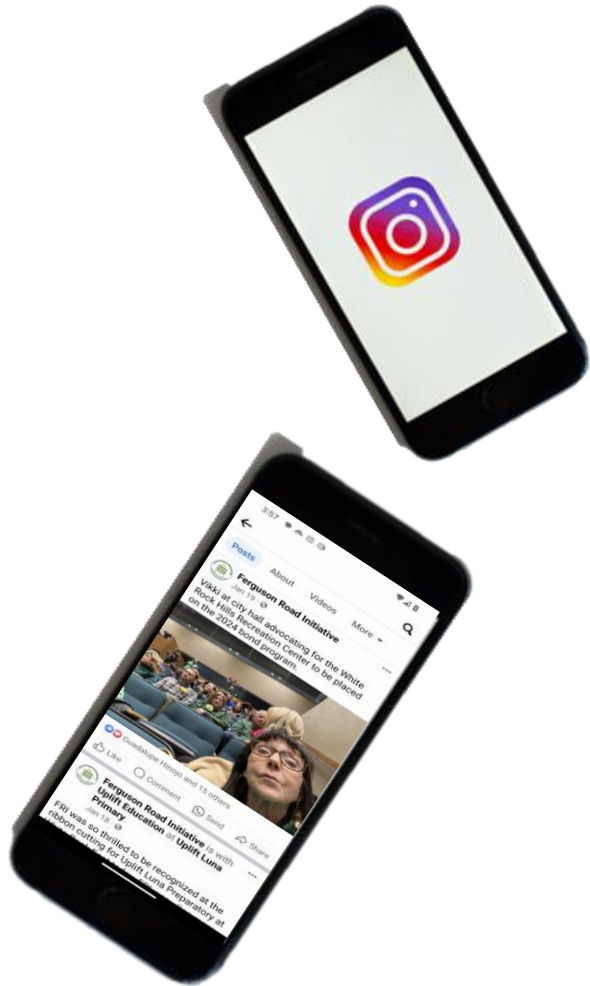
\$1,500 a year for 3 years

Atmos Energy, Bring the Light, Casa Pacifica,
Farrell Architects, Mountain View Church of Christ,
Owenwood Farm & Neighbor Space, RaceWay,

\$1,000 a year for 3 years

Aspire, Bishop Lynch High School, Casa View Shopping Center, City Credit Union, Bill & Mirella Coleman, Dallas College/Eastfield, East Dallas Veterinary Clinic, El Rio Grande Latin Market, Friends of Social Venture Partners—Dallas, Sam Downey-Frost Bank, Gary Garcia, Jared Greco, John & Anne Griggs, Gary Hasty, Matt & Alicia Henry, Heroes House, Christopher Jackson, Lakehill Preparatory, LDG Development, LightChurch, Lira Bravo Law, Shawn Lovelady, T. Robert & Bette J. Martin-In Memoriam, Mr. & Mrs. David I-Chang Mi, Dan Ortman, Carmen Parra- CMIT, Becky Reed, Dr. Angela Scheuerle, Smoky Rose Restaurant, Harry Swanson, Dr. Eddie Tealer, Dr. Mike & Janice Walker, David Weekley Homes, White Rock Montessori, Karl Zavitkovsky

Announcements & Upcoming Events



Follow
what's
happening
in **your**
community

Get
Plugged In!



Follow FRI on
INSTAGRAM
fricommunitytx



FACEBOOK
@FergusonRoad





12th Annual Ferguson Road Initiative LITTER CLEAN-UP

Saturday, March 2nd, 2024

9:00 a.m. - 12:00 noon

Owenwood Farm & Neighbor Space

1451 John West Rd



To Register: Email Zitziki Sanluiseno
membership@fergusonroad.org
OR

Scan QR code to access Registration Form

FOR MORE INFORMATION:

CALL: (214)324-5116

Bring a canned meat item to
benefit White Rock Center of Hope

Come Rain or Shine!



Frost Bank





Women's Sense Of Awareness Workshop

Deborah Freeman
Personal Awareness Advisor

SAVE THE DATE

Saturday, June 15, 2024



**Awareness is
your
best defense!**



**Carter BloodCare
BLOOD DRIVE**

SAVE THE DATE

Saturday, July 20, 2024

9:00 a.m. - 3:00 p.m.



**Owenwood Farm & Neighbor Space
1451 John West Road**

CHILDREN'S BOOK DRIVE!

Up to 5 ounces free!

Bring a children's book to donate, get a free ounce of frozen yogurt!
February 1 – February 28



Monster Yogurt
9540 Garland Road
Suite 394
Dallas, TX 75218



Monster Yogurt
1360 W Campbell Road
Suite 101
Richardson, TX, 75080



Monster Yogurt
Scary tastes good!™



Blake Griffin,
Community Engagement Associate



Pastor Luis Roman,
VIVA Church International Senior Pastor



Desi Tanner Ferguson Road Initiative Obelisk Award





2024-Ferguson Road Initiative General Election

New Board Members—3 Year Term ends December 2027

Hunter Bickford

Karen Smith

New Board Members – 1 Year Term ends December 2024

Dan Ortman, President, Executive Committee Chair

Shawn Lovelady, Governance Committed Chair

Previously Elected and Continuing to Serve Until their Term Expires

Sam Downey, December 2024

Melanie Flinn, Secretary, Dec. 2026

Gary Garcia, Fundraising Committee Chair, Dec. 2026

Jared Greco, Dec. 2024

Art Hall, Dec. 2025

Gary Hasty, Dec. 2025

Brian Harper, Treasurer, Dec. 2026

Christopher Jackson, vice president, Dec. 2025

Carmen Parra, Dec. 2024

Marcy Phillips, Dec. 2026

Chris Rebuck, Dec. 2025

Dr. Eddie Tealer, Dec. 2025

Karl Zavitkovsky, Economic Development
Committee Chair, Dec. 2025



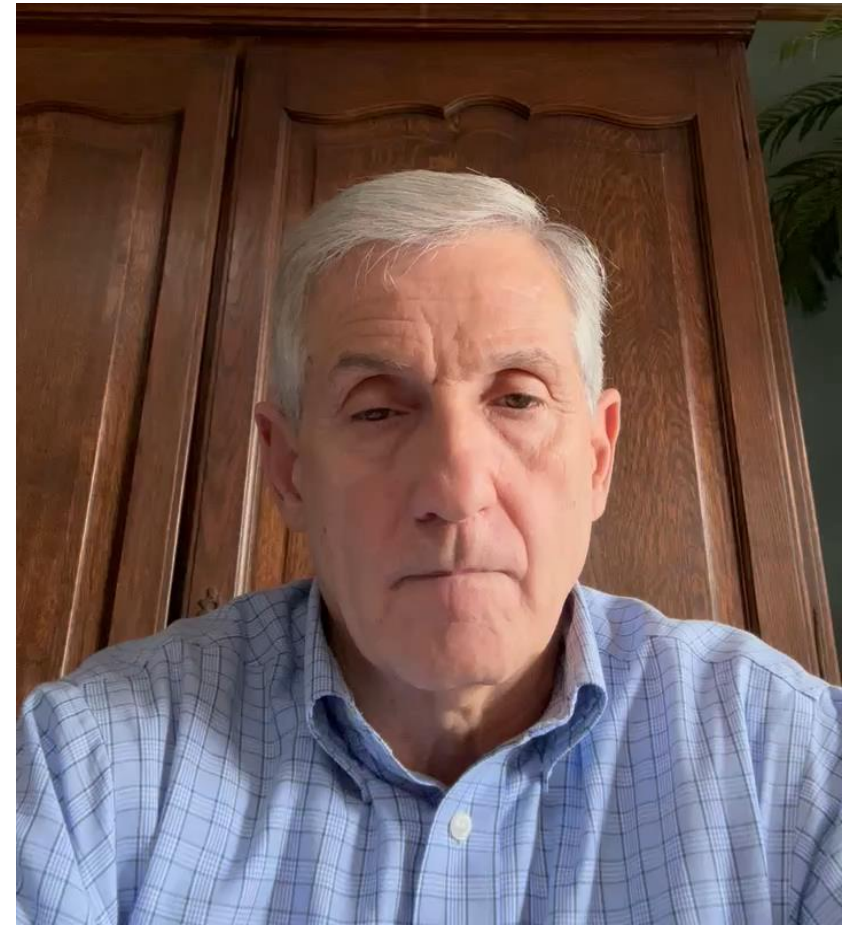
St. Rep. John Bryant, District 114



St. Rep. Venton Jones, District 100



**County Commissioner
Dr. Theresa Daniel, District 1**



**School Board Trustee
Dan Micciche, District 3**



**District 2—Councilmember
Jesse Moreno**



**District 7—Councilmember
Adam Bazaldua**



**District 9--Councilmember
Paula Blackmon**

Chuck Kobdish – President Greater East Dallas Chamber of Commerce



Let the Chamber be your Guide



Dallas Police Department Report



Sgt. Sammie Robinson, NPO Coordinator
sammie.robinson@dallascityhall.com
214-670-4500

Sector 220 NPOs:

PO Elizama Munoz
Elizama.munoz@dallaspolice.gov
214-957-5012

PO Gabriel Ortiz
gabriel.ortiz2@dpd.ci.dallas.tx.us
214-681-0641

Sector 230 NPOs:

PO Theron Akin
theron.akin@dpd.ci.dallas.tx.us
214-557-3873

PO Hill Martin
Hill.martin@dallaspolice.gov
469-260-8588





Greater Casa View Alliance



Non-violent crimes

NIBRS 2023		NIBRS 2022		% DIFF
OFFENSE	TOTAL	OFFENSE	TOTAL	
AGG ASSAULT - FV	25	AGG ASSAULT - FV	30	-16.67%
AGG ASSAULT - NFV	66	AGG ASSAULT - NFV	133	-50.38%
MURDER & NONNEGLIGENT MANSLAUGHTER	2	MURDER & NONNEGLIGENT MANSLAUGHTER	2	0.00%
ROBBERY-BUSINESS	5	ROBBERY-BUSINESS	9	-44.44%
ROBBERY-INDIVIDUAL	31	ROBBERY-INDIVIDUAL	38	-18.42%
FONDLING	2	FONDLING	4	-50.00%
RAPE	3	RAPE	3	0.00%
SEXUAL ASSAULT WITH AN OBJECT	0	SEXUAL ASSAULT WITH AN OBJECT	0	0.00%
SODOMY	2	SODOMY	0	100.00%
BURGLARY-BUSINESS	59	BURGLARY-BUSINESS	67	-11.94%
BURGLARY-RESIDENCE	31	BURGLARY-RESIDENCE	64	-51.56%
BMV	132	BMV	174	-24.14%
OTHER THEFTS	69	OTHER THEFTS	100	-31.00%
SHOPLIFTING	25	SHOPLIFTING	11	>100%
UUMV	281	UUMV	121	>100%
GRAND TOTAL	733	GRAND TOTAL	756	-3.04%

Violent crimes

OFFENSE	TOTAL	OFFENSE	TOTAL	% DIFF
AGG ASSAULT - FV	25	AGG ASSAULT - FV	30	-16.67%
AGG ASSAULT - NFV	66	AGG ASSAULT - NFV	133	-50.38%
MURDER & NONNEGLIGENT MANSLAUGHTER	2	MURDER & NONNEGLIGENT MANSLAUGHTER	2	0.00%
ROBBERY-BUSINESS	5	ROBBERY-BUSINESS	9	-44.44%
ROBBERY-INDIVIDUAL	31	ROBBERY-INDIVIDUAL	38	-18.42%
FONDLING	2	FONDLING	4	-50.00%
RAPE	3	RAPE	3	0.00%
SEXUAL ASSAULT WITH AN OBJECT	0	SEXUAL ASSAULT WITH AN OBJECT	0	0.00%
SODOMY	2	SODOMY	0	100.00%
GRAND TOTAL	136	GRAND TOTAL	219	-37.90%

NIBRS - PROPERTY 2023

OFFENSE	TOTAL
BURGLARY-BUSINESS	59
BURGLARY-RESIDENCE	31
BMV	132
OTHER THEFTS	69
SHOPLIFTING	25
UUMV	281
GRAND TOTAL	597

NIBRS OFFENSES - PROPERTY 2022

OFFENSE	TOTAL
BURGLARY-BUSINESS	67
BURGLARY-RESIDENCE	64
BMV	174
OTHER THEFTS	100
SHOPLIFTING	11
UUMV	121
GRAND TOTAL	537

% DIFF

-11.94%
-51.56%
-24.14%
-31.00%
>100%
>100%
11.17%



Forest Hills – Casa Linda



Non-violent crimes

NIBRS 2023		NIBRS 2022		% DIFF
OFFENSE	TOTAL	OFFENSE	TOTAL	
AGG ASSAULT - FV	0	AGG ASSAULT - FV	2	-100.00%
AGG ASSAULT - NFV	2	AGG ASSAULT - NFV	3	-33.33%
MURDER & NONNEGLIGENT MANSLAUGHTER	0	MURDER & NONNEGLIGENT MANSLAUGHTER	1	-100.00%
ROBBERY-BUSINESS	1	ROBBERY-BUSINESS	2	-50.00%
ROBBERY-INDIVIDUAL	1	ROBBERY-INDIVIDUAL	1	0.00%
FONDLING	1	FONDLING	0	100.00%
RAPE	1	RAPE	1	0.00%
SEXUAL ASSAULT WITH AN OBJECT	0	SEXUAL ASSAULT WITH AN OBJECT	0	0.00%
SODOMY	0	SODOMY	2	-100.00%
BURGLARY-BUSINESS	12	BURGLARY-BUSINESS	6	100.00%
BURGLARY-RESIDENCE	1	BURGLARY-RESIDENCE	2	-50.00%
BMV	25	BMV	26	-3.85%
OTHER THEFTS	22	OTHER THEFTS	28	-21.43%
SHOPLIFTING	3	SHOPLIFTING	4	-25.00%
UUMV	21	UUMV	15	40.00%
GRAND TOTAL	90	GRAND TOTAL	93	-3.23%

Violent crimes

OFFENSE	TOTAL	OFFENSE	TOTAL	% DIFF
AGG ASSAULT - FV	0	AGG ASSAULT - FV	2	-100.00%
AGG ASSAULT - NFV	2	AGG ASSAULT - NFV	3	-33.33%
MURDER & NONNEGLIGENT MANSLAUGHTER	0	MURDER & NONNEGLIGENT MANSLAUGHTER	1	-100.00%
ROBBERY-BUSINESS	1	ROBBERY-BUSINESS	2	-50.00%
ROBBERY-INDIVIDUAL	1	ROBBERY-INDIVIDUAL	1	0.00%
FONDLING	1	FONDLING	0	100.00%
RAPE	1	RAPE	1	0.00%
SEXUAL ASSAULT WITH AN OBJECT	0	SEXUAL ASSAULT WITH AN OBJECT	0	0.00%
SODOMY	0	SODOMY	2	-100.00%
GRAND TOTAL	6	GRAND TOTAL	12	-50.00%

NIBRS - PROPERTY
2023

OFFENSE	TOTAL
BURGLARY-BUSINESS	12
BURGLARY-RESIDENCE	1
BMV	25
OTHER THEFTS	22
SHOPLIFTING	3
UUMV	21
GRAND TOTAL	84

NIBRS OFFENSES - PROPERTY
2022

OFFENSE	TOTAL
BURGLARY-BUSINESS	6
BURGLARY-RESIDENCE	2
BMV	26
OTHER THEFTS	28
SHOPLIFTING	4
UUMV	15
GRAND TOTAL	81

% DIFF

100.00%
-50.00%
-3.85%
-21.43%
-25.00%
40.00%
3.70%



White Rock East



Non-violent crimes

NIBRS 2023

OFFENSE	TOTAL
AGG ASSAULT - FV	29
AGG ASSAULT - NFV	49
MURDER & NONNEGLIGENT MANSLAUGHTER	1
ROBBERY-BUSINESS	6
ROBBERY-INDIVIDUAL	37
FONDLING	0
RAPE	3
SEXUAL ASSAULT WITH AN OBJECT	0
SODOMY	0
BURGLARY-BUSINESS	51
BURGLARY-RESIDENCE	31
BMV	133
OTHER THEFTS	56
SHOPLIFTING	6
UUMV	243
GRAND TOTAL	645

NIBRS 2022

OFFENSE	TOTAL	% DIFF
AGG ASSAULT - FV	28	3.57%
AGG ASSAULT - NFV	81	-39.51%
MURDER & NONNEGLIGENT MANSLAUGHTER	1	0.00%
ROBBERY-BUSINESS	1	>100%
ROBBERY-INDIVIDUAL	27	37.04%
FONDLING	1	-100.00%
RAPE	5	-40.00%
SEXUAL ASSAULT WITH AN OBJECT	2	-100.00%
SODOMY	2	-100.00%
BURGLARY-BUSINESS	23	>100%
BURGLARY-RESIDENCE	36	-13.89%
BMV	156	-14.74%
OTHER THEFTS	80	-30.00%
SHOPLIFTING	2	>100%
UUMV	121	>100%
GRAND TOTAL	566	13.96%

Violent crimes

OFFENSE	TOTAL
AGG ASSAULT - FV	29
AGG ASSAULT - NFV	49
MURDER & NONNEGLIGENT MANSLAUGHTER	1
ROBBERY-BUSINESS	6
ROBBERY-INDIVIDUAL	37
FONDLING	0
RAPE	3
SEXUAL ASSAULT WITH AN OBJECT	0
SODOMY	0
GRAND TOTAL	125

OFFENSE	TOTAL	% DIFF
AGG ASSAULT - FV	28	3.57%
AGG ASSAULT - NFV	81	-39.51%
MURDER & NONNEGLIGENT MANSLAUGHTER	1	0.00%
ROBBERY-BUSINESS	1	>100%
ROBBERY-INDIVIDUAL	27	37.04%
FONDLING	1	-100.00%
RAPE	5	-40.00%
SEXUAL ASSAULT WITH AN OBJECT	2	-100.00%
SODOMY	2	-100.00%
GRAND TOTAL	148	-15.54%

NIBRS - PROPERTY
2023

OFFENSE	TOTAL
BURGLARY-BUSINESS	51
BURGLARY-RESIDENCE	31
BMV	133
OTHER THEFTS	56
SHOPLIFTING	6
UUMV	243
GRAND TOTAL	520

NIBRS OFFENSES - PROPERTY
2022

OFFENSE	TOTAL
BURGLARY-BUSINESS	23
BURGLARY-RESIDENCE	36
BMV	156
OTHER THEFTS	80
SHOPLIFTING	2
UUMV	121
GRAND TOTAL	418

% DIFF
>100%
-13.89%
-14.74%
-30.00%
>100%
>100%
24.40%



White Rock Hills



Non-violent crimes

NIBRS 2023

OFFENSE	TOTAL
AGG ASSAULT - FV	8
AGG ASSAULT - NFV	24
MURDER & NONNEGLIGENT MANSLAUGHTER	1
ROBBERY-BUSINESS	5
ROBBERY-INDIVIDUAL	19
FONDLING	0
RAPE	1
SEXUAL ASSAULT WITH AN OBJECT	0
SODOMY	1
BURGLARY-BUSINESS	9
BURGLARY-RESIDENCE	13
BMV	79
OTHER THEFTS	37
SHOPLIFTING	2
UUMV	126
GRAND TOTAL	325

NIBRS 2022

OFFENSE	TOTAL	% DIFF
AGG ASSAULT - FV	16	-50.00%
AGG ASSAULT - NFV	35	-31.43%
MURDER & NONNEGLIGENT MANSLAUGHTER	3	-66.67%
ROBBERY-BUSINESS	10	-50.00%
ROBBERY-INDIVIDUAL	16	18.75%
FONDLING	2	-100.00%
RAPE	1	0.00%
SEXUAL ASSAULT WITH AN OBJECT	0	0.00%
SODOMY	0	100.00%
BURGLARY-BUSINESS	16	-43.75%
BURGLARY-RESIDENCE	12	8.33%
BMV	113	-30.09%
OTHER THEFTS	42	-11.90%
SHOPLIFTING	4	-50.00%
UUMV	95	32.63%
GRAND TOTAL	365	-10.96%

Violent crimes

OFFENSE	TOTAL
AGG ASSAULT - FV	8
AGG ASSAULT - NFV	24
MURDER & NONNEGLIGENT MANSLAUGHTER	1
ROBBERY-BUSINESS	5
ROBBERY-INDIVIDUAL	19
FONDLING	0
RAPE	1
SEXUAL ASSAULT WITH AN OBJECT	0
SODOMY	1
GRAND TOTAL	59

OFFENSE	TOTAL	% DIFF
AGG ASSAULT - FV	16	-50.00%
AGG ASSAULT - NFV	35	-31.43%
MURDER & NONNEGLIGENT MANSLAUGHTER	3	-66.67%
ROBBERY-BUSINESS	10	-50.00%
ROBBERY-INDIVIDUAL	16	18.75%
FONDLING	2	-100.00%
RAPE	1	0.00%
SEXUAL ASSAULT WITH AN OBJECT	0	0.00%
SODOMY	0	100.00%
GRAND TOTAL	83	-28.92%

NIBRS - PROPERTY
2023

OFFENSE	TOTAL
BURGLARY-BUSINESS	9
BURGLARY-RESIDENCE	13
BMV	79
OTHER THEFTS	37
SHOPLIFTING	2
UUMV	126
GRAND TOTAL	266

NIBRS OFFENSES - PROPERTY
2022

OFFENSE	TOTAL
BURGLARY-BUSINESS	16
BURGLARY-RESIDENCE	12
BMV	113
OTHER THEFTS	42
SHOPLIFTING	4
UUMV	95
GRAND TOTAL	282

% DIFF

-43.75%
8.33%
-30.09%
-11.90%
-50.00%
32.63%
-5.67%

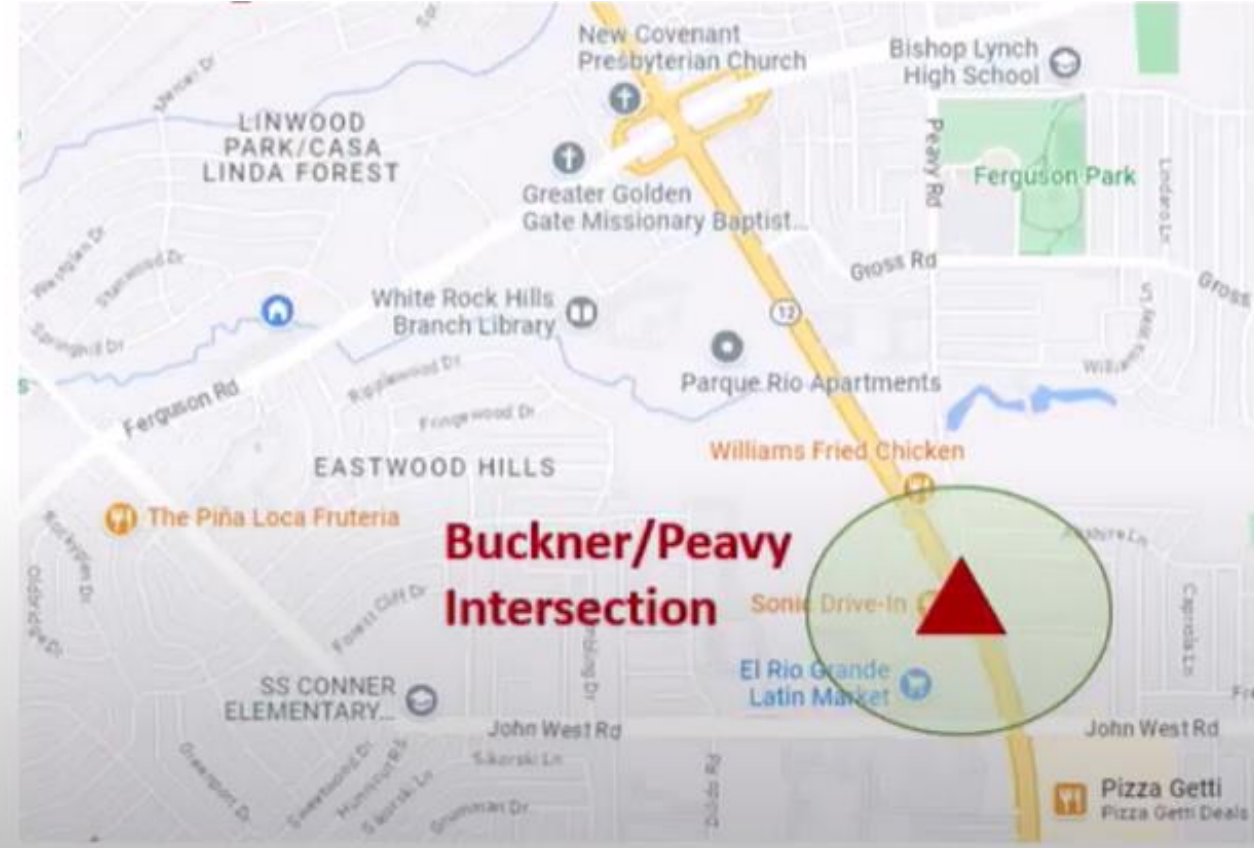
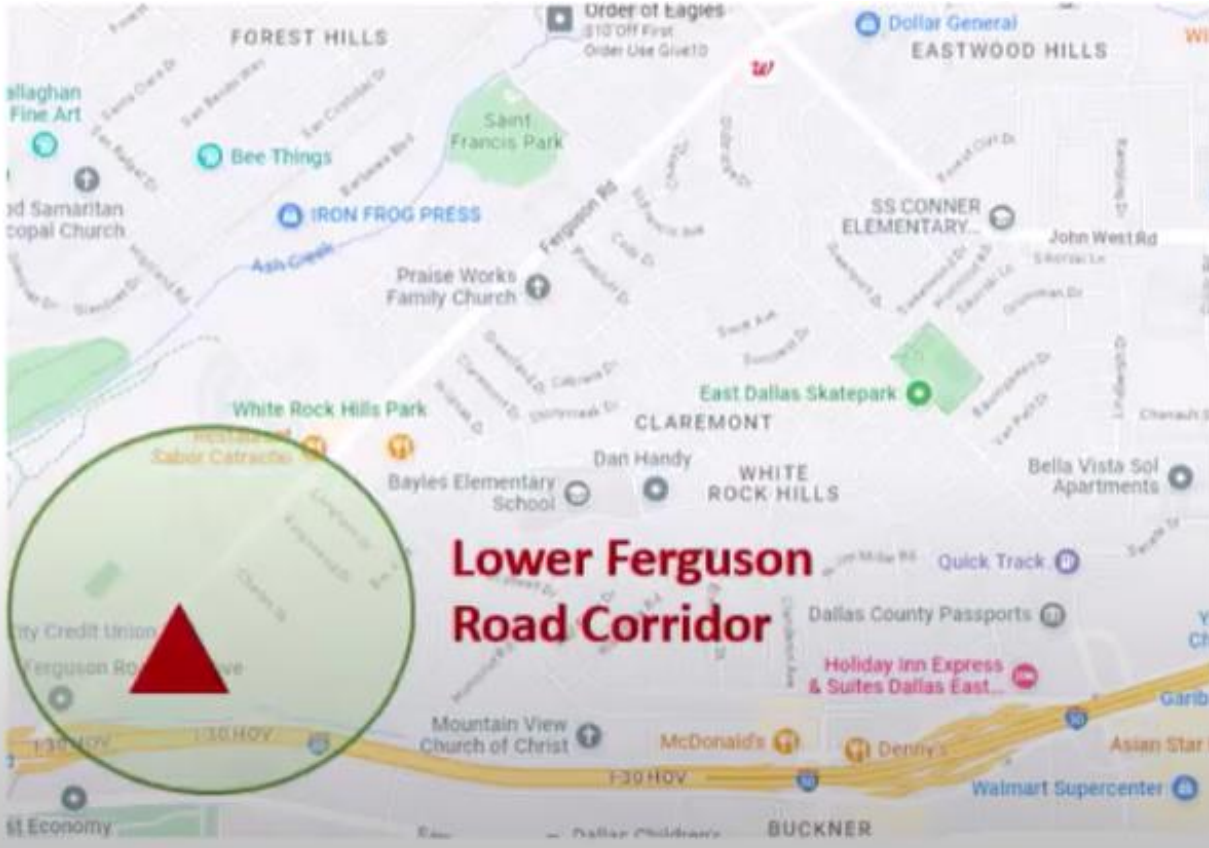
FRI in ACTION



FERGUSON
ROAD
INITIATIVE

OVERVIEW

Crime Hot Spots



FRI in Action: Crime Prevention



Kashina Shine

Manager of Community Violence Intervention
Office of Integrated Public Safety Solutions

FRI in Action: Public Safety



FRI in Action: Advocacy



Quest for a Recreation CENTER Video



Please view [Quest for a Recreation Center](#) to learn more.

**FRI
in
ACTION**



FRI is advocating for the \$24M Recreation Center



Call to Action!

Quest for a Recreation CENTER Video

For More Information

Website: <https://www.fergusonroad.org/>

Councilmember contact info:

Adam Bazaldua D7

Adam.Bazaldua@dallas.gov

214-670-4689

Paula Blackmon D9

paula.blackmon@dallas.gov

214-671-8916

Jesse Moreno D2

jesse.moreno@dallas.gov

214-670-4171

Join FRI on the
BUS to CITY Hall

September 26th
Sign up on the FRI
website



Dear Councilmembers Jesse Moreno, Adam Bazaldua, and Paula Blackmon:

I am a senior resident living at the Mondello Apartment community at 2000 Highland Road.

I am writing to ask you to place the White Rock Hills Recreation CENTER (2131-2165 Highland Road) on the 2024 Bond Program.

My community recently learned that there will NOT be a senior activity center located at the intersection of Highland/Ferguson Road. Therefore, more than ever, we need your support to ensure the White Rock Hills Recreation CENTER is placed on the 2024 Bond Program.

My home is located nearly across the street from the site for the CENTER at 2131-2165 Highland Road. This means it would be easy for me to enjoy senior activities at the CENTER.

We thank the Ferguson Road Initiative for their advocacy in getting bond money to rebuild Highland Road last year, finally making it a safe road by including sidewalks and bike paths. We are grateful to the city for completing the White Rock Hills Park in 2021.

But it's now time for Dallas to build the CENTER so my neighbors and I have the same opportunities to enjoy the programs and events that others do, who live who live in this city near a CENTER.

There is a BIG need for programs that will serve seniors in Districts 2, 7, and 9.

As the representatives for Far East Dallas, I ask you to please ensure that we are not forgotten again! Please get our Recreation Center on the bond so we can celebrate its grand opening soon!

Thank you.

Apoyando la construcción del Centro Recreativo White Rock Hills.

Por más de 25 años los residentes del área del extremo este de Dallas han estado esperando a que la ciudad de Dallas cumpla con su promesa a nuestra comunidad y construya el Centro Recreativo White Rock Hills (CENTRO). En 2015 se condujo un estudio de factibilidad que fue aprobado por el Park Board. De hecho, muchos de ustedes participaron en las juntas en las que reunimos opiniones del público sobre los programas que ustedes querían ver en nuestro CENTRO (2131-2165 Highland Road), que estará adyacente al parque White Rock Hills que se inauguró en 2021. Con la construcción de la calle Highland Road terminada en 2022 (carriles de bicicletas y banquetas), y la inauguración en Junio del sendero Trinity Forest Spine Trail (que conecta con el sistema de senderos de toda la ciudad), el extremo este de Dallas está preparado para convertirse en una meca de recreación que sabemos va a mejorar las vidas de las personas en nuestra comunidad y va a impactar de manera positiva el desarrollo económico de las áreas aledañas, especialmente en la intersección de las calles Highland/Ferguson.



Ferguson Road Initiative está creando una estrategia para asegurar que el CENTRO de \$24 millones sea puesto en el Programa de Bonos de Mayo del 2024. ¡Pero te NECESITAMOS ahora!

En las próximas semanas necesitaremos que escribas cartas/emails de apoyo a tu concejal de la ciudad:

Councilmember	Email	Phone
Adam Bazaldua D7	Adam.Bazaldua@dallas.gov	214-670-4689
Paula Blackmon D9	paula.blackmon@dallas.gov	214-671-8916
Jesse Moreno D2	jesse.moreno@dallas.gov	214-670-4171

<https://www.fergusonroad.org/advocating-for-the-recreation-center/>

Dear Councilmembers Jesse Moreno, Adam Bazaldua, and Paula Blackmon:

I am a proud veteran and a resident living at the Heroes House at 2122 Highland Road.

I am writing to ask you to place the White Rock Hills Recreation Center (2131-2165 Highland Road) on the Program. Thank you for publicly and privately supporting this much needed amenity. However, our community needs you to use your political influence to carry this project over the goal line.

It has taken decades for the city to provide my community of veterans with sidewalks and bike paths, so I am forced to walk in the street. We now have a beautiful new park where once there was an illegal dump. I celebrate the opening of the Trinity Forest Spine Trail on October 21. For these things I am grateful.

But it's not enough. We still need a community gathering place where people can learn, engage in good part in programs that will help us heal and become healthier and improve our well-being.

As the representatives for Far East Dallas, I ask you to please ensure that we are not forgotten again! Please place the Recreation Center on the bond so we can celebrate its grand opening soon!

Thank you.

Megan Garcia Printed Name

Megan Garcia

Megan Garcia

08/23/2023 Date

Apartment Unit Number

Dear Councilmembers, Bazaldua, Blackmon, and Moreno:

As a supporter of Far East Dallas, I am asking you to ensure that the White Rock Hills Recreation Center (2131-2165 Highland Road) be placed on the 2024 City Bond Program. Our community has been waiting for more than three decades for the City of Dallas to address this inequity and disparity along the lower Ferguson Road corridor. We are tired of waiting! It is time for the City of Dallas to fulfill their promise to this community and get this Center built! We are counting on our three city council representatives to use their political capital and work together to make this happen.

As a supporter of Far East Dallas, I am asking you to ensure that the White Rock Hills Recreation Center (2131-2165 Highland Road) be placed on the 2024 City Bond Program. Our community has been waiting for more than three decades for the City of Dallas to address this inequity and disparity along the lower Ferguson Road corridor. We are tired of waiting! It is time for the City of Dallas to fulfill their promise to this community and get this Center built! We are counting on our three city council representatives to use their political capital and work together to make this happen.

Thank you.

Sincerely,

Name:

LAURA

1500+ Petitions and Letter of Support

Centro recreativo White Rock Hills
en el programa de bonos de la ciudad de
Dallas en mayo del 2024

Estimados concejales, Bazaldua, Blackmon, y Moreno:

Como persona que apoya el extremo del este de Dallas, les pido que se aseguren de que el Centro Recreativo White Rock Hills (2131-2165 Highland Road) sea puesto en el programa del 2024 de bonos de la ciudad. Nuestra comunidad ha esperado por más de tres décadas a que la ciudad de Dallas corrija esta falta de equidad y disparidad del corredor de la calle Ferguson Road. ¡Estamos cansados de esperar! Ya es hora de que la ciudad de Dallas cumpla con su promesa a esta comunidad y construya el Centro. Estamos contando con que nuestros tres concejales de la ciudad usen su poder político y trabajen juntos para hacer esto realidad.

Gracias.

Sinceramente,

Nombre: LILIA PEREZ

Dirección: 3703 East

Dallas Tx.

address this inequity and
are tired of waiting! It is
s community and get th
representatives to use th
n.

Meliana Se

ERLThorn

lian74@gmail

Place the Wh
on the

Dear Councilmemb

As a supporter of Far East
Hills Recreation Center (2
Bond Program. Our comm
he City of Dallas to addr
road corridor. We are ti
their promise to this com
three city council repres
o make this happen.

Thank you.

Sincerely,

Name: Rachel G

Address: 935

Email: rachellannad



Our new slogan!



It's Our Turn!

White Rock Hills Recreation CENTER



Harriet Gilman – August 22, 2023

Bond Committee Task Force



A large, semi-circular conference room with a curved wooden table. Several people are seated around the table, and one person is standing in the center, presenting. The room has a modern design with wood paneling and a large screen in the background.

Susan Hopper – August 22, 2023

Bond Committee Task Force



FRI's Quest for a Recreation Center

1995 – A Recreation Center is identified as a need at a Townhall meeting.

1998 – FRI becomes 501(c)(3) ordinary citizens begin to work together to identify community needs, advocate for City support, & fight crime.

2002 – FRI forms Bond Committee-identifies projects for 2003 bond program; produces packet for City Council with photos, maps, 700 signatures, letters of support from 25 businesses.

2003 – City CM Chaney, D7 –\$840,000 approved on bond program for land acquisition for the CENTER.

2006 – City CM Chaney, D7, Bond package included \$5M for Design & Construction for CENTER.

2008 – City CM Davis D7 – 2229 Highland Road - property is purchased by Dallas Park and Recreation Department for the CENTER. FRI strategy is that CENTER will become anchor for mixed income housing/retail.

2010 – Redistricting shifts CENTER site from D7 to D9.

2011 – City CM's Davis, D7 & Kadane, D9 – vote to ask City to reallocate \$5MM in bond funds from 2006 bond for CENTER designated for

Proactive Public Support Needed to make the WRH Recreation Center a Reality

by Karl Zavitkovsky



We urgently need your help to make the White Rock Hills Recreation CENTER a reality. Let me tell you why.

For more than 25 years there has been an identified public recreation facilities gap along the lower Ferguson Road corridor. As area residents, you have consistently made construction of the White Rock Hills Park and White Rock Hills Recreation CENTER, as well as

trail linkages to other City parks and open spaces and recreation CENTER. They bring people together but are also agenda of social initiatives and achieving it is well documented that CENTERS have youth. They provide opportunities for education, increase property values, development, CENTERS foster community populations together. They provide opportunity and community learning.



A rendering of the White Rock Hills Recreation Center by Jacobs Engineering in 2015

The White Rock Hills Recreation CENTER is the culmination and final link of a comprehensive community-driven initiative and will serve as a hub for a range of needed multigenerational activities. FRI has tirelessly advocated for decades for a CENTER. We partner with the City of Dallas and organizations like the Urban Land Institute, the Circuit Trail Conservancy, the Dallas Off Road Bike ...continued

Let your voice be heard! Write your City Councilmembers to express your support for the WRH Recreation Center. Example letters are on the FRI website.

CALL TO

Councilmember	Email	Phone
Adam Bazaldua D7	Adam.Bazaldua@dallas.gov	214.670.4689
Paula Blackmon D9	Paula.Blackmon@dallas.gov	214.671.8916
Jesse Moreno D2	Jesse.Moreno@dallas.gov	214.670.4171

Association (DORBA), and others. We have made meaningful progress. The City of Dallas acquired the land for the CENTER and adjacent park in 2017. The Park Board approved a Feasibility Study/Master Plan in 2015, completed a park on the site in 2021, rebuilt Highland Road to incorporate sidewalks and bike lanes in 2022, and facilitated connection of the Trinity Forest Spine Trail (TFST) to Highland Road in 2023. The city will initiate reconstruction of the Ferguson/ Highland Road intersection in 2023 and build mountain bike trails along the TFST by the end of the year.

The estimated cost to construct the White Rock Hills Recreation CENTER is \$24 MM. The logical funding source for the CENTER is the City of Dallas' 2024 Capital Bond Program. Bonds are voter-approved debt to pay for

years. The City dedicates a land-funded projects. Dallas constructed with city bonds. The 2024 Bond Program is \$1 parks and Trails (CENTERS fall in (NIL) for Parks and Trails is \$700 M. All other departmental allocations greater than the Park Board so reticent to side the parks, trails, and lately need?

Mayor Eric Johnson, who resides less than a mile from the site of the proposed White Rock Hills Recreation CENTER, made "creating the best park system in Texas" a top-three priority in his recent inaugural address.

FRI has initiated conversations with potential partners who can provide services and programming. They are willing to lease space at the CENTER and thus offset operating costs. The CENTER needs to rank at the top of City Council and Park Board priorities so that it can fill a recreation CENTER gap and provide needed services to our diverse community.

We need your help to ensure our proposed White Rock Hills Recreation CENTER is included on the next Bond Program. With your active support, we can make our CENTER a reality. Please visit the FRI website at FergusonRoad.org for more information on how you can help.

Karl Zavitkovsky retired in 2017 after a successful 35 year career in global and domestic commercial real estate finance. The last 12 years of his career as Director of the City of Dallas' Office of Economic Development. He now engages with a variety of nonprofits and serves on the FRI Board of Directors.

continued from p. 3 design & construction to instead purchase (2) adjacent apartment sites to provide land for an enhanced CENTER. (2131 Highland Road—demolished, 2016 & 2165 Highland Road—demolished, 2017).

2012 – City CM Davis, D7 & Kadane, D9 – FRI requested \$840,000 for land acquisition for additional land, tenant relocation, etc., to complete the land acquisition phase for the CENTER

2014 – City CM's Davis, D7 & Kadane, D9 – Dallas Park and Recreation Department approves \$125,000 for feasibility study for the CENTER.

2015 – Park Board Approves CENTER Feasibility Study – FRI provides Park Board with more than 1,000 signatures in support of the CENTER.

2017 – City CM's Young, D7 and Clayton, D9 – Funding to build \$740,000 White Rock Hills Park as Phase I of future CENTER.

2018 – Groundbreaking for White Rock Hills Park.

2021 – City CM's Blackmon, D9 and Bazaldua, D7 – White Rock Hills Park opens, Dallas Park & Recreation Department completes additional CENTER analysis confirming need for CENTER.

2022 – Redistricting shifts CENTER site again from D9 to D2 to CM Moreno. D2, D9 work together to support the CENTER.

2023 It is time to place the \$24 MM CENTER on the 2024 Bond program!

ACTION



Scan QR code for FRI website Advocating for Recreation Center

Mon. Sept. 18

FRI Community Connection Townhall Meeting
Owenwood Farm & Neighbor Space
6:30 p.m.
1451 John West Road

Thurs. Sept. 21

Please **GIVE** to FRI to help us meet our **\$50,000** Goal

COMMUNITIES FOUNDATION OF TEXAS
NTX GIVING DAY
presented by amazon

Tues. Sept. 26

Get on Board!
Build the Rec Center!



Come support the Rec Center at City Hall. Go to FRI website to register.



It's Our Turn!

Civic Engagement in Action

Please Join FRI on the Bus to City Hall

Tuesday, September 26th

Meet at Owenwood Farm & Neighbor Space

1451 John West Road

Questions: Call Susan 214.317.2371 or Vikki 469.939.9631



FRI in ACTION!

ADVOCATING FOR WHITE ROCK HILLS
RECREATION CENTER

Schedule

4:45 Board the Bus

5:15 Depart for City Hall

5:30 Jason's Deli dinner provided

6:00 Arrive City Hall

8:30 Depart for Owenwood

Meet at Owenwood Farm & Neighbor Space
on the east side of the building at 4:45-5:00 p.m.

Some of the Volunteers on our way to City Hall



Arrived at City Hall for our voices to be heard!



Vikki Martin – September 26, 2023

City Council Town Hall Meeting



2024 Capital Bond Program CBTF Meeting

DALLAS CITY COUNCIL

09/26/23

06:29 PM

Desi Tanner –
September 26, 2023
City Council Town Hall
Meeting



2024 Capital Bond Program CBTF Meeting

DALLAS CITY COUNCIL

09/26/23

06:34 PM

28:33 / 2:12:47





Carmen Parra –
September 26, 2023
City Council Town
Hall Meeting



Jessica Hernandez – September 26, 2023

City Council Town Hall Meeting



2024 Capital Bond Program CBTF Meeting

DALLAS CITY COUNCIL

09/26/23

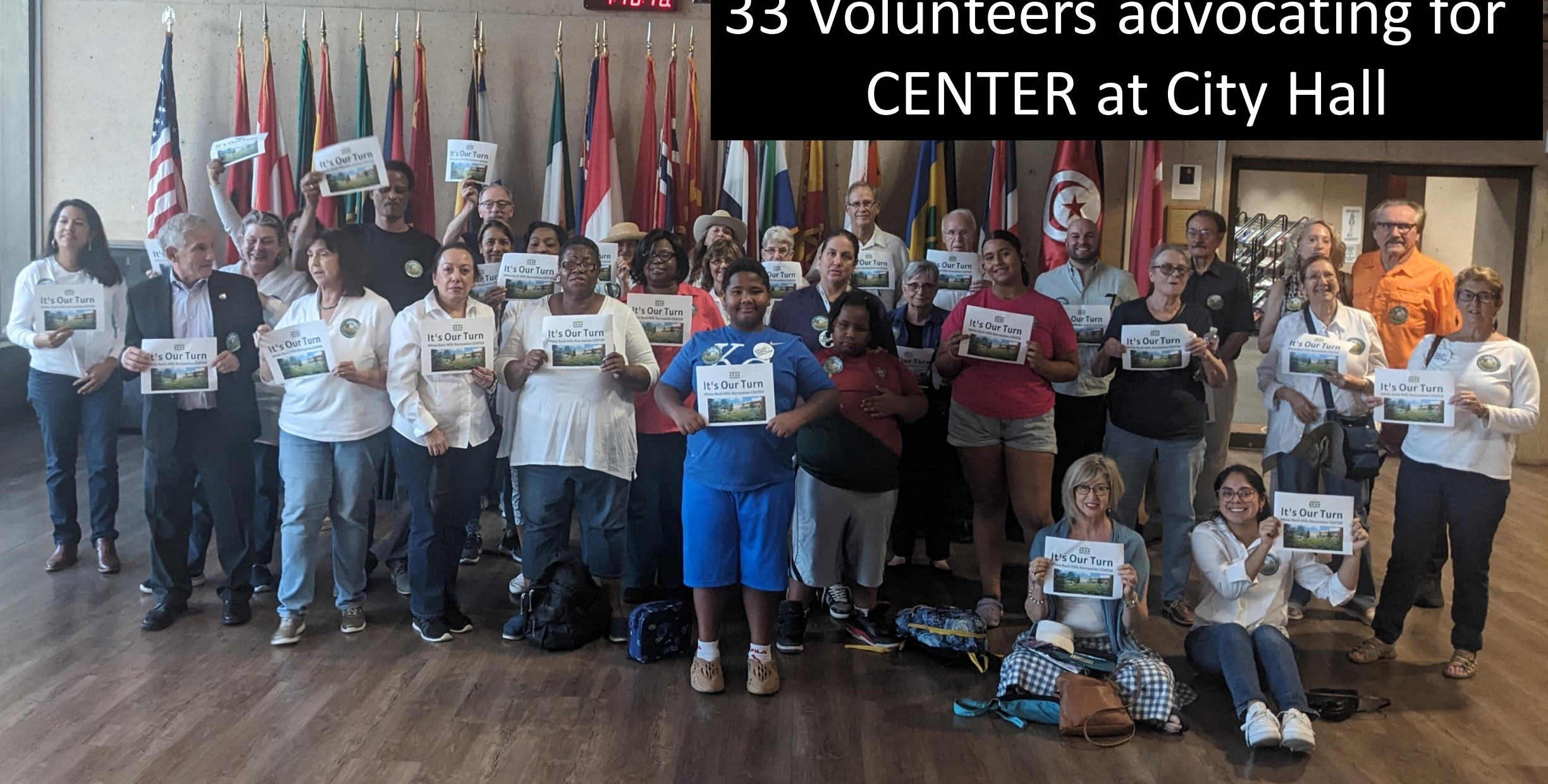
08:07 PM



2:01:29 / 2:12:47



33 Volunteers advocating for CENTER at City Hall



Loren Colman – October 3, 2023

City Council Town Hall Meeting



Jared Greco – October 3, 2023

City Council Town Hall Meeting



Susan Hopper –
December 6, 2023
City Council



Vikki Martin

January 19, 2024

City Council Special Meeting



Open Microphone
Speakers

DALLAS CITY COUNCIL

01/19/24

05:42 PM

3:08:48 / 4:12:10

1x CC

Desi Tanner
January 31, 2024
City Council



Open Microphone
Speakers

DALLAS CITY COUNCIL

01/31/24

09:57 AM

31:02 / 7:44:08



1x CC

Maria Valenzuela
January 31, 2024
City Council



Open Microphone
Speakers

DALLAS CITY COUNCIL

01/31/24

09:56 AM



29:59 / 7:44:08



1x CC

Julie Fineman – January 31, 2024 City Council



Open Microphone
Speakers

DALLAS CITY COUNCIL

01/31/24

09:59 AM

Advocacy Video





Upcoming Events	Date
Operation Beautification Litter Cleanup	Saturday, March 2, 9 am - 12 pm Owenwood Farm & Neighbor Space 1451 John West Road
CreekSide Park Trail Cleanup	Saturday, March 23, 9 - Noon Dulaney & Valley Drive <i>Alternate rain date: April 6</i>
Early Voting	February 20 - March 1
Election Day	Tuesday, March 5, 7 a.m. - 7 p.m.
Truett Area Crime Watch/FRI Quarterly Program	Thursday, April 18, 6 - 7:30 p.m. White Rock Hills Library - 9150 Ferguson Road
“It’s My Park Day” – Ferguson Park	Saturday, April 20, 9 a.m. – Noon 1900 Gross Road
Bond Election Day	May ?
Women’s Sense of Awareness Workshop	Saturday, June 15, 1 - 3:30 p.m. White Rock Hills Library - 9150 Ferguson Road
Blood Drive	Saturday, July 20, 9 am – 3 pm Owenwood Farm & Neighbor Space 1451 John West Road



Tuesday, March 5, 2024

Early voting Feb. 20 - March 1



Any Questions?