



# *Far East Dallas*

## *Public Improvement District*

**Vision: Far East Dallas is a strong and vital community**





# Meeting Norms

- Welcome
- Share Meeting Norms:
  1. Listen to & Respect Each Other
  2. Stick to the Agenda
  3. Share your Expertise & Experience
  4. Layout Agenda materials



# FRI Far East Dallas PID Committee



**Ann Bagley**  
Planning Consultant,  
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Crime Prevention



Working together for the greater good!

Proactive Public Support Needed to make the WRIH Recreation Center a Reality by Karl Zankovoy

**FRIdays Magazine Fall 2023**

**CALL TO ACTION**

Councilmember	Email	Phone
Adam Bisselstein D1	Adam.Bisselstein@dallas.gov	214.570.4488
Heidi Brinkman D2	Heidi.Brinkman@dallas.gov	214.717.8886
Arise Moreno D2	Arise.Moreno@dallas.gov	214.210.4611



Public Safety



Advocating



Connecting



Leading



Watchdog

**Estates at Ferguson**  
 8020 Ferguson Rd, Dallas, TX 75228  
 a Class "A" Mixed-Use, Independent Senior Living Community  
 Presented by Generation Housing Partners





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



# Find Your Neighborhood, and Get Plugged In!

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

## Far East Dallas Communities

- FRI White Rock Hills
- FRI White Rock East
- FRI Forest Hills/Casa Linda/Emerald Isle Area
- GCVA Casa View



## Far East Dallas Neighborhoods

- 1 - Alger Park/Ash Creek NA (1153)
- 2 - Braeburn Glen CW (1132)
- 3 - Briarwood NA (1258)
- 4 - Casa Linda Estates NA
- 5 - Casa Linda Forest NA
- 6 - Casa View Heights CW (1129)
- 7 - Casa View Heights CW (1130)
- 8 - Casa View Heights CW (1156)
- 9 - Casa View CW (1115)
- 10 - Casa View Haven NA (1135)
- 11 - Casa View Oaks NA
- 12 - Claremont Addition NA (1199)
- 13 - Club Manor NA
- 14 - Crestview Park NA
- 15 - Eastwood Hills NA
- 16 - Emerald Isle NA
- 17 - Enclave at White Rock HOA
- 18 - Estates at Forest Hills HOA
- 19 - Fairway Estates HOA
- 20 - Forest Creek HOA
- 21 - Forest Hills Association
- 22 - Forest Meade NA
- 23 - Forest Oaks NA
- 24 - Highland on the Creek
- 25 - Highlands Apartments CW
- 26 - Hillridge CW
- 27 - Hillview Terrace NA
- 28 - Lakeland Hills CW
- 29 - Light Pointe Place HOA
- 30 - Little Casa View
- 31 - Little Forest Hills NA
- 32 - Skyline Heights CW
- 33 - St. Andrews CW
- 34 - Stonegate at Forest Hills
- 35 - Truett CW
- 36 - White Rock Forest NA
- 37 - White Rock Village CW
- 38 - Tenison Hills
- 39 - Grove at White Rock Hills HOA
- 40 - Villas at Ash Creek HOA

## Since 1998

- Crime is down
- Neighborhoods are unified
- Social Services are on the rise
- Capital Improvements have improved the quality of life
- Economic Development has attracted quality investment





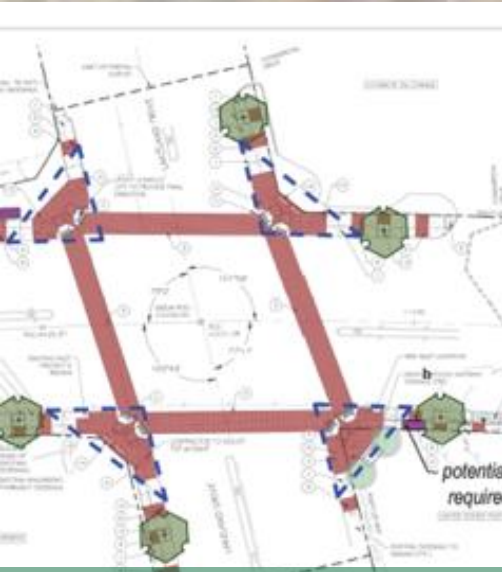


**Working together for  
the greater good to  
Reduce Crime and  
Improve Public Safety**





Highland Road Complete Street



Intersection Improvements



Trinity Forest Spine Trail



Working together for  
the greater good to  
Beautify and  
Improve Far East Dallas





**Semi-annual Community Connection Townhall Meeting**



**FRI Annual Blood Drive**



**Creekside Bike Park Clean-up**



**FRI Annual Operation Beautification Litter Clean-Up**



**Working together for the greater good through Promotion & Community Events**



**White Rock Hills Park Opening**



# What is a Public Improvement District (PID)?

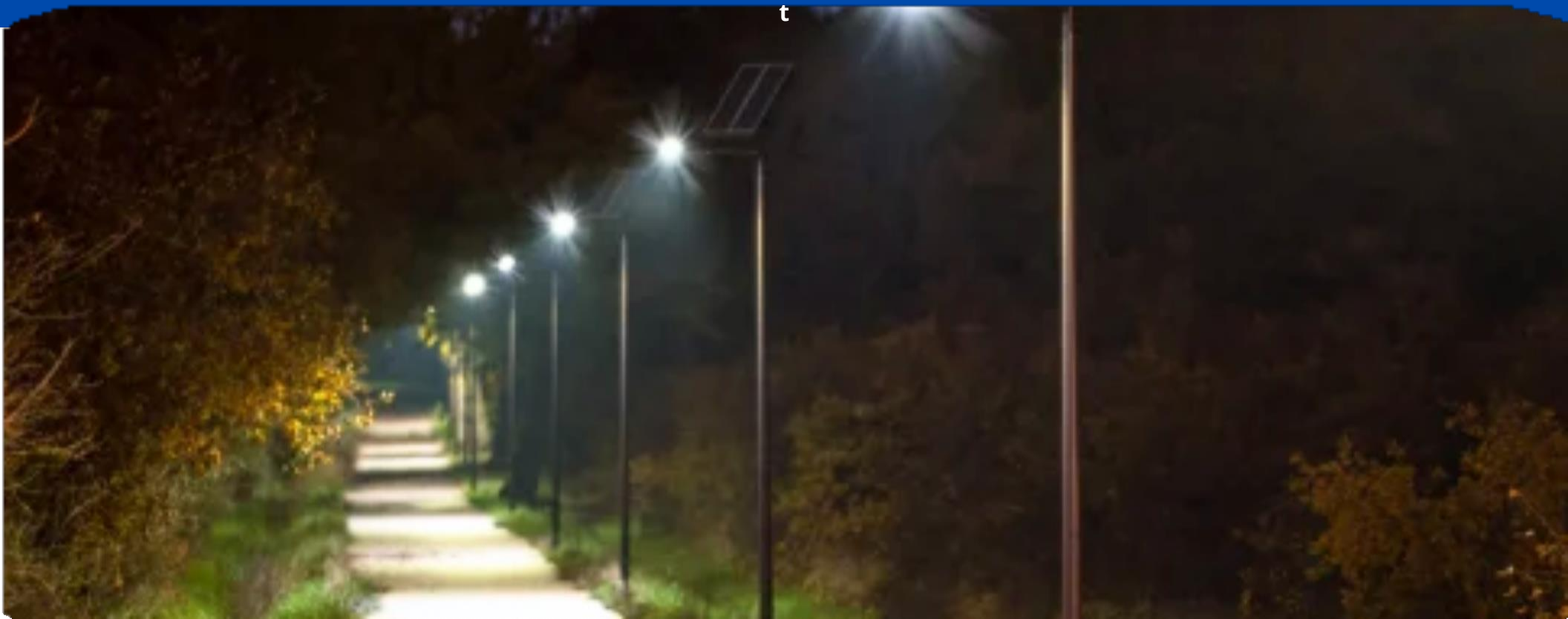
- A PID is a special district created at the petitioned request of property owners and approved by City Council.
- It is funded by a supplemental assessment that is paid with the annual property tax bill. These assessment funds are returned to the community to provide supplement services above and beyond existing city services.
- A PID is focused on improving the quality of life in the community by enhancing public safety, improving and beautifying the community.





# What a PID cannot do?

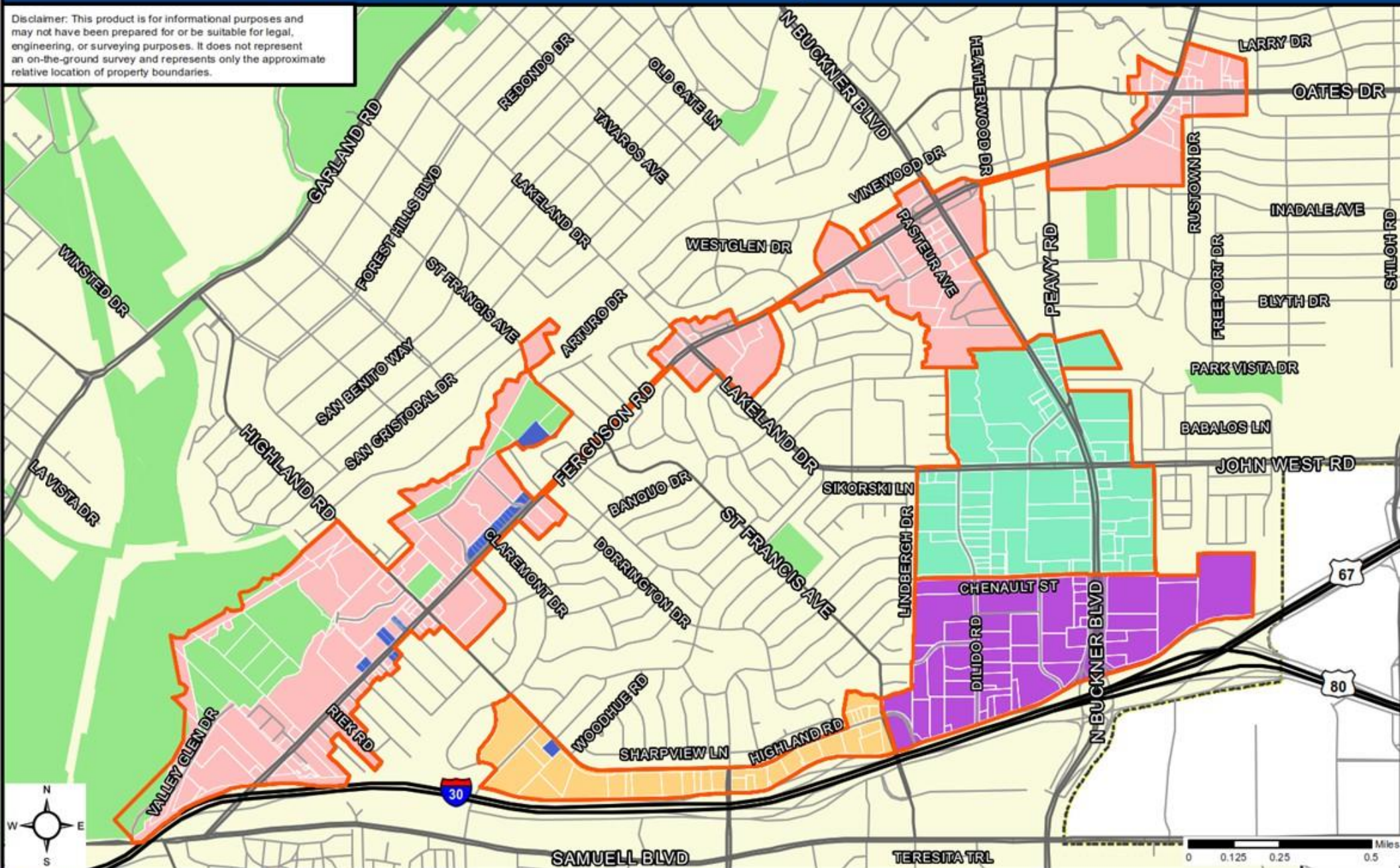
- Funds cannot replace regular budgeted city services, maintenance, and programs.
- PID funds cannot be used for other than the petitioned categories nor for private/personal purposes.





# Far East Dallas Public Improvement District

Disclaimer: This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.



**Economic Development**  
 City of Dallas  
 Finance, Compliance and Administration  
 (214) 670-1685  
[www.dallascoddev.org](http://www.dallascoddev.org)  
Created 5/21/2024, Updated 7/30/2024  
 Ferguson\_Rd\_Initiative\_PID.RK

**Legend**

Proposed Ferguson Rd. Initiative PID	Commercial Parcel	Highways
Proposed Ferguson Rd. Initiative PID - Option 1	Residential Parcel	Major Streets
Proposed Ferguson Rd. Initiative PID - Option A	City of Dallas	Streets
Proposed Ferguson Rd. Initiative PID - Option B	Park	





# What do PIDS Pay For?

- Public Safety
- Improvements & Beautification
- Promotion of business and Community events, and meetings



# What Other PIDs do...

## Oak Lawn/Hi Line PID



- Enhance Quality of life
- Promote Economic Development
- Foster Community Development
- Maintain Sustainability

## Uptown



- Public Safety/Security
- Infrastructure Improvements
- Maintenance of Common Areas
- Lighting, Pedestrian Amenities

## Prestonwood

**24 Hour  
Dallas Police Patrol**

- 24/7 Dedicated Dallas Police Patrol in Modern Marked DPD Vehicles
- Trained On Duty PID Officer At Your Home In Minutes When Needed
- Ensure Home Safety Every Day; Home Vacation Checks
- Increased Prestonwood Property Value With 24/7 Dedicated Dallas Police Patrols

**24 HOUR SECURITY  
IS AT YOUR FINGERTIPS  
972-333-3441**

24 Hour Public Security/Safety

LAKE HIGHLANDS  
PUBLIC IMPROVEMENT DISTRICT



- Public Safety/Security
- Beautification
- Community Engagement
- Distinctive Lighting/Signage
- Events

## University Crossing



- Maintenance of Common Areas
- Pedestrian amenities
- Business Marketing

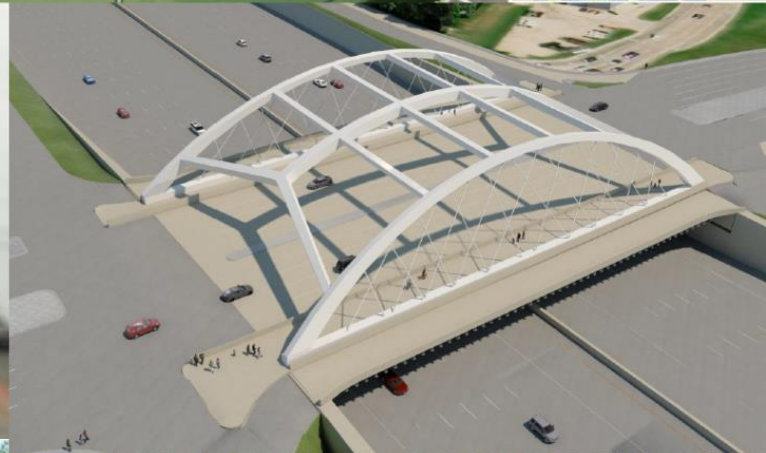


# Public Improvements

- Landscaping
- Distinctive lighting and signs
- Sidewalks, streets
- Water, wastewater, or drainage facilities or improvements
- Pedestrian malls
- Parks
- Fountains
- Articles of Art
- Libraries
- Off-street parking facilities
- Real property acquisitions connected with authorized improvements

# Supplemental Service

- Public safety and security
- Community and Educational Events
- Cultural enhancements
- Business recruitment
- Development
- Recreation
- Advertising
- Promotion
- Bike lanes





# How Do You Want Your PID Spent?

## A. Crime Prevention/Public Safety

- a. Monthly newsletters
- b. Annual News Magazine
- c. Property, Business, & Community Meetings

## B. Beautification

- a. Litter Clean-Ups
- b. Landscaping Enhancements

## C. Community Engagement

- a. Townhall Meetings
- b. Annual PID Meetings
- c. Community Event





# What the Far East Dallas PID proposes to do:

## 4. Marketing, Communications and Business Development

- a. Publish monthly newsletters
- b. Publish & bulk mail community Magazine (FRIdays)
- c. Meetings with property/business owners and community members

## 5. Maintenance of common areas

- a. Insurance coverage of markers
- b. Increased lighting of trail
- c. Pedestrian amenities; benches, fountains, directional signage



## 6. Enhancement of existing & future public amenities

- a. White Rock Hills Library
- b. Area Parks
- c. White Rock Hills Recreation CENTER
- d. Trails





# City Councilmembers Support Far East Dallas PID



**Jesse Moreno**  
**City Councilmember District 2**



**Adam Bazaldua**  
**City Councilmember District 7**





**Sergeant David Crowley**





## **How will the PID be managed?**

- **FRI will manage the PID through a contract with the City**
- **Dallas Economic Development staff and a separate Board of Directors will have oversight of the PID**
- **PID and FRI will be separate entities in the current 501(c) 3**
- **Funds will not be co-mingled**
- **PID will have administrator and board of directors**
- **Annual and quarterly meetings**
- **Annual audit**
- **FRI is recommending PID renewal process in 7 years**



# What is the expected Far East Dallas PID Service Plan/Budget?

Proposed assessment rate: \$0.12 per \$100 per property value. The PID assessment represents 4.3% of the total.

## Example:

- Property value of \$500,000 would pay an annual assessment of \$600.
- Property value of \$3M would pay an annual assessment of \$3,600.
- Property value of \$50M would pay an annual assessment of \$60,000



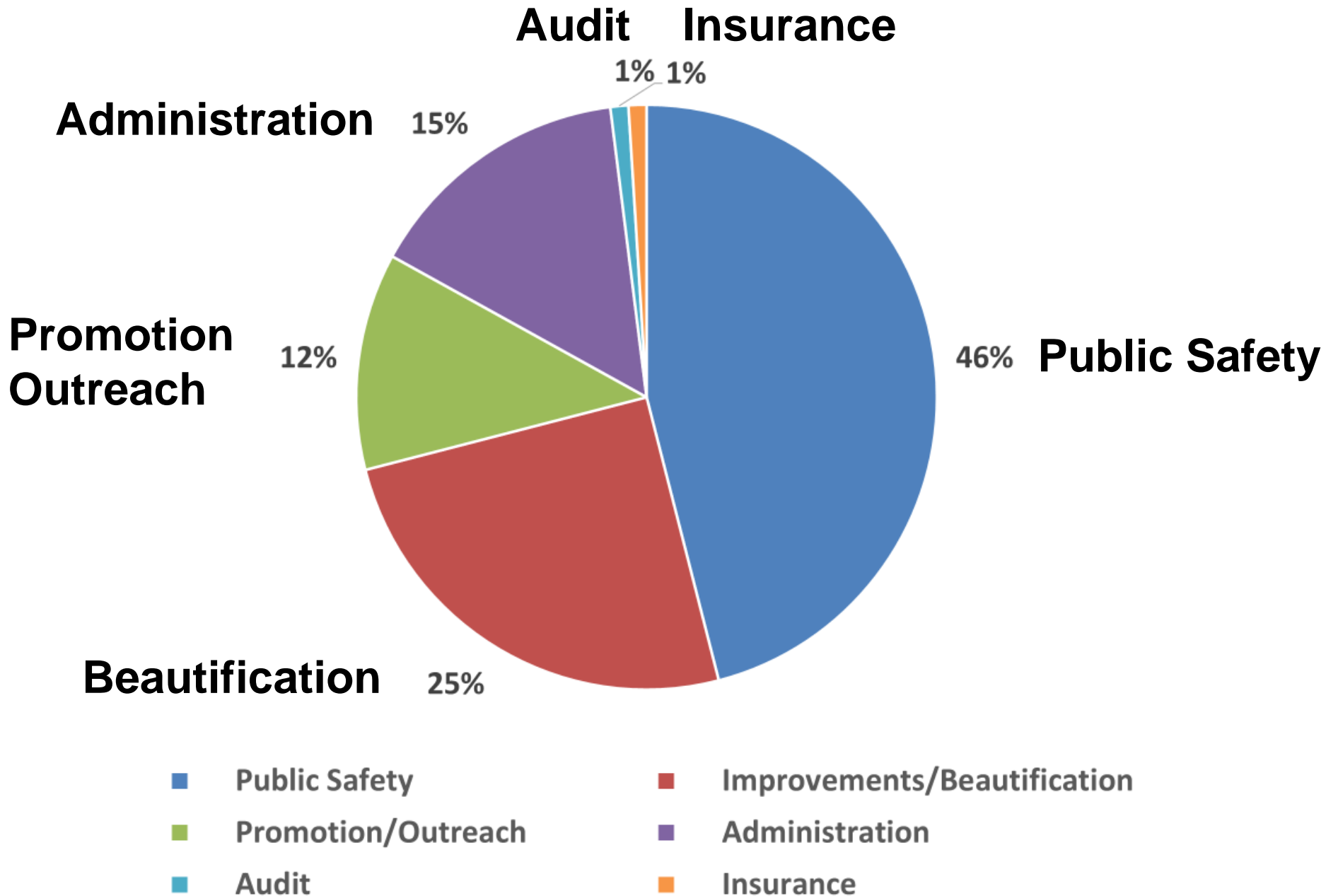


# What is the expected Far East Dallas PID Service Plan/Budget?

FAR EAST DALLAS PUBLIC IMPROVEMENT DISTRICT SERVICE PLAN ESTIMATES for 2025 to 2031								
	% of Budget	2026	2027	2028	2029	2030	2031	2032
<b>REVENUE</b>								
Fund Balance from Previous Year		\$ -	\$ 14,357	\$ 22,631	\$ 20,593	\$ 20,475	\$ 32,970	\$ 20,354
Net Assessment Revenue		\$ 686,357	\$ 796,174	\$ 923,562	\$ 1,071,332	\$ 1,242,745	\$ 1,441,584	\$ 1,672,237
<b>Total Revenue</b>		\$ 686,357	\$ 810,531	\$ 946,193	\$ 1,091,925	\$ 1,263,220	\$ 1,474,554	\$ 1,692,591
<b>EXPENDITURES</b>								
Public Safety	46%	\$ 315,724	\$ 366,240	\$ 424,838	\$ 492,813	\$ 571,663	\$ 663,129	\$ 769,229
Improvements/Beautification	25%	\$ 171,589	\$ 199,044	\$ 230,890	\$ 267,833	\$ 310,686	\$ 360,396	\$ 418,059
Promotion/Outreach	12%	\$ 82,363	\$ 95,541	\$ 110,827	\$ 128,560	\$ 149,129	\$ 172,990	\$ 200,668
Administration	15%	\$ 102,954	\$ 119,426	\$ 138,534	\$ 160,700	\$ 186,412	\$ 216,238	\$ 250,836
Audit	1%	\$ 6,864	\$ 7,962	\$ 9,236	\$ 10,713	\$ 12,427	\$ 14,416	\$ 16,722
Insurance	1%	\$ 6,864	\$ 7,962	\$ 9,236	\$ 10,713	\$ 12,427	\$ 14,416	\$ 16,722
<b>TOTAL EXPENDITURES</b>	100%	\$ 686,357	\$ 796,174	\$ 923,562	\$ 1,071,332	\$ 1,242,745	\$ 1,441,584	\$ 1,672,237
<b>RESERVE FOR CAPITAL IMPROVEMENT PROJECTS</b>			\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ 75,000	\$ 75,000
<b>TOTAL EXPENDITURES &amp; RESERVE</b>		\$ 686,357	\$ 796,174	\$ 973,562	\$ 1,121,332	\$ 1,292,745	\$ 1,516,584	\$ 1,747,237



# Service Plan Expenditures







**Increase connectivity of businesses and residents through community events and workshops.**



**Ensure consistent maintenance and improved upkeep of public spaces such as libraries, parks, trails and sidewalks.**

# **Benefits of a PID**



**Focus on improved safety and appearance of roads and streets with landscaping and applying traffic calming methods.**



**Enhance public safety through more frequent off-duty police patrols and public safety training.**



# Next Step: Petition

- Petition created by FRI and reviewed by ED staff.
- City require owners representing at least 60% of value and 60% of record owners or 60% of land area support creation of new PID.
- Sent by snail mail or email starting October 1, 2024
- Has information and signature blocks for record owner to fill out and sign.
- Needs to be returned before January 31, 2025.

"District Name" ("District")  
Petition for "Creation or Renewal"

The undersigned ("Petitioner") who owns or are authorized representatives of real property in the "District Name" ("District"), which includes property located within the city limits, respectfully files this petition (the "Petition") requesting the Dallas City Council (the "City Council") renew the "District" as described and depicted in Exhibit A and in accordance with Texas Local Government Code, Chapter 372 (the "Act").

SECTION I: PROPERTY INFORMATION	
Property Address: _____ <small>(Street address, City, State, Zip code)</small>	
DCAD Account Number* _____	Named Owner per DCAD* _____
<small>* Additional addresses and DCAD accounts may be attached for other properties on Exhibit C.</small>	
IS THE NAMED OWNER AN INDIVIDUAL(S) OR AN ENTITY? CHECK ONE:	
<input type="checkbox"/> A. INDIVIDUAL PERSON(S) <u>(if checked, proceed to Section II A)</u>	
<input type="checkbox"/> B. ENTITY (I.E., CORPORATION, LIMITED LIABILITY COMPANY, ETC.) <u>(if checked, proceed to Section II B)</u>	
SECTION II: PETITION APPROVAL	
A. IF OWNER IS AN <u>INDIVIDUAL(S)</u> , READ AND SIGN BELOW:	
The Petitioner, whose signature and initials appear herein, represents, and warrants that they are the property owner named in this Petition and/or listed on Exhibit C, and that they request or concur with the proposed District renewal. With respect to community property, the City may accept the signature of a spouse as a representation of both spouses that they support the proposed District renewal absent a separate property agreement. However, if staff is made aware of any disagreement between the owners of community property those petitions will not be counted.	
Owner Signature _____	Date _____
B. IF OWNER IS AN <u>ENTITY</u> , READ AND SIGN BELOW (DO NOT SIGN SECTION II A ABOVE):	
VERIFICATION OF SIGNATORY AUTHORITY: I, the undersigned, am duly authorized to sign for the Entity, property accounts, and addresses named above and/or listed in Exhibit C and by executing this Petition, I hereby certify on behalf of the Entity that I have the authority to legally bind the Entity and to execute this Petition requesting or concurring with the proposed District renewal on behalf of the Entity. I affirm that such binding authority has been granted by the Entity.	
Signature of Authorized Signatory _____	Date _____
Printed Name of Authorized Signatory _____	
Title of Authorized Signatory _____	
SECTION III: CONTACT INFORMATION	
Email: _____	Daytime Phone _____

Original executed petitions should be returned on or before "Date", to:  
"Management Entity"  
"Address"  
"Point of Contact"



# PID Timeline

**JUNE 2024**

**JULY 2024**

**AUGUST 2024**

**SEPTEMBER 2024**

- Research PID
- Create PID Fact Sheet

- Draft PID Map

- Finalize PID Map/Service Plan
- FRI BOD approves PID process
- Hold Public Meeting to Introduce PID
- Seek Support

- Collect Petitions

**OCTOBER 2024**

**NOVEMBER 2024**

**DECEMBER 2024**

**JANUARY 2025**

**FEBRUARY 2025**

- Collect Petitions

- Collect Petitions

- Collect Petitions

- Collect Petitions
- Submit Petitions to City

- Verify Petition Signatures

**APRIL 2025**

**MAY 2025**

**JUNE 2025**

**AUGUST 2025**

**JANUARY 2026**

- Call for Public Hearing

- City Council Approves PID

Annual Business Owners Meeting

- Create Management Agreement
- Adopt Service Plan

- PID Begins





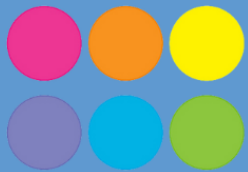
# Questions & Discussion



# How do you want Your PID \$pent?

1. Fill out the Level Of Support form at the back of your packet
2. Please Vote and Make Your Preferences on the Provided Wallcharts

## Dot Activity



**Crime Prevention  
& Public Safety**

**Beautification**

**Community  
Engagement**

**Marketing,  
Communications &  
Business Development**

**Maintenance  
of Common Areas**

**Enhanced  
Public Amenities**

**What Else?  
What did we forget?**





**Thank You for  
Participating!**