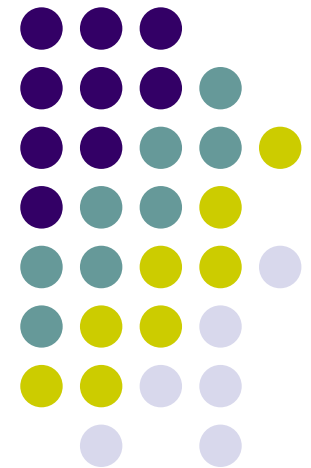


Environmental & Health Services Martin Luther King, Jr. Community Center

Presentation to
Quality of Life Committee
April 24, 2006





Purpose

- Provide an overview on the Martin Luther King, Jr. Community Center's (MLKCC) programs, services, and events



Background

- **Vision**

- Partner with the community to promote healthy living and social well-being in a healthy environment

- **Mission**

- Provide quality health, environmental and social services that are responsive to the needs of the community now and in the future



Background

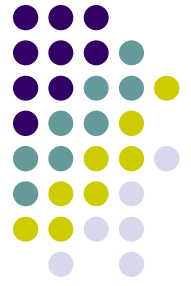
- Community Demographic Profile
 - Largely African American & Hispanic community
- Educational Attainment Levels
 - 50.6% of the population 25 years of age and older in the census tract do not have a high school diploma
 - 50% of the population are currently in elementary school
- Income
 - 75% of our clientele are living below the poverty limits, earning an average income of \$9,474 annually
- Unemployment
 - The average unemployment rate is 6.9% with the national average at 4.7%

Background



- MLKCC History
 - Center was funded by a 1967 capital improvement bond and opened its doors to the community in 1971
 - Provides a comprehensive “one-stop shop” that provides accessible health, recreational, educational, and social services
 - Located in the heart of South Dallas on MLK Boulevard just west of Fair Park
 - Open from 7:00 a.m. to 9:00 p.m. on Mondays through Fridays, and from 8:00 a.m.- 6:00 p.m. on Saturdays

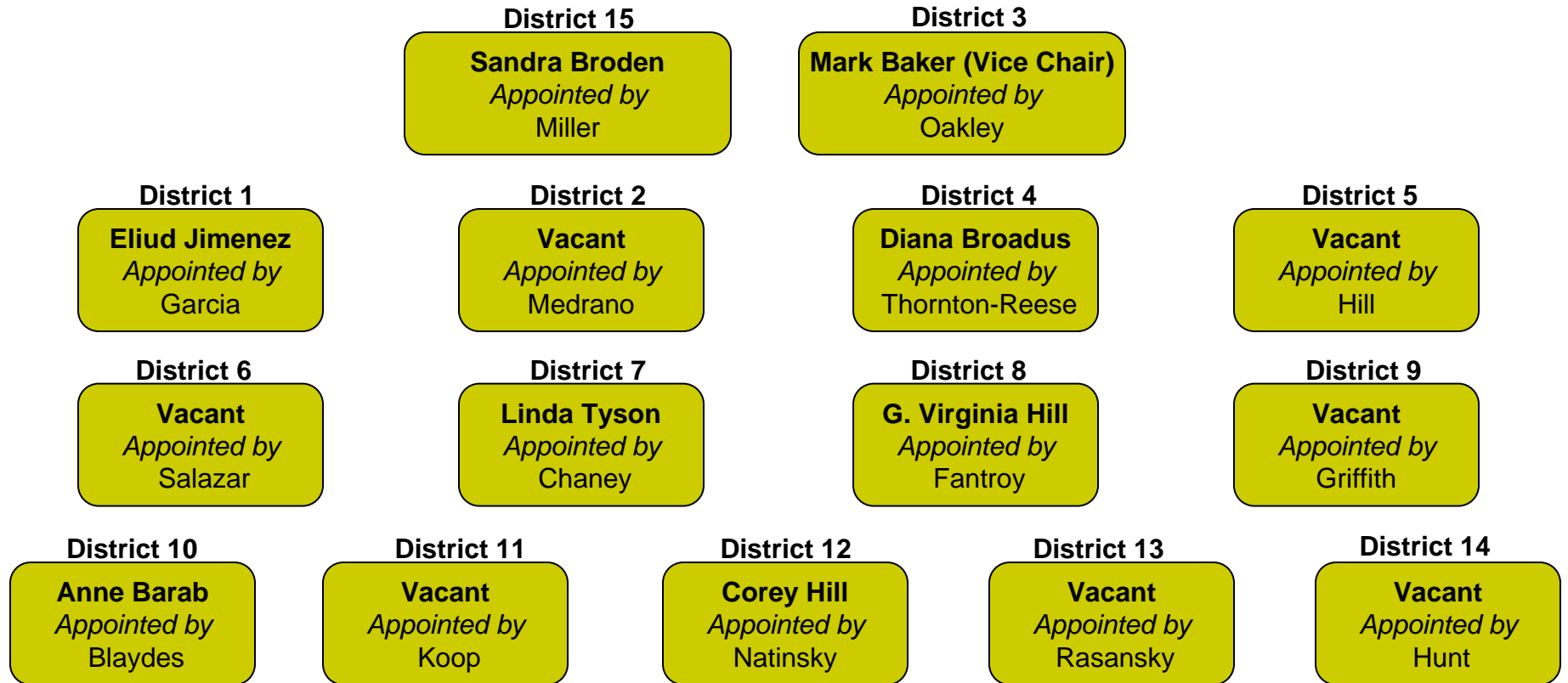
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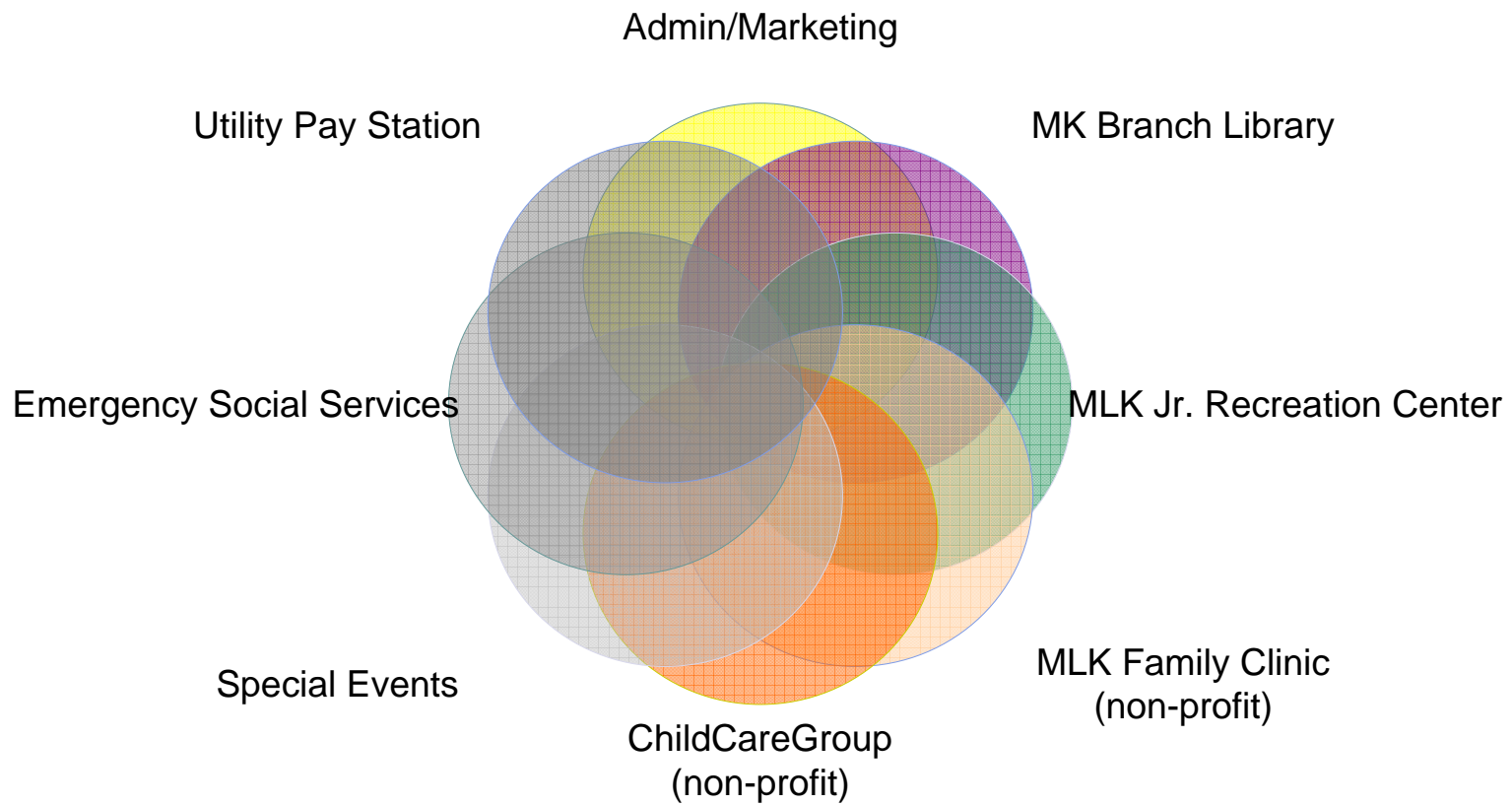
- Center Operations
 - Current staffing levels for the Center are 15 general fund FTE's with 1 grant funded FTE
 - The FY 2005-06 General Fund budget is \$934,130
 - Approximately 212,000 people visit the complex annually
 - MLKCC receives an estimated 3,125 calls and 6,200 walk-in customers per month requesting emergency social service (rent/utility) assistance
 - The Center is opened on weekends and host 1,250 community meetings annually for groups such as Delta, Sigma Theta, black Business Fundraisers, and the Dallas Study Club



MLKCC Advisory Board



MLKCC Services





City Services at MLKCC

- **MLKCC Administration & Marketing**
 - Provides overall management of the Martin Luther King Center Complex, handles joint projects between the center and the community
- **City/County Seniors Program**
 - Includes a nutrition program, social service advocacy & outreach
- **Emergency Social Services**
 - Assesses applicant's needs, interest, abilities resources and goals and negotiates a plan of action that will resolve situations that adversely affect the person's daily life
- **Diabetes Awareness & Prevention Program**
 - Provides educational outreach to increase awareness of diabetes and its complications in the African-American Community
- **City Child Care Services**
 - Provides a subsidy for parents that need child care and do not qualify for any other assistance
- **Utility Pay Station**
 - Provides payment facilities for TXU Electric, Gas and Dallas Water Utilities
- **Community Technology Center**
 - Grant funded program provides self-paced on line G.E.D. classes, A+ Certification and English as a Second Language (ESL)
- **Women, Infants & Children (WIC)**
 - Provides nutrition, education and counseling, breast-feeding support, nutrition foods, and referrals for health care to eligible women and children



City Services at MLKCC

- Community Court
 - Dallas' first community court, where the focus of the court is to rehabilitate the defendant and restore the community. The court is unique because defendants are held accountable to the members of the community
- MLK Recreation Center
 - Provides a gymnasium and park area for use by the public for athletic and social programs, as well arts and crafts
- MLK Branch Library
 - The library houses extensive materials on African-American history and provides G.E.D. and tutoring classes, community programs, story hours, and puppet shows
- South Dallas/Fair Park Trust Fund
 - Provides unique opportunities for businesses and nonprofit organizations to have a positive and mutually beneficial impact on the South Dallas/Fair Park community

Non-City Services at MLKCC

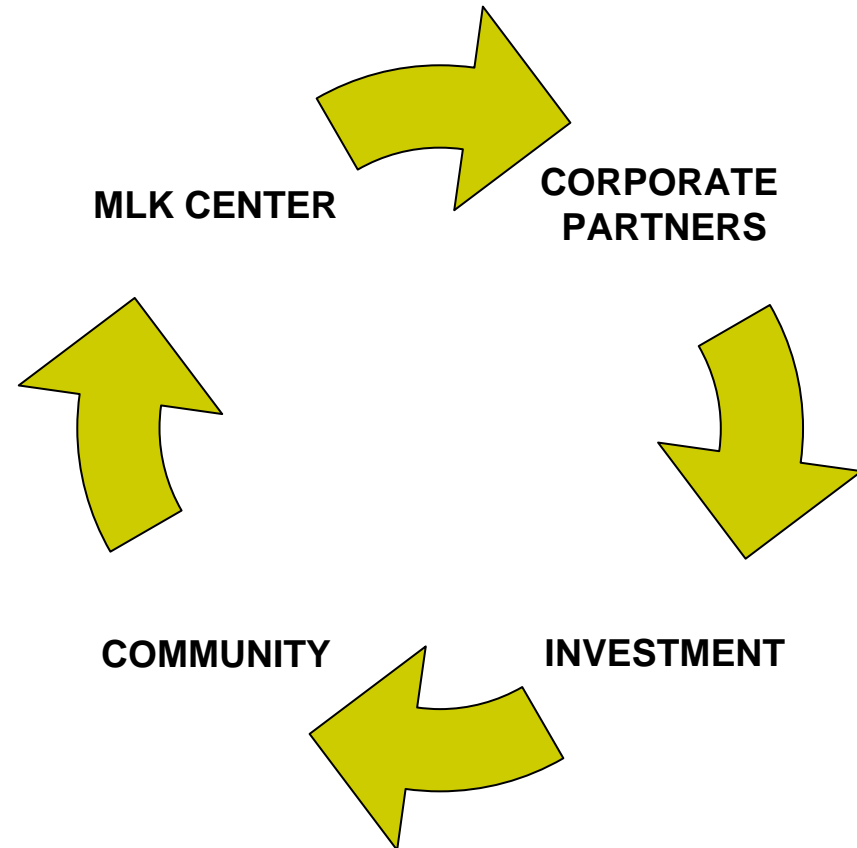


- **American Cancer Society**
 - The American Cancer Society is the nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problems
- **ChildCareGroup**
 - Serves an average of 142 children ages 3 ½ to 5 years old
- **Dallas Metro-Care Services**
 - Provides counseling for individuals, couples, children, families, and group. This Program also offers child/payment intake, follow-up psychiatric consultations, and outreach to minority low income neighborhoods, employee assistance programs, and family-life education
- **MLK Family Clinic**
 - A comprehensive community health center that provides a full range of preventive and Primary-care services and specialized hospital-referral arrangements. There is also a dental office and pharmacy on-site
- **Mary Crowley Academy**
 - Provides educational training, that includes college preparatory G.E.D. classes for adults
- **Showers of Blessings**
 - Provides limited financial assistance, food, toiletries, quarterly clothing drives, and hot meals for the homeless on Saturdays
- **Texas Work Source**
 - Provides unemployment compensation, work incentive programs, job counseling, employment testing, training and placement of youth and veterans, food-stamp programs, referral services, and job fairs

Partnerships



- MLKCC staff fosters relationships that promote investment, opportunities and commitment to Council’s “Neighborhood Quality of Life” Key Focus Area
- Many organizations have partnered with MLKCC to provide opportunities for the community through special events, volunteer services and representation on steering committees, including:
 - Media Partners such as The Dallas Morning News, Dallas Weekly, K104, K 97.9, UPN 21, Simmons Design, and WFAA-TV
 - Local partners such as Kroger, Minyards, DART
 - Other corporate supporters have included State Farm, Wells Fargo, Hillwood/ Victory, Exxon Mobile, Pro-line Corporation, Texas Instruments, JP Morgan Chase, American Airlines, JC Penney, Blockbuster, Toys-R-U





Special Events

- MLK, Jr. Holiday Celebration
 - Began 25 years ago as a way for Dallas to honor and celebrate the life and legacy of Dr. Martin Luther King, Jr.
 - MLKCC has provided a time for reflections, thoughts, remembrance, and reenactment through events such as:
 - Candle-Lighting Ceremony
 - March/Parade
 - Awards Banquet
 - Past keynote speakers include Martin Luther King, Jr. III, Congresswoman Maxine Waters, and former NAACP president Kweisi Mfume
 - Over 10,000 citizens attend the celebration which takes place on the Friday and Saturday before the Martin Luther King, Jr. Holiday

Special Events



- Harambee Festival
 - Founded in 1974 as an alternative to Halloween by active area leaders known as the Harambee Founders to join various community components for an exciting day of family, fun and entertainment
 - Organization continues through the Harambee Steering Committee, Donors/Sponsors, and MLKCC staff
 - Held the last Saturday of October and continues to be the largest cultural event of its type in the DFW area
 - The event begins with a parade in the morning on MLK Boulevard, and moves to the MLKCC for the blessing of the event by African Kings. The beating of the drums inform all of South Dallas that the event is on the way.
 - Food and apparel vendors, organizations, corporations rent vendor booths for the day to take part in the festival. Entertainment on three stages keep the crowd of 10,000 + involved all day. Watoto Village provides games and entertainment specifically targeted to the youth of the community.

Special Events



- Emergency Social Services Special Projects
 - Summer Fan Project
 - Through solicitations and donations, 150-200 fans are distributed to the elderly and the at-risk community for the extremely hot Dallas summer
 - Thanksgiving Food Baskets
 - Through a combination of canned food donations, turkey drives, other donations and trust funds, food baskets with turkeys are delivered during the Thanksgiving holiday to approximately 600 families every year
 - Thanksgiving Dinner
 - Through a partnership with business partner Jolly Chef, a dinner is served on Thanksgiving Day serving 200-300 homeless people annually
 - Christmas Toy Drive
 - Through donations from Salvation Army, Lone Star Santa's and WFAA, toys are distributed during the Christmas holiday to qualified children
 - Approximately 1186 children were provided toys through this program this past season



Summary

- MLKCC continues to seek community partnerships to promote healthy living and social well-being through the provision of accessible health, recreational, educational, and social services