

A Laser  
←

Rebirth of

# RED BIRD



Celebrating Neighborhood Success  
Accountability Action Plan



## BACKGROUND & OVERVIEW

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Nestled in the southwestern corner of the city, the Red Bird neighborhood is embarking on an economic, social, and physical renaissance. Empowered neighborhood residents dubbed their initiative The “Rebirth of Redbird”

Red Bird was selected by Councilmember Casey Thomas as the Neighborhood Plus Target Area for District 3. The target area is located in the southern Oak Cliff area of Dallas, bounded by Camp Wisdom (south), Polk St (east), Ledbetter (north), and 67 (west).

Led by the Office of Neighborhood Plus, dedicated stakeholders engaged residents in the target area to understand the conditions and changes in their neighborhood.

Empowered by a strong Advisory Taskforce, robust neighborhood participation, and council support, residents became armed with tools and resource information to drive the change that they envision for the future of their neighborhood.

This document represents the final summary of the planning effort in Red Bird, called a Neighborhood Action Plan, which will outline:

- The community engagement process
- Demographic, physical, and other conditions
- The community concerns and priorities gathered through the process
- Rapid and long term transformation action steps developed for the neighborhood, and external partners to achieve the neighborhoods vision for the “Rebirth of Redbird”

## COMMUNITY ENGAGEMENT

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Community engagement is at the core of the Neighborhood Plus initiative. Described below are several engagement tools that were utilized in order to better understand and address the needs of the Red Bird community.

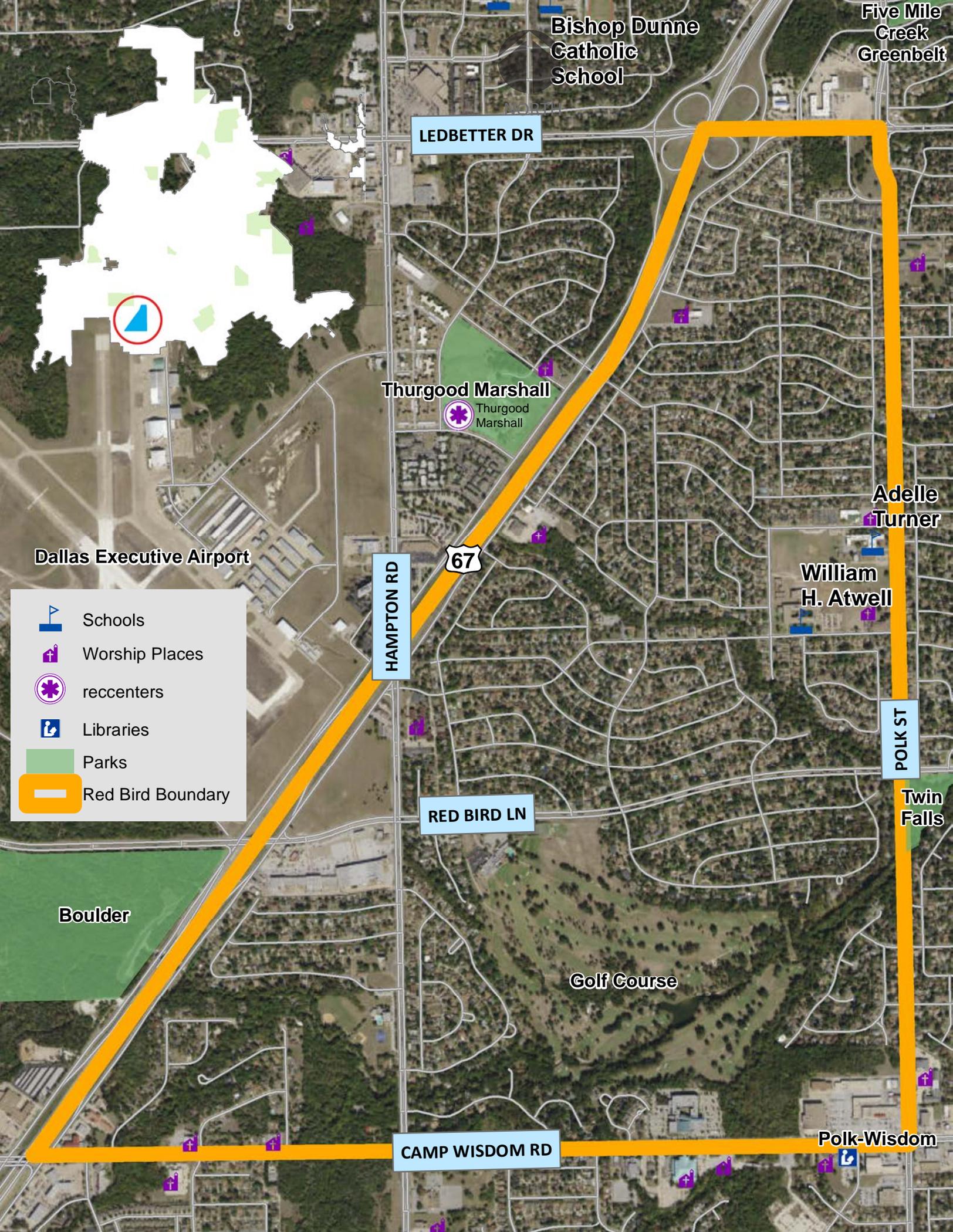
**1) Advisory Council:** Councilmember Casey Thomas established an Advisory Council consisting of community stakeholders including neighborhood association leaders, residents, school leaders, local pastors and others. As the liaison between the City and community residents, the Advisory Council worked to assist with community workshop facilitation, planning, and strategies to encourage resident participation in the process.

**2) Working Committees:** The Advisory Council created working committees to address community concerns: Branding/Marketing, Vibrant Retail, Home Ownership & Retail, Safety & Security, Engaged Residents, and Quality Education.

**3) Social Media:** As part of marketing and branding strategies, the Advisory Council created a Facebook page and Twitter handle, and employed NextDoor to engage community residents.

**4) Community Meetings:** There were eight community meetings held at various locations in the Red Bird area.

**5) Community Events:** Neighborhood Plus Staff, the Advisory Council, and area organizations hosted several community meetings and events. These events provided residents with tools and resources to empower the formation of working committees and develop issue focused goals and actionable deliverables. Examples of events include: Area Code Crawl, Residential Real Estate, Branding and Marketing Workshops, and the Red Bird National Night Out and Christmas Tour of Homes.



Bishop Dunne  
Catholic  
School

Five Mile  
Creek  
Greenbelt

LEDBETTER DR



Thurgood Marshall  
Thurgood  
Marshall

Dallas Executive Airport

67

Adelle  
Turner

William  
H. Atwell

HAMPTON RD

POLK ST

Twin  
Falls

-  Schools
-  Worship Places
-  reccenters
-  Libraries
-  Parks
-  Red Bird Boundary

RED BIRD LN

Boulder

Golf Course

CAMP WISDOM RD

Polk-Wisdom

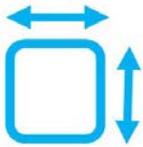
## NEIGHBORHOOD STATISTICS



**NEIGHBORHOOD POPULATION**  
5,927

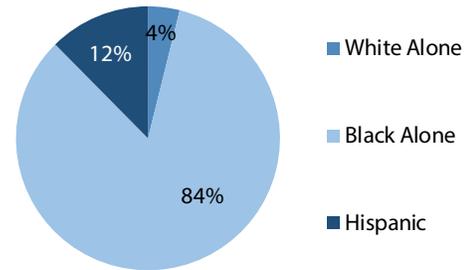


**PREDOMINANTLY SINGLE FAMILY HOUSING**

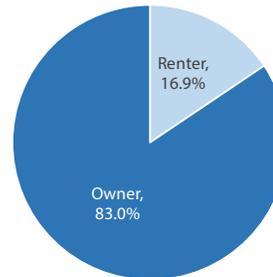


**NEIGHBORHOOD SIZE APPROXIMATELY 2,300 SINGLE FAMILY HOMES 2 SQUARE MILES**

### RACE/ ETHNICITY: PREDOMINANTLY AFRICAN AMERICAN



### HIGH PERCENTAGE OF SINGLE-FAMILY HOME OWNERSHIP

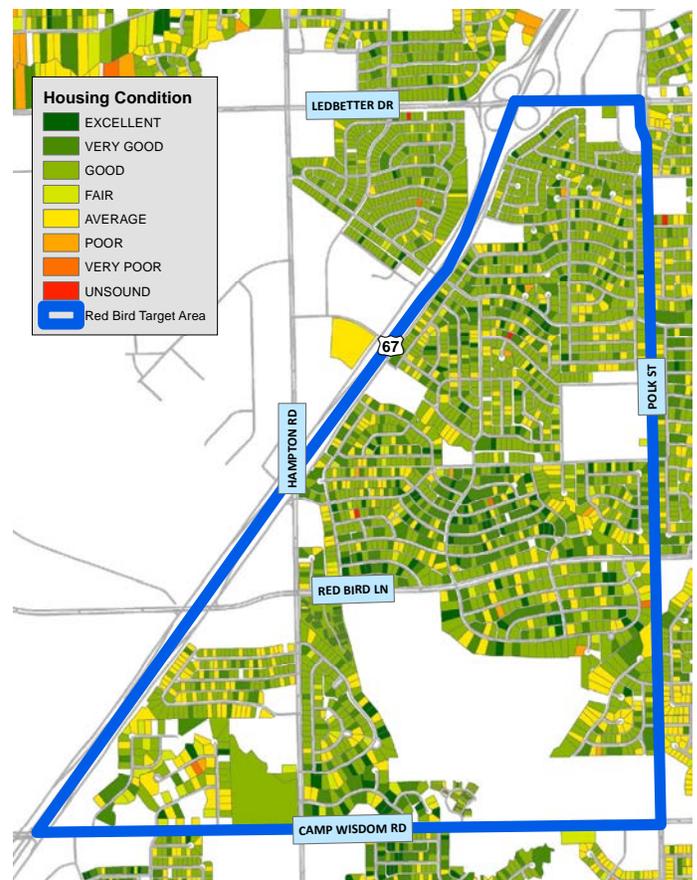


## NEIGHBORHOOD CONDITIONS

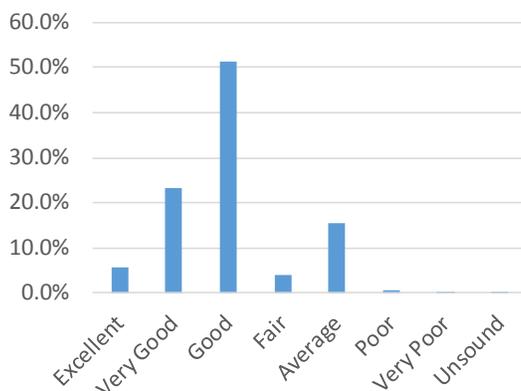
Redbird is a strong, predominately home-owner occupied neighborhood. Home ownership is around 84%, much higher than the city as a whole. As shown below, housing conditions are generally good (84% above average condition compared to 45% for the city as a whole).

While incomes are slightly below the city average, the poverty rate is relatively low (9% compared to 24% for the city). 88% of adults have attained at least a high school diploma. Ages are generally older (60% of residents are above 35 years of age compared to 45% citywide).

### MAP OF HOUSING CONDITIONS



### HOUSING CONDITIONS: GENERALLY GOOD



## NEIGHBORHOOD FEEDBACK

### Mission Statement :

*“A vibrant, highly desirable, safe, inter-generational community that is physically and visually attractive to families, with maintained infrastructure, stable single-family housing, quality schools, retail and entertainment options and involved residents and volunteers.”*

### Neighborhood Assets and Opportunities:

Initial meetings with neighborhood residents and stakeholders led to a list of neighborhood assets and opportunities to guide the development of the action plan:

Neighborhood Assets	Neighborhood Opportunities
<ul style="list-style-type: none"> <li>• Golf Course of Dallas</li> <li>• Area Schools - Adelle Turner Elementary</li> <li>• Twin Falls, Boulder and Thurgood Marshall Parks</li> <li>• Red Bird Mall</li> <li>• Beautiful homes with unique facades</li> <li>• Oak Cliff Family YMCA</li> <li>• Fellowship Christian Academy</li> <li>• Polk Wisdom Public Library</li> <li>• Honorable Larry Rayford County Office</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment of school facilities and community participation</li> <li>• Retail redevelopment to attract more upscale tenants</li> <li>• Targeted police patrol hot spots</li> <li>• Enhanced pedestrian improvements and targeted infrastructure improvements</li> <li>• Attracting more middle class home owners</li> </ul>

### Neighborhood Committees and Priorities:

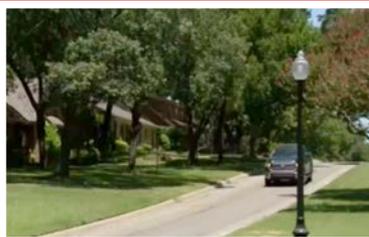
The five working committees, which will continue to be a part of community engagement in Red Bird, address the following neighborhood priorities:

Committee	Priorities
Vibrant Retail	Facilitate vibrant and sustainable retail options
Education	Support and brand the Elementary and Middle Schools
Safety & Security/ Engaged Residents	Create a safe community environment with activities to support community engagement
Marketing & Branding	Market Red Bird as a place to shop, live, and enjoy quality entertainment
Homeownership	Maintain or increase the level of homeownership and attract middle-income families



# RAPID RESPONSE PRIORITIES & ACTION PLAN

Areas of Focus	Action Items	Status
<p style="text-align: center;"><b>Safety</b></p> <ul style="list-style-type: none"> <li>Retail Centers</li> <li>Thurgood Marshall Rec. Center</li> <li>Surrey Row Apartments</li> <li>Brooklawn Spring Apartments</li> <li>Delux Inn (67/Camp Wisdom)</li> <li>Shady Glen/Caracas Dr./Reynoldston Lane</li> </ul>	<p>DPD - Operation Next Gear Southcentral Division:</p> <ul style="list-style-type: none"> <li>Increased police presence in hotspot areas</li> <li>Additional patrols throughout Red Bird area</li> </ul>	<ul style="list-style-type: none"> <li>The DPD Operation Next Gear kicked off in July 2016</li> <li>Increased patrol of high crime areas continues</li> <li>There is a DPD Community Resource Center in Red Bird Mall</li> </ul>
<p style="text-align: center;"><b>Infrastructure</b></p> <ul style="list-style-type: none"> <li>Streetlights: Red Bird Lane from Marvin D. Love to Pastor Bailey Drive</li> <li>Lake Placid Dr. from Red Bird Lane to Heather Glenn Drive</li> <li>Alleys</li> </ul>	<ul style="list-style-type: none"> <li>Streets and Public Works</li> <li>Potential Bond Program Project</li> <li>Replace City signage in the area</li> </ul>	<ul style="list-style-type: none"> <li>Public Works and Councilman Thomas received the Needs Inventory List for Red Bird</li> <li>Consideration of Bond Projects will take place in November 2017</li> <li>Over 50 directional signs have been replaced by the City</li> </ul>
<p style="text-align: center;"><b>Beautification</b></p> <ul style="list-style-type: none"> <li>Red Bird Lane &amp; Camp Wisdom Road</li> <li>Parks</li> </ul>	<ul style="list-style-type: none"> <li>Community clean-up initiative (Neighborhood Associations)</li> <li>City-led Op: Beautification</li> </ul>	<ul style="list-style-type: none"> <li>Clean-up efforts are ongoing by Neighborhood Associations and through the Op: Beautification Program</li> </ul>
<p style="text-align: center;"><b>Resident Engagement</b></p> <ul style="list-style-type: none"> <li>Entire Target Area</li> </ul>	<ul style="list-style-type: none"> <li>Participation in National Night Out</li> <li>Membership in neighborhood associations and crime watch groups</li> </ul>	<ul style="list-style-type: none"> <li>Neighborhood Associations utilized NextDoor to inform residents of meetings, activities, and events</li> <li>The Rebirth of Red Bird Facebook page was also created as a way to connect with residents and stakeholders</li> </ul>



# LONG TERM TRANSFORMATIONAL ACTION PLAN

Goals	Completed Actions	Next Steps
<b>Quality Education</b>		
<ul style="list-style-type: none"> <li>Support and brand local schools in the Target Area</li> <li>Plan tangible events to increase interaction between the residents, students and parent</li> <li>Encourage local residents to actively engage with students through mentoring, tutoring or regular classroom visits</li> </ul>	<ul style="list-style-type: none"> <li>Back to school welcome event at Carter High School</li> <li>College event at UNT Dallas</li> <li>College event at SMU for Adelle Turner Students</li> <li>Back-to-school supplies collected</li> </ul>	<p>W. H. Atwell Middle School</p> <ul style="list-style-type: none"> <li>Assist with college readiness</li> <li>Implement Mentoring/Tutoring Program</li> <li>Civic engagement activities</li> </ul> <p>Adelle Turner</p> <ul style="list-style-type: none"> <li>Engage w/Grandparents club</li> <li>College Tour</li> <li>Red Bird Reads Club</li> </ul>
<b>Vibrant Retail</b>		
<ul style="list-style-type: none"> <li>Create opportunities for retention, growth, and development to enhance the quality of life for the Red Bird community.</li> <li>Encourage support of local businesses</li> </ul>	<ul style="list-style-type: none"> <li>Provided resources to current business through the Oak Cliff Chamber</li> <li>Recruited Starbucks to Red Bird Mall</li> <li>Served as a resource to be a community voice for economic development</li> </ul>	<ul style="list-style-type: none"> <li>Inspire and encourage start ups</li> <li>Pop-up business opportunities</li> <li>Community business education workshops</li> <li>Review/share market demand analysis with the community</li> <li>Identify what businesses are needed</li> <li>Redevelopment of Red Bird Mall</li> </ul>
<b>Marketing/Branding</b>		
<ul style="list-style-type: none"> <li>Enhance/promote the image of Red Bird through positive media placement, printed collateral, neighborhood engagement.</li> </ul>	<ul style="list-style-type: none"> <li>Developed logo and marketing collateral</li> <li>Website registered: <a href="http://www.rebirthofredbird.com">www.rebirthofredbird.com</a></li> <li>Designed t-shirts with the Red Bird logo</li> <li>Worked with Councilmember Thomas to update city code to allow for placing neighborhood banners on light poles</li> </ul>	<ul style="list-style-type: none"> <li>Collateral &amp; website featuring favorable information about the areas housing, retail, education, resident engagement, amenities, etc.; that can be used by local realtors, investors, economic development professionals, etc.</li> <li>Development of a History of Red Bird documentary</li> <li>Use of Facebook page</li> </ul>
<b>Safety/Security/Engaged Residents</b>		
<ul style="list-style-type: none"> <li>Create opportunities for residents to network with each other by hosting neighborhood events.</li> <li>Reporting safety concerns to the City of Dallas Neighborhood Plus Team.</li> <li>Code Crawl events</li> </ul>	<ul style="list-style-type: none"> <li>Right-of-way directional signage and traffic markings were replaced</li> <li>Hosted a successful National Night Out event in 2016</li> </ul>	<ul style="list-style-type: none"> <li>Obtaining a list of DPD approved security alarm systems providers to perhaps provide discount installation rates to Red Bird area residents.</li> <li>The Committee is also obtaining free smoke detectors from the Fire Department</li> </ul>
<b>Homeownership</b>		
<ul style="list-style-type: none"> <li>Maintain and increase the level of homeownership in the Red Bird area.</li> <li>Attract prospective middle-income buyers to purchase homes in the Red Bird area.</li> <li>Encourage all Red Bird homeowners to maintain their homes &amp; educate homeowners on available maintenance resources.</li> </ul>	<ul style="list-style-type: none"> <li>The Committee has also gathered a list of vacant and seemingly abandoned properties in the Redbird area.</li> <li>The Committee hosted a Dinner Crawl event December 2016 for Advisory Council members, residents, realtors and prospective buyers identified by local realtors; 20 people attended</li> </ul>	<ul style="list-style-type: none"> <li>Market Red Bird as a safe place to live and raise a family</li> <li>Identify/contact homeowners to encourage them to maintain their properties</li> <li>Contact owners of abandoned properties to determine status and to initiate return to a productive use</li> </ul>

# PROJECT TIMELINE

This section highlights the main events facilitated as part of the Neighborhood Plus. Events on the left are associated with the planning process, designed to develop a neighborhood vision and action plan, events on the right are community events that were facilitated to provide residents with tools and capacity building experience.

## PLANNING EVENTS

### Community Meeting #1

April 16, 2016

Neighborhood Plus facilitated the first community meeting/workshop. Residents were asked to define key assets and challenges in their community.



### Community Meeting #2

April 30, 2016

Meeting involved residents describing their vision for the Red Bird area.



### Community Meeting #3

June 4, 2016

Meeting focused on creating a branding and marketing plan using the SWOT process



### Community Meeting #4

July 16, 2016

Residents decided on a vision statement for the Rebirth of Red Bird Neighborhood Plus initiative



### Community Meeting #5

August 6, 2016

Residents created their rapid response action plan



### Community Meeting #6

September 17, 2016

Residents created their long term transformation action plan



### Neighborhood Plus Open House

October 15, 2016

The final Rebirth of Red Bird meeting was held to reveal the action plan to promote community empowerment in the Red Bird area



## COMMUNITY EVENTS

### Twin Oaks Code Crawl

April 23, 2016

Code officers and volunteers educated residents on code violations related to single family residential properties.



### Twin Oaks Code Crawl

May 7, 2016

Code officers and volunteers educated residents on code violations related to single family residential properties.

### Banker & Realtor Workshop

June 25, 2016

Residents heard from the community development lending officer of Frost Bank and a panel of realtors representing the Dallas Area Realistsseniors with their lawns



### National Night Out

October 4, 2016

The Twin Oaks and Red Bird Hampton neighborhood associations partnered together to host National Night Out



## SPECIAL THANKS

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It takes many individuals and organizations to build the consensus and capacity needed to enact change within neighborhoods. This year-long endeavor and the action plan has required diligence and leadership between the City and neighborhood. Special thanks to those who have put in many hours educating, volunteering, participating, and contributing to Red Bird's future.

### **NEIGHBORHOOD PLUS** Karen L. Riley - Team Lead

**RED BIRD INTERNAL CITY TEAM**  
Lee McKinney – Office of Economic Development  
Major Danny Williams – Dallas Police Department  
Tyrone McGill - Code Compliance  
Columbus York – Code Compliance  
Cody Robinson – Community Prosecutor  
Jason Ney – Parks and Recreation

### **COUNCILMEMBER CASEY THOMAS - DISTRICT 3**

**COUNCILMEMBER'S OFFICE**  
Chris Soto  
Yolanda Miller

**EXTERNAL PARTNERS**  
Dallas Area Realtors  
Frost Bank  
Oak Cliff Presbyterian Church  
Concord Church  
Friendship West Baptist Church

**REDBIRD ADVISORY COUNCIL**  
Asheya Warren  
Derrick Walker  
Michael D. Nickson  
Gregory Demus  
Mollie Sanders  
Cecelia Arnold  
Ruby L. Green  
David Klempin  
Clarice Criss  
Billie J Reed  
Elliot Collins  
Keith Vinson  
Kiyundra Gulley

# RED BIRD







To learn more about Neighborhood Plus, visit:  
<http://dallascityhall.com/departments/pnv/Pages/neighborhoodplus.aspx>

### Vision of the Rebirth of Red Bird Initiative:

A vibrant, highly desirable, safe, multi-generational community that is physically and visually attractive to families, with maintained infrastructure, stable single-family housing, quality schools, retail and entertainment options and involved residents and volunteers.



"It has been my pleasure to watch the residents in the Red Bird area take ownership of revitalizing their own neighborhood. I have watched over the past six months as the community has come together to take responsibility for the future and lead the effort to "Rebirth" Red Bird. We have just begun to scratch the surface of what this community will look like for many years to come."

District 3 City Councilmember  
CASEY THOMAS