

# Memorandum



CITY OF DALLAS

DATE March 14, 2019

Honorable Mayor and Members of the City Council:

TO Mayor Pro Tem Casey Thomas, II (Chair), Deputy Mayor Pro Tem Adam Medrano (Vice Chair), Councilmember Omar Narvaez, Councilmember Mark Clayton, Councilmember B. Adam McGough, Councilmember Carolyn King Arnold

SUBJECT **Leadership Dallas, Fresh Food Stand at Martin Luther King, Jr. Community Center**

## Summary

On March 18, 2019, per the request of Mayor Pro Tem Casey Thomas II, the Human and Social Needs Committee will be briefed by Leadership Dallas Class of 2019 on a new donated fresh food stand for the Martin Luther King, Jr. Community Center.

## Background

Leadership Dallas is a leadership development program aimed at growing an ongoing pipeline of young leaders through an intensive educational program that explores critical issues and creates positive change in the Dallas Region. The 2019 class of Leadership Dallas has selected the Martin Luther King, Jr. Community Center as the beneficiary of its class project aimed at improving access to healthy food options in an identified food desert. The proposed project includes 1) the enhancement of direct community access to fresh produce by modifying a vacant room at the Martin Luther King, Jr. Community Center into a produce stand with built-in refrigeration, 2) raising awareness and providing education to the community about these available, healthy resources through a single-day, activity-based celebratory event, 3) expanding the Center's existing Freedom Garden and Beautification Project, and 4) increasing the supply of locally sourced, fresh produce and dairy by constructing a walk-in refrigeration unit at the Martin Luther King Jr. Community Center's existing property.

## Purpose of the Briefing

The purpose of the briefing is to provide an overview of the project and its anticipated benefits to the Center and to seek the support of the Human and Social Needs Committee for the project.

Please contact me if you have any questions or require any additional information.

Nadia Chandler- Hardy  
Assistant City Manager and Chief Resilience Officer

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney (Interim)  
Carol A. Smith, City Auditor (Interim)  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Chief of Staff to the City Manager

Majed A. Al-Ghafry, Assistant City Manager  
Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Laila Alequresh, Chief Innovation Officer  
Directors and Assistant Directors

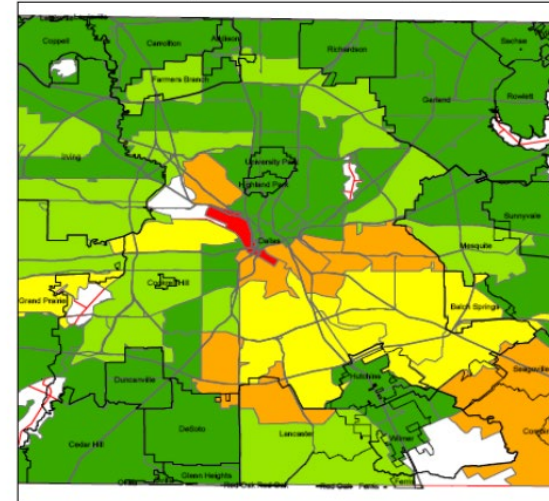
## Leadership Dallas

- What is Leadership Dallas?
  - Founded in 1975, Leadership Dallas program of the Dallas Regional Chamber and is aimed at growing an ongoing pipeline of diverse leaders by exploring critical issues and creating positive change in the Dallas Region.
- Class Project
  - Each year, the class selects a local community service project to complete within the 10-month program.
  - The project must be completed, including raising funds and finishing any construction by June 2019.
  - Previous projects include:
    - **Promise House:** Converting storage building into indoor recreation facility
    - **Austin Street Center:** Designing, building and installing community aquaponics garden.
    - **Uplift High Schools:** Creating STEM Innovation Labs
- 2019 Class Project – Fresh Food Distribution Center at MLKJCC

## The Why

- In Dallas County, 18.2 percent of the population is considered food insecure.
- Nearly 700,000 Dallas County residents, including over 245,000 children, live in lower-income communities that lack access to healthy, affordable foods.
- The uneven distribution of supermarkets and healthy food resources is a serious problem in Greater Dallas.
- Currently, the Fair Park/South Dallas neighborhood has limited access to fresh food, and families often have to choose between paying for food or paying for other basic living expenses such as rent, utilities and medical care.

Dallas County Food Deserts by Zip Code



Legend

- Not a food desert
- Low food desert (<25% of census tracts)
- Moderate food desert (25%-49% of census tracts)
- High food desert (50%-74% of census tracts)
- Very High food desert (75%-100% of census tracts)

Map prepared by Jodi A. Dallas  
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UNT HEALTH  
SCIENCE CENTER  
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## The Who

- Martin Luther King Jr. Community Center (MLKJCC) is located in the historic district of Fair Park in South Dallas.
- The campus provides a variety of services to more than 300,000 Dallas citizens a year and is home to 18 social service groups including: Miles of Freedom and their Freedom Garden, Carter's House, the Foremost Family Health Center, the MLK Branch Library, ChildCareGroup MLK Center, and a Recreation and Senior Citizen Center.
- Currently, MLKJCC is serviced by North Texas Food Bank Mobile Pantry for two hours once a month.



## The Goal

- Establish a dedicated Food Storage Facility with refrigeration to increase access to fresh food for the South Dallas community.
  - Currently, MLKJCC is serviced by North Texas Food Bank Mobile Pantry for two hours once a month.
- Increase the Frequency of Food Supply
  - North Texas Food Bank has committed to increasing distribution from once a month, to once a week.

## Community Partners

The Martin Luther King, Jr.  
Community Center



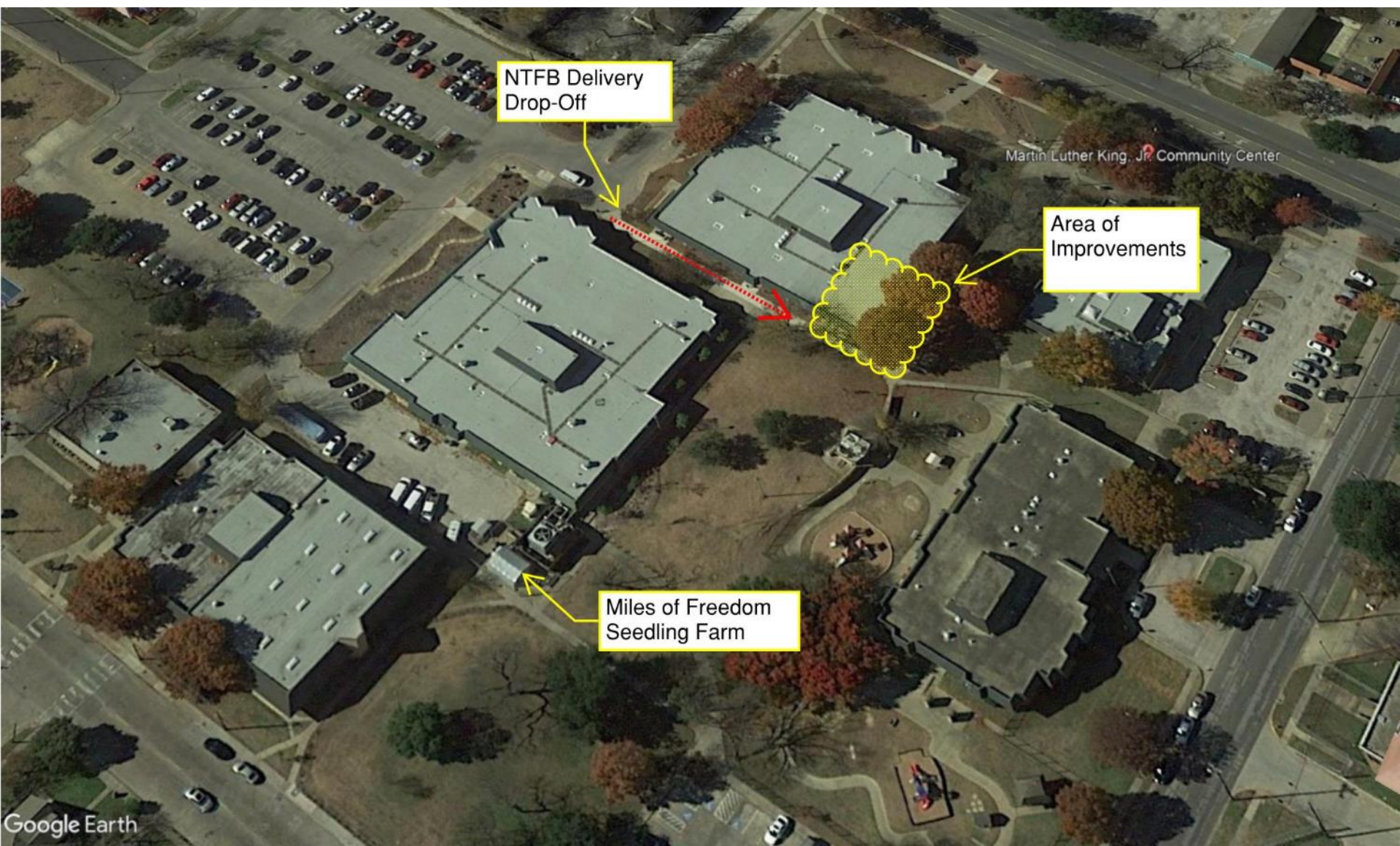
ARCHITECTS  
INTERIORS  
LANDSCAPE  
PLANNING



HILL & WILKINSON  
GENERAL CONTRACTORS







NTFB Delivery Drop-Off

Area of Improvements

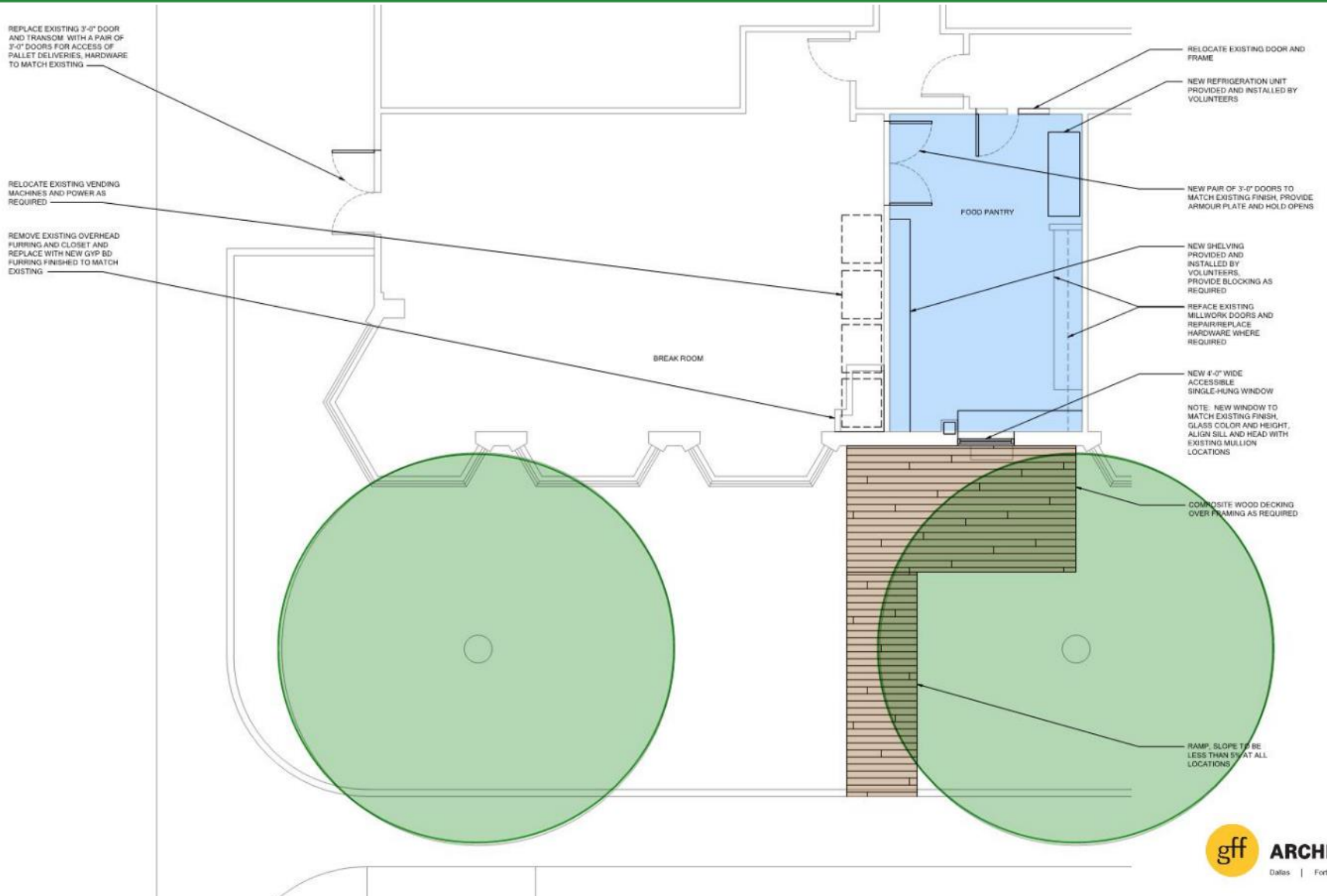
Miles of Freedom Seedling Farm

Martin Luther King, Jr. Community Center











Leadership  
DALLAS  
DALLAS REGIONAL CHAMBER

FOOD FOR ALL.  
GOOD FOR ALL.







## Class Member Involvement

- Raise all funds required for the Project and Community Day
- Design and Procure Materials & Services
- Purchase Accessories
  - Shelving, Refrigerator and Pallet Jack
- Hands-on Work
  - Install shelving, paint, landscaping, site beautification and clean-up
- Grand Opening: June 19, 2019 with a Juneteenth Celebration and ribbon cutting in partnership with MLKJCC Community Day



