



NCTCOG PRESENTATION

Fort Worth to Dallas Regional Trail Branding and Wayfinding Project

SHAWN CONRAD | APRIL PUBLIC MEETING | 4.11.2022

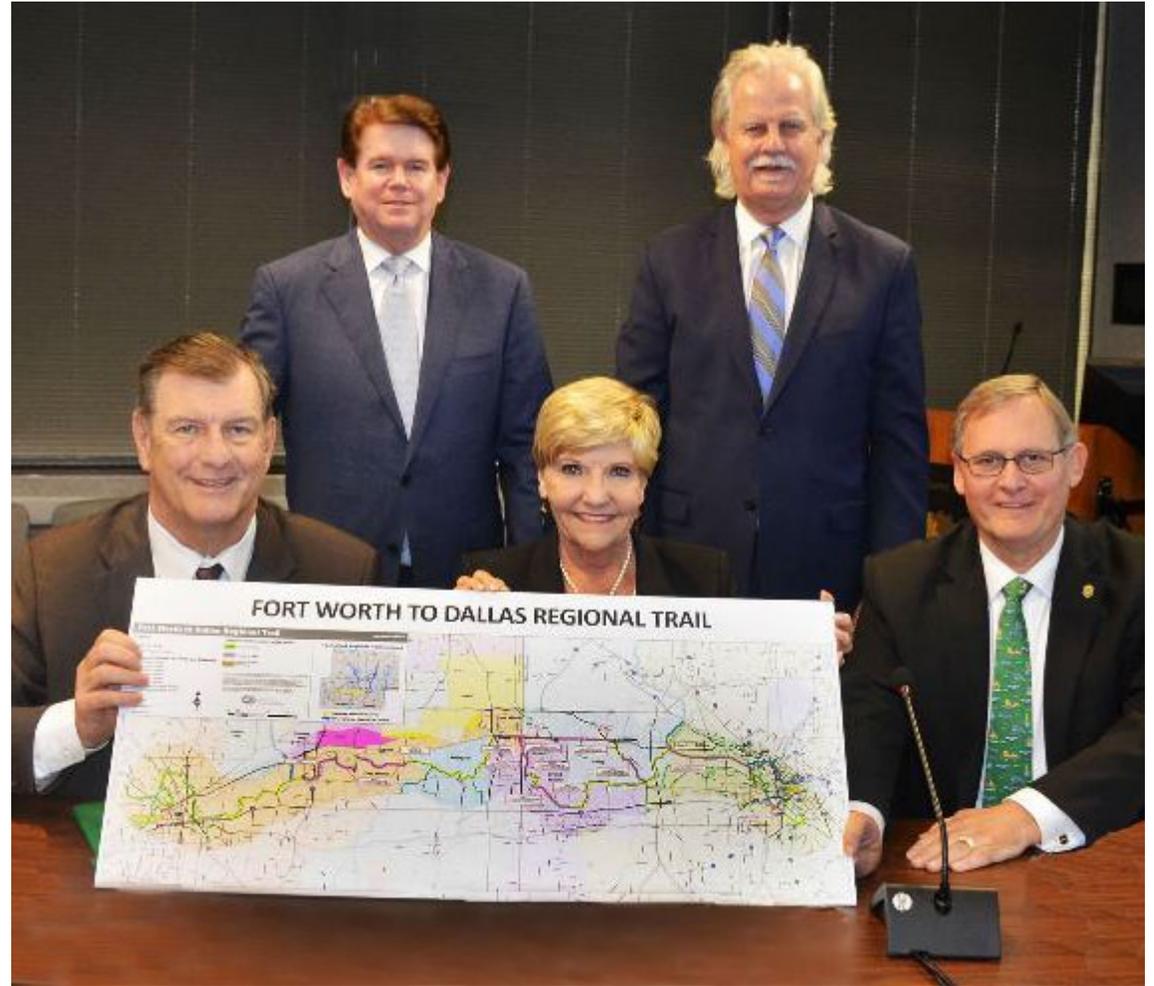
FORT WORTH TO DALLAS REGIONAL TRAIL

- 66-mile multi-use trail spanning five cities: Fort Worth, Arlington, Grand Prairie, Irving, and Dallas
- >50 miles existing, 12.5 miles under construction
- Trail completion expected end of 2023/early 2024

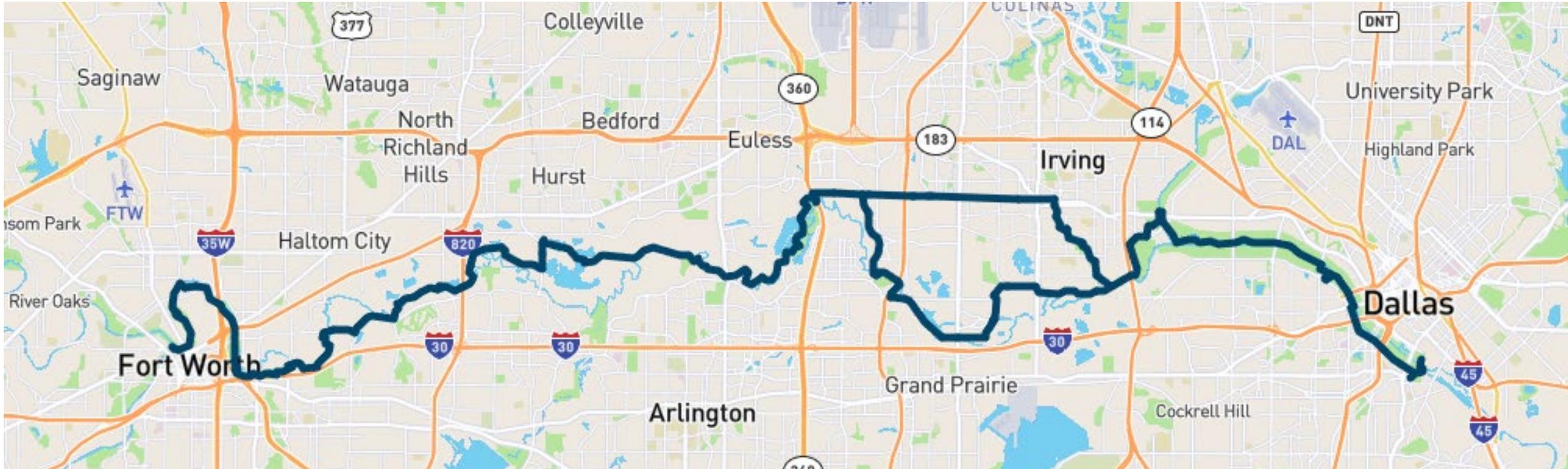


VISION FOR THE REGIONAL TRAIL

- In 2013, mayors and staff of the five cities partnered to make trail vision a reality:
 - Uninterrupted 66-mile paved trail for active transportation
 - Recreation, transportation, events, and exploration uses
 - Regional, state, and national attraction for events and tourism



TRAIL MAP



Existing: 50.4 miles
Funded: 12.5 miles
Planned: 2.8 miles



TRAIL BRANDING PROJECT GOALS

Create a unified name, brand and signage package with cobranding of local trails

Recommendations for infrastructure to hold major regional and national events

Integrated regional 911 signage system and lighting recommendations

Electronic message boards/real-time display trail counters recommendations

Build consensus for ongoing marketing and operations



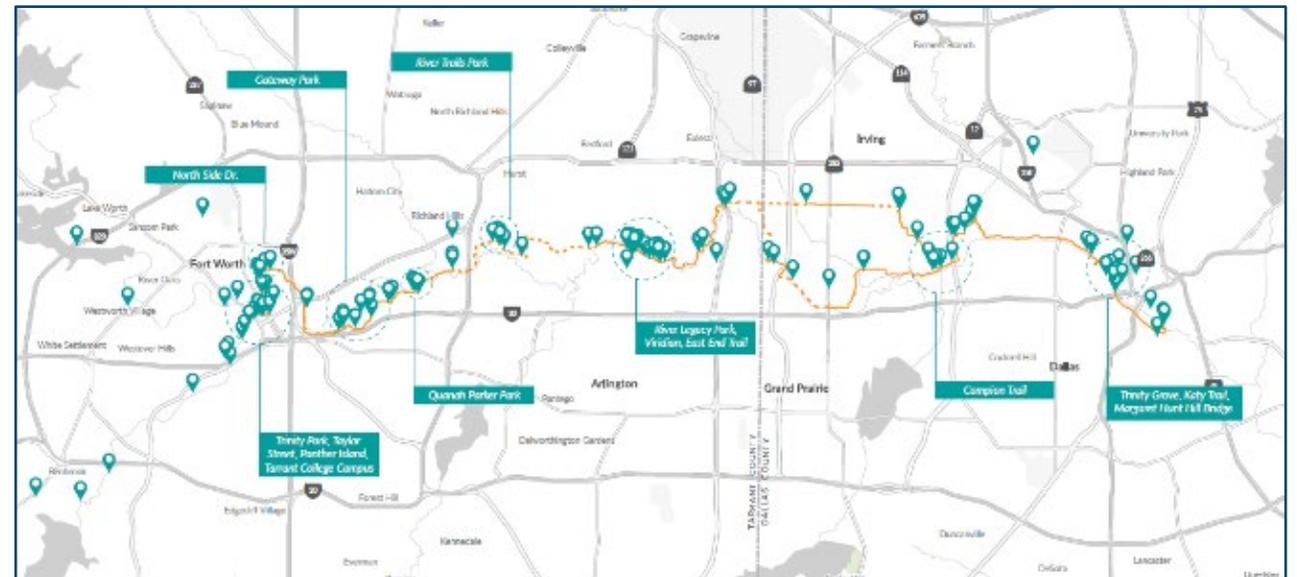
STAKEHOLDER AND PUBLIC ENGAGEMENT

- Stakeholder meetings to solicit feedback on naming and branding process
 - Steering Committee & Support Stakeholders
- Virtual Open House Nov/Dec 2021
- **Coming soon!** Public Feedback Forum – Late April
- General public announcement/promotion of name, brand, recommendations – Fall 2022



VIRTUAL OPEN HOUSE

- Open to public November 8 to December 11, 2021
- Current trail use habits: routes and destinations
- Current perceptions/associations
- Design and naming preferences
- Advertised to public via social media and trail signage



VIRTUAL OPEN HOUSE – WHAT WE HEARD

What words would you use to describe your vision for a region-wide wayfinding system?

Top responses related to welcoming, friendly, timeless, and modern



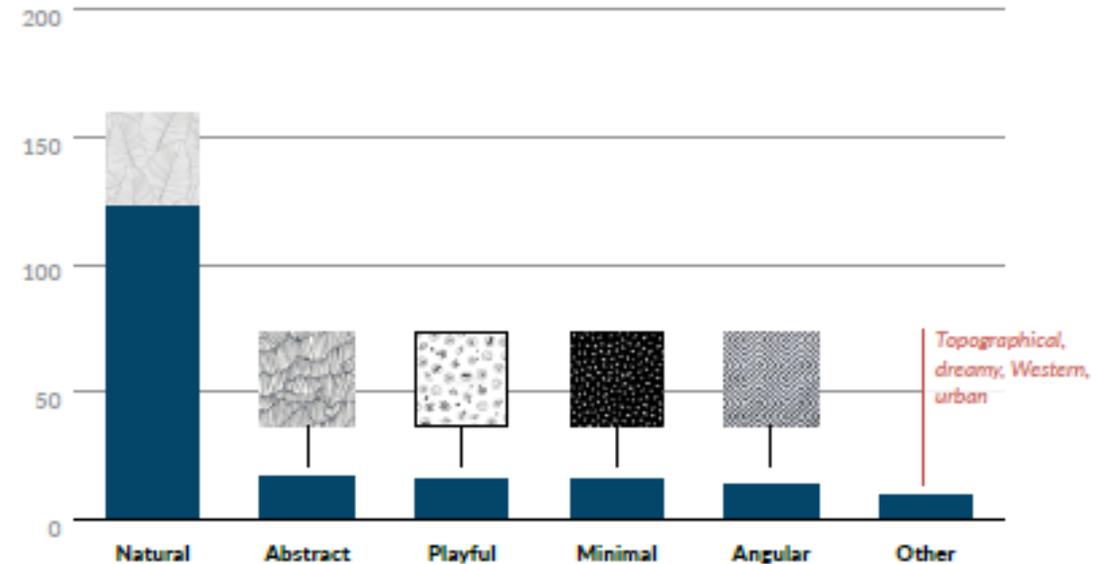
VIRTUAL OPEN HOUSE – WHAT WE HEARD

Users value trail for peace and quiet/nature and active recreation opportunities. Natural colors and patterns resonated with participants.

What is your primary or dominant experience of being on the path?



Do any of these patterns resonate with your vision for the look and feel of the Fort Worth to Dallas Regional Trail?



WHAT ARE WE LOOKING FOR IN A NAME?

- Reflects broad areas identified as important by respondents in Virtual Open House
- Provides recognition at the regional, state, and national levels
- Memorable, understandable, and easy to reference by people across a wide spectrum
- Encompasses all nonmotorized modes
- Precludes reference to a number of cities or trails



PUBLIC FEEDBACK FORUM

- Open late April through May
- **Cast your vote!**
 - Two trail name and logo combinations to choose from. Pick your favorite!
- Input on trail use, places, access
- Advertised to public via social media and trail signage
- Sign up for updates at FortWorthtoDallasTrail.com

Look for this sign on the trail!



UPCOMING ACTIVITIES

- Public Feedback Forum: Late April
- Steering Committee Meeting #3
- Public promotion of final name, brand, and recommendations
- Project completion: anticipated Fall 2022



MORE INFORMATION:

Trail Branding Project & Regional Trail

www.nctcog.org/FWtoDalTrail

Email sign-up for project updates and
upcoming Public Feedback Forum:

www.FortWorthtoDallasTrail.com



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