Fort Worth to Dallas Regional Trail Branding and Wayfinding Project

SHAWN CONRAD | APRIL PUBLIC MEETING | 4.11.2022

NCTCOG PRESENTATION
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
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

Are there any words or phrases that should be included in the new trail name?

Top responses related to Trinity, region, and nature
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 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](http://FortWorthtoDallasTrail.com)
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