TOURISM PARTNERSHIP FOR THE FORT WORTH TO DALLAS REGIONAL TRAIL

April 11, 2019
Regional Veloweb Overview

- **Regional Expressway for bicycle transportation**

- **Off-street shared-use paths (trails)** designed for use by bicyclists, pedestrians, and other non-motorized forms of active transportation. (Recommended 12-ft minimum)

- **Transportation Mobility:** Provides access to places we live and work
Facility recommendations indicate transportation need. Corridor-specific alignment, design, and operational characteristics for the Regional Veloweb system will be determined through ongoing project development.
TxDOT’s Bicycle Tourism Trails Study

Trail alignments in the DFW metropolitan area are part of TxDOT’s Bicycle Tourism Trail Example Network.
Fort Worth to Dallas Regional Trail

- Five Mayors met in 2013 and commit to implement a 64-mile Regional Veloweb alignment (24.5 miles need funding)

- 18.5 miles of trail with funding commitments (2014-2018) (variety of sources)

- $9.08M approved October 2018 by RTC for final 3.1 miles to complete a continuous 53-mile southern alignment connecting the five cities (from Panther Island to Santa Fe Trestle Trail)
Fort Worth To Dallas Regional Veloweb Trail
(53-Mile Southern Alignment)

The last segment to be completed will connect Fort Worth and Grand Prairie to CentrePort TRE rail station and is slated to be completed by December 2023.
Ribbon Cutting of 53-mile Trail
(December 2023)
Collaboration and Tourism
(Regional Opportunities)

Economic Development

Tourism and Branding

Eco-Tourism

Recreation and Sporting Events
Major Destinations

- Panther Island, Fort Worth
  Source: Aspen Productions

- Stockyards, Fort Worth
  Source: Visit Fort Worth

- Texas Live, Arlington
  Source: Texas Monthly

- AT&T Stadium, Arlington
  Source: City of Arlington

- Centennial Park, Irving
  Source: Visit Irving

- Ron Kirk Pedestrian Bridge, Dallas
  Source: Trip Advisor

- Air Hogs Stadium, Grand Prairie
  Source: 360Dallas.com

- Lone Star Park, Grand Prairie
  Source: Texas Horse Racing

- American Airlines Center, Dallas
  Source: DMagazine
Major Event Opportunities

- Marathons (26.2 miles)
- Half-Marathons (13.1 miles)
- Bike Rallies
- Charity Walks/Runs
- Iron Man/Triathlons

Trinity Trails Impact Study (2016 Events)*

- 85 events in Tarrant County
- Approximately 270K attendees
- $4M+ raised for charitable organizations
- $16M impact on local economy
- 200 jobs created or retained

*Study conducted by University of North Texas in 2017
Eco-Tourism

- Fort Worth Trinity Trails
- Gateway Park Mountain Bike Trail
- River Legacy Park Mountain Bike Trail
- River Legacy Park, Life Science Center
- Mountain Creek Preserve
- Trinity Skyline Trail

Gateway Park Source: FW MBA
River Legacy Park Trail Source: MTB Project
River Legacy Park Living Science Center Source: riverlegacy.org
Source: mapio.net

Trinity Skyline Trail Source: trinityrivercorridor.com
Mountain Creek Preserve Source: alltrails.com
Source: mapio.net
Trail Branding

Regional Trail Naming Competition

Arlington River Legacy Trail
- Destination A: 1.5 Mi.
- Destination B: 7.5 Mi.
- Destination C: 16 Mi.
- Destination D: 21 Mi.

Regional Trail Logo to be created

East Coast Greenway

Indianapolis Cultural Trail

San Antonio Mission Trail

Razorback Trail - Northwest Arkansas

BelTLine Trail - Atlanta

Louisville Loop
Opportunities for Community Engagement

- Trail Naming Competition
- Regional Trail Logo
- Real-time Display Counters /Competition

(One counter placed on at least one trail section in each city)
Joint Resolution with Five Cities

Six-Party Resolution

- Celebrate Connection of the Five Cities
- Collaborate to provide connections to the Regional Network
- Brand the trail as a destination for economic development, recreational sporting events, and tourism
## Schedule and Next Steps
(Fort Worth to Dallas Regional Trail)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>February 18, 2018</strong></td>
<td>Coordination Meeting Conventions &amp; Visitor Bureau Departments</td>
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<td><strong>April 11, 2019</strong></td>
<td>• Meeting with Mayors prior to the April 11 RTC meeting</td>
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<td>• Development of a multi-party Resolution of Support</td>
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<td><strong>2020</strong></td>
<td>Develop branding/marketing plan</td>
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<td><strong>2021</strong></td>
<td>Fabricate and install wayfinding and regional 911 emergency signage</td>
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<td>(Continue installation as each trail section is completed)</td>
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<td><strong>2022</strong></td>
<td>Purchase and install real-time display counters</td>
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<td><strong>December 2023</strong></td>
<td>Complete construction of the final trail sections and <strong>celebrate</strong></td>
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<td><strong>with a regional ribbon cutting event</strong> for the entire corridor</td>
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