



NCTCOG PRESENTATION

Fort Worth to Dallas Regional Trail Branding and Wayfinding Project

SHAWN CONRAD | FEBRUARY PUBLIC MEETING | 2.7.2022

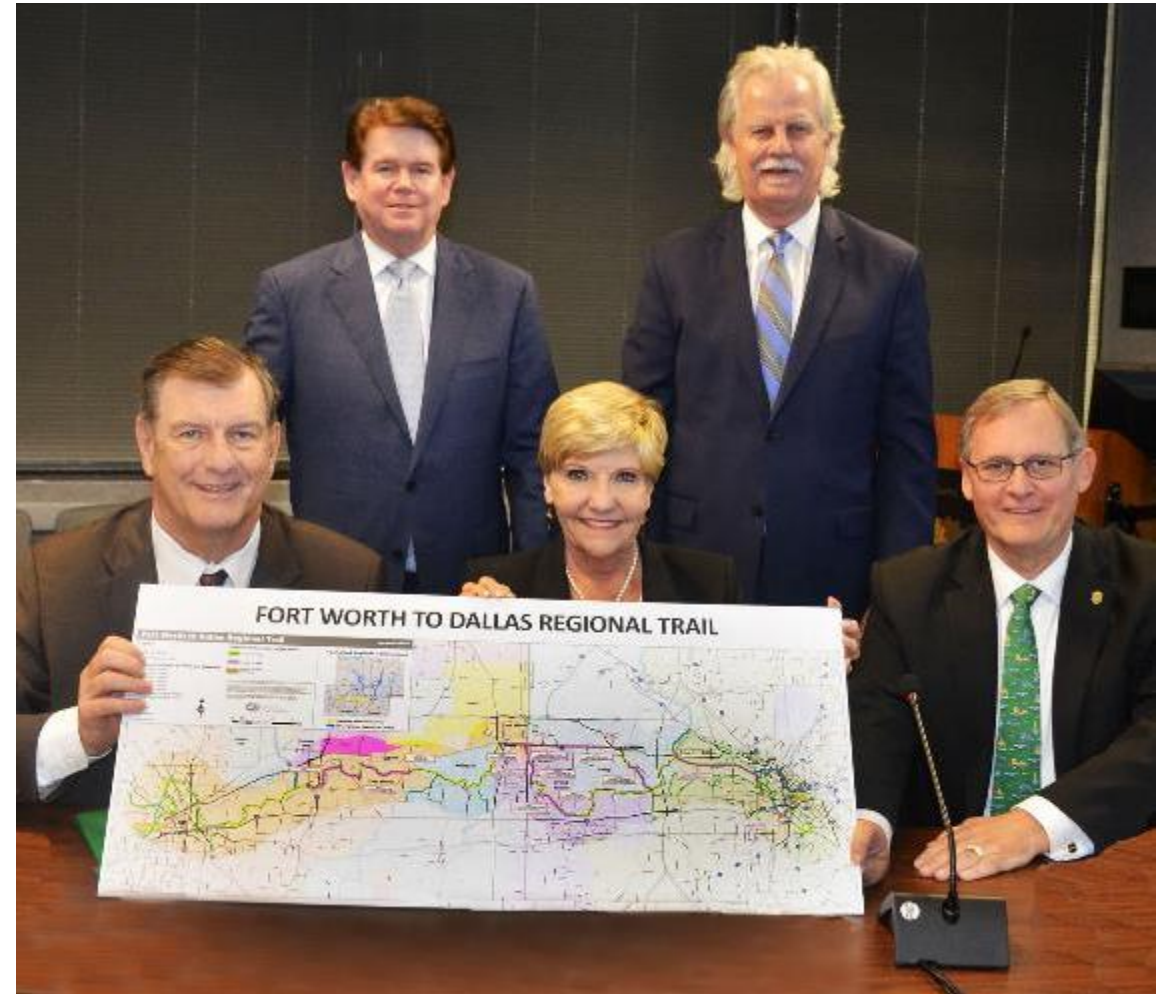
FORT WORTH TO DALLAS REGIONAL TRAIL

- 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

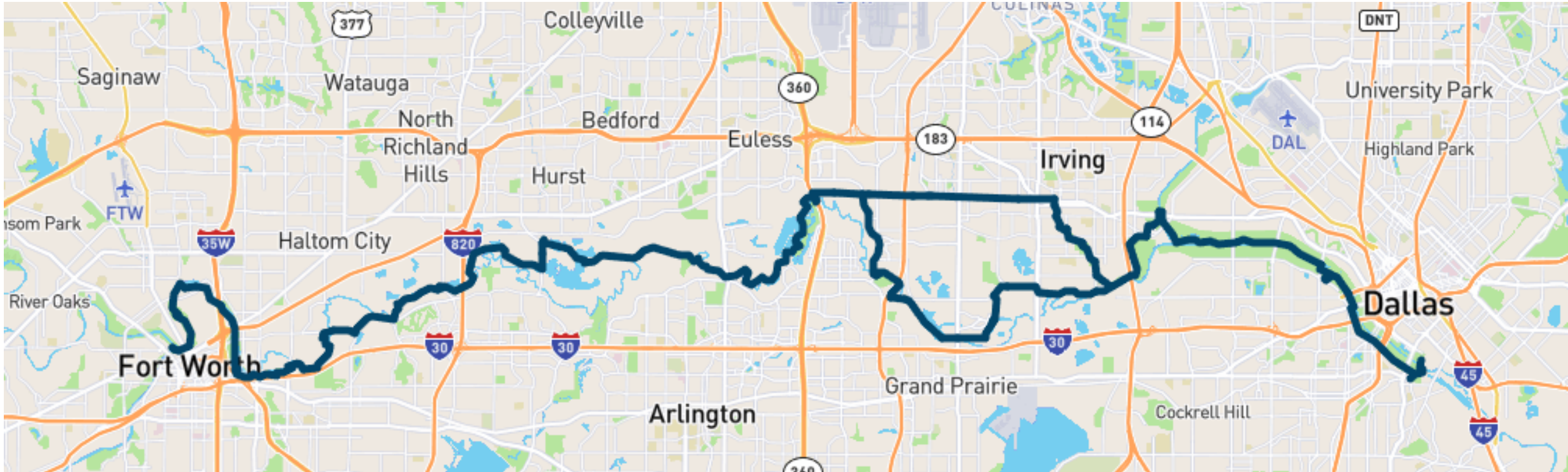


VISION FOR THE REGIONAL TRAIL

- 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 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 ENGAGEMENT

- Stakeholder meetings held to solicit feedback on naming and branding process
- Primary Stakeholders (Steering Committee)
 - Staff of five cities: planners, marketing, parks and recreation, etc.
- Support Stakeholders
 - Convention and visitor bureaus, sports event organizations, advocacy groups, etc.



VIRTUAL OPEN HOUSE #1

- Open 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

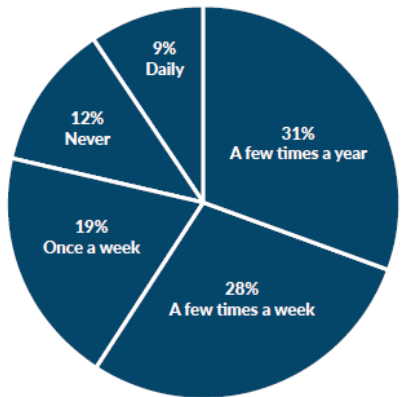


VIRTUAL OPEN HOUSE #1: TAKEAWAYS

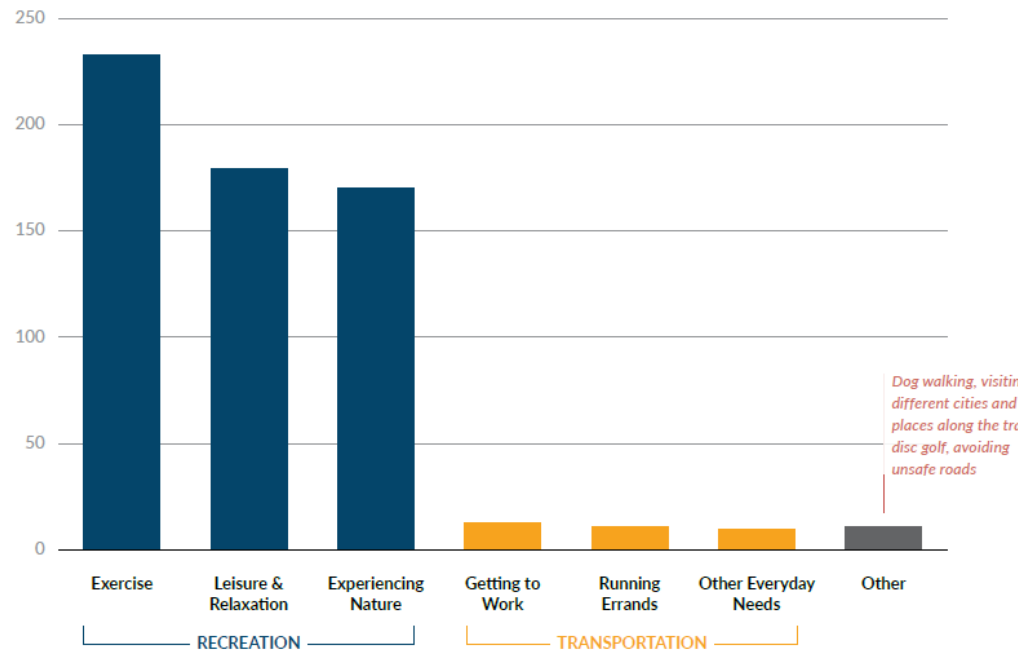
Users value trail for peace and quiet/nature and active recreation opportunities.

Survey Results

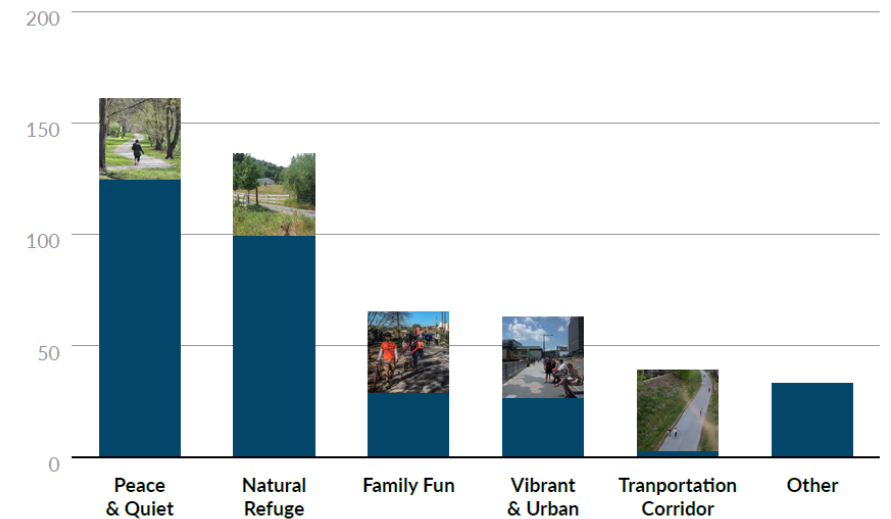
How often do you use the Dallas to Fort Worth Regional Trail?



What do you use the Dallas to Fort Worth Regional Trail for?
Check all that apply.



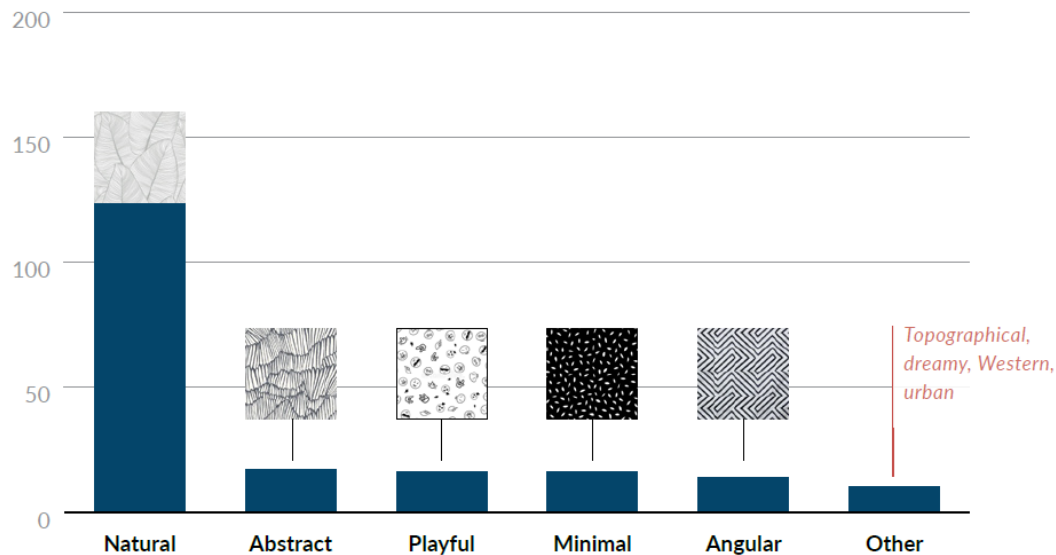
What is your primary or dominant experience of being on the path?



VIRTUAL OPEN HOUSE #1: TAKEAWAYS

- Natural colors and patterns resonated with participants
- Top responses for wayfinding system vision related to “Welcoming,” “Friendly,” “Timeless,” “Modern”

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



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

Top Responses

Welcoming: 52

Friendly: 40

Timeless: 32

Modern: 23



UPCOMING ACTIVITIES

- Stakeholder Feedback on Name and Brand Options: Spring 2022
- Virtual Open House #2: Anticipated Spring 2022
 - Draft concepts for naming and branding
- Project Completion: Anticipated Fall 2022



PROJECT FINAL PRODUCTS

Branding & Wayfinding Best Practices and Guidelines, with trail name/logo, sign designs and placemaking

Recommendations for major events infrastructure

Recommendations for 911 signage system/lighting

Recommendations for electronic message boards, real-time display trail counters

Trail Maintenance and Operations Report



NEXT STEPS AFTER COMPLETION

- Work with five cities to advance sign fabrication
- Identify champion for long-term marketing, advertising, and promotion of regional trail
- Advance development of 911 signage systems
- Advance installation of real-time display counters for trail usage data collection



MORE INFORMATION:

www.nctcog.org/FWtoDalTrail



CONTACT US:



Shawn Conrad, PhD
Principal Transportation Planner
North Central Texas Council of Governments
sconrad@nctcog.org



Karla Windsor, AICP
Senior Program Manager
North Central Texas Council of Governments
kwindsor@nctcog.org

