



NCTCOG PRESENTATION

DFW Discovery Trail Update

SHAWN CONRAD | NCTCOG Public Meeting | July 2023

DFW DISCOVERY TRAIL

- At completion, 66-mile multi-use trail spanning five cities: Fort Worth, Arlington, Grand Prairie, Irving, and Dallas
- >50 miles existing, 12 miles under construction
- Majority of trail completion expected in 2024



VISION FOR THE TRAIL

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



DFW DISCOVERY TRAIL



TRAIL BRANDING & WAYFINDING 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



PUBLIC/STAKEHOLDER PARTICIPATION PROCESS

- Stakeholder Meetings: Steering Committee and Support Stakeholders
 - November 2021 Meeting: Solicit feedback on naming/branding ideas (SC & SS)
 - April 2022 Meeting: Introduce four preliminary name/logo concepts (SC)
 - November 2022 Meeting: Presented overall trail project recommendations (SC & SS)
- Public Participation: Community Surveys
 - November 2021 Virtual Open House: Fact finding on trail use, design
 - April 2022 Virtual Open House: Name/logo pair preference survey and destination identification
- Stakeholder Interviews
 - Feb/Mar 2022: Interviews with the five cities
 - Feb/Mar 2022: Themed stakeholder focus group interviews



PUBLIC INPUT HIGHLIGHTS

Trail use/experience: peace and quiet, active recreation

Colors/Materials: natural, traditional, stone

Local Images/Elements: Trinity River, flora/fauna, bridges

Branding Approach: Welcoming, friendly, modern, natural



FINAL NAME AND LOGOS

DFW Discovery Trail

Overall Trail Logo:



Jurisdictional Trail Logos:



Fort Worth



Arlington



Grand Prairie



Irving



Dallas



LOGO USAGE GUIDANCE



Main Trail Logo



Fort Worth



Arlington



Grand Prairie



Irving



Dallas



Trinity Trails
trinitytrailsfw.com



CAMPION
TRAILS



THE TRINITY
DALLAS

REGIONAL LOGO

When in doubt, use the regional (main trail) logo. It represents the entire trail. The regional logo can and should be used by itself (not alongside a jurisdictional logo).

JURISDICTIONAL LOGOS

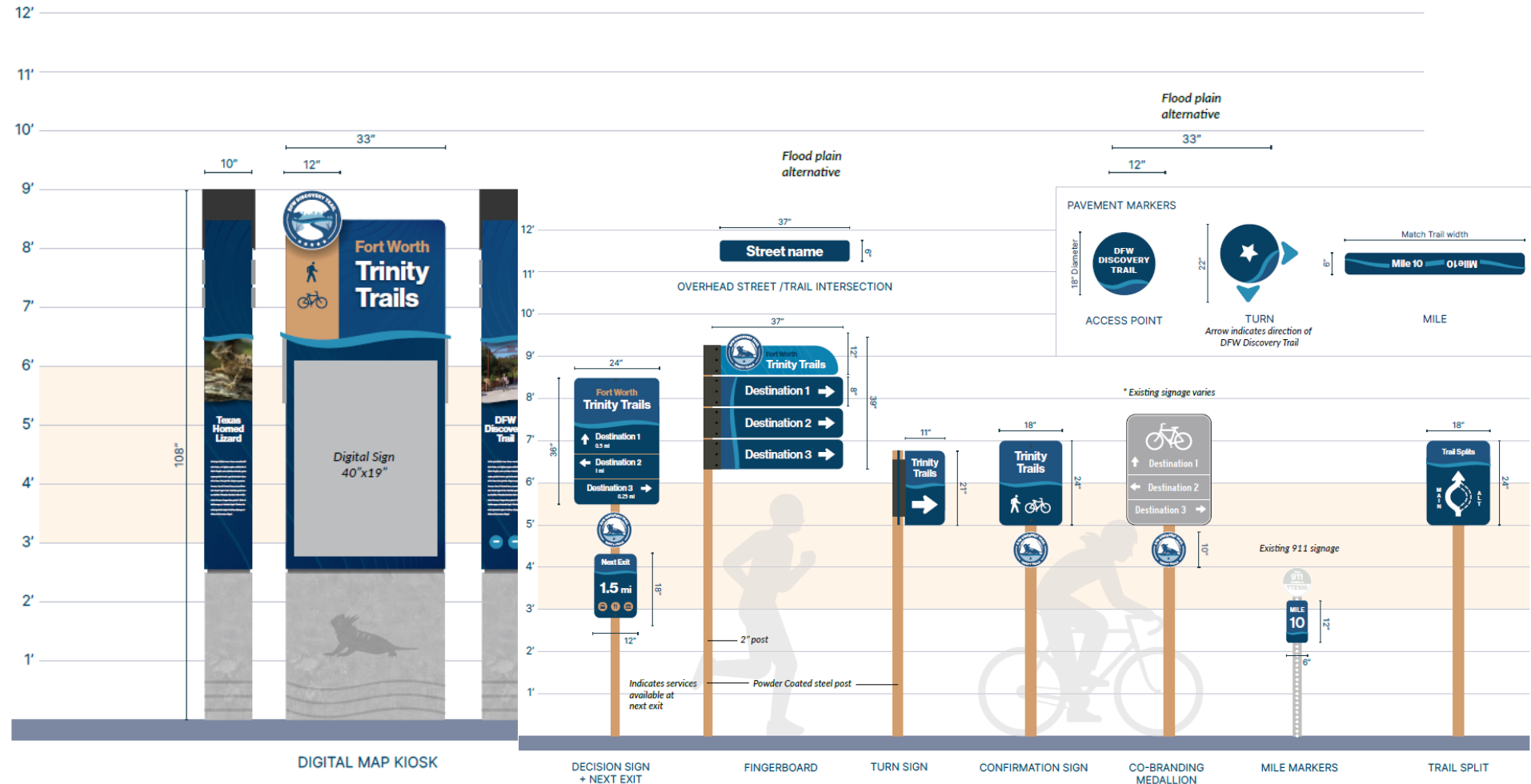
Use a jurisdictional logo when referring to a local trail segment that lies within the larger DFW Discovery Trail (i.e. River Legacy Trail, a part of the DFW Discovery Trail)

LOCAL TRAIL LOGOS

Local trail logos can be used alongside regional or jurisdictional logos for co-branding.

WAYFINDING SIGNAGE FAMILY

- Access Elements
- Functional and Enhanced Navigational Signs
- Informational Kiosks



RECOMMENDATIONS

911 Recommendations:

- Keep existing 911 signage by jurisdiction
- Grand Prairie implement 911 signage

Lighting Recommendations:

- Natural state of the trail does not require full lighting
- Priority areas with key commute or first/last mile routes
- Design considerations to avoid environmental impacts, such as angled down/shielded to direct lighting
- Solar lighting an option in flood-prone areas

Digital Map Kiosks

- Ensure trail users have the most up-to-date information
- Integrated trail counters
- Recommended locations – one per city



RECOMMENDATIONS

Event Recommendations:

- Infrastructure recommendations in strategic locations to host a variety of events on the trail
- Conceptual race routes in the five cities using the trail

Placemaking Recommendations

- Typologies: economic development, community gateways, resting and play, scenic vistas
- Public art opportunities

Trail Maintenance, Management, and Operations Recommendations

- Case studies of peer trails' organizational structures
- Information on establishing regional trail management structure with different scenarios



Legend

- START/FINISH LINE
- ELECTRICITY IMPROVEMENTS
- DRINKING FOUNTAINS
- ADDITIONAL PARKING
- ADDITIONAL LIGHTING
- SHADE STRUCTURES



NEXT STEPS

Trail Completion

- Most sections of trail anticipated to be complete in 2024
- Additional branding and wayfinding implementation strategies will be developed as trail moves toward completion

Wayfinding Signage Fabrication

- Developed design intent drawings to allow sign fabricators to develop an accurate bid for cities
- Cities can use to implement signage as trail segments are completed or upgraded

Trail M&O

- Exploring option of Trinity Coalition taking on role of umbrella organization



MORE INFORMATION:

DFW Discovery Trail

www.nctcog.org/dfwdiscoverytrail



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

