

# Memorandum



CITY OF DALLAS

DATE December 30, 2008

TO Trinity River Committee Members:  
David A. Neumann (Chair)  
Mayor Pro Tem Dr. Elba Garcia (Vice-Chair)  
Deputy Mayor Pro Tem Dwaine Caraway  
Carolyn R. Davis  
Linda Koop

Pauline Medrano  
Mitchell Rasansky  
Steve Salazar

SUBJECT **Trinity River Corridor Project Web Site  
Update and Launch**

The attached briefing will be presented to the Trinity River Corridor Project Committee on January 6, 2009. The briefing will provide a preview of the new design and interactive features, giving you an opportunity to provide input on the organization and content of the website.

If you have additional questions, please let me know.

A handwritten signature in blue ink that reads "Jill Jordan".

Jill A. Jordan, P.E.  
Assistant City Manager



**THE TRINITY**

DALLAS

Attachment

c: Honorable Mayor and Members of the City Council  
Mary K. Suhm, City Manager  
Ryan S. Evans, First Assistant City Manager  
Ramon F. Miguez, P.E., Assistant City Manager  
A. C. Gonzalez, Assistant City Manager  
Forest E. Turner, Interim Assistant City Manager  
David K. Cook, Chief Financial Officer  
Deborah A. Watkins, City Secretary  
Thomas P. Perkins, Jr., City Attorney  
Craig D. Kinton, City Auditor  
Judge C. Victor Lander  
Helena Stevens-Thompson, Asst. to the City Manager  
Frank Libro, Director, Public Information Office

# Trinity River Corridor Project Web Site

Update and Launch  
January 6, 2009



THE TRINITY  
DALLAS





## Image and Branding

- Support the new logo and continue the branding process for 2009
- Strengthen the web site as a communication tool by making it more visual and interactive
- Update some of the data, the images and overall content
- The URL remains the same: [www.trinityrivercorridor.org](http://www.trinityrivercorridor.org)
- Other domain names have been acquired or may be acquired in the future, and the site may be redirected at a later date
  - [www.thetrinitydallas.net](http://www.thetrinitydallas.net)
  - [www.trinitylakes.net](http://www.trinitylakes.net)
  - [www.trinityriverstore.com](http://www.trinityriverstore.com)



## Web Site Technology

- Strengthen the use of the web site as communication and media tool
- Add technology features such as Adobe Flash Player and streaming video
- Increase the awareness of the web site through the new design and new features such as online contests





## Structure of the Web Site

- Change from subject matter driven menu to focus on main components of the project
  - Flood Control
  - Transportation
  - Recreation
  - Environment
  - Business Development
- Structure change helps visitors see the scope of the project immediately on the Home Page

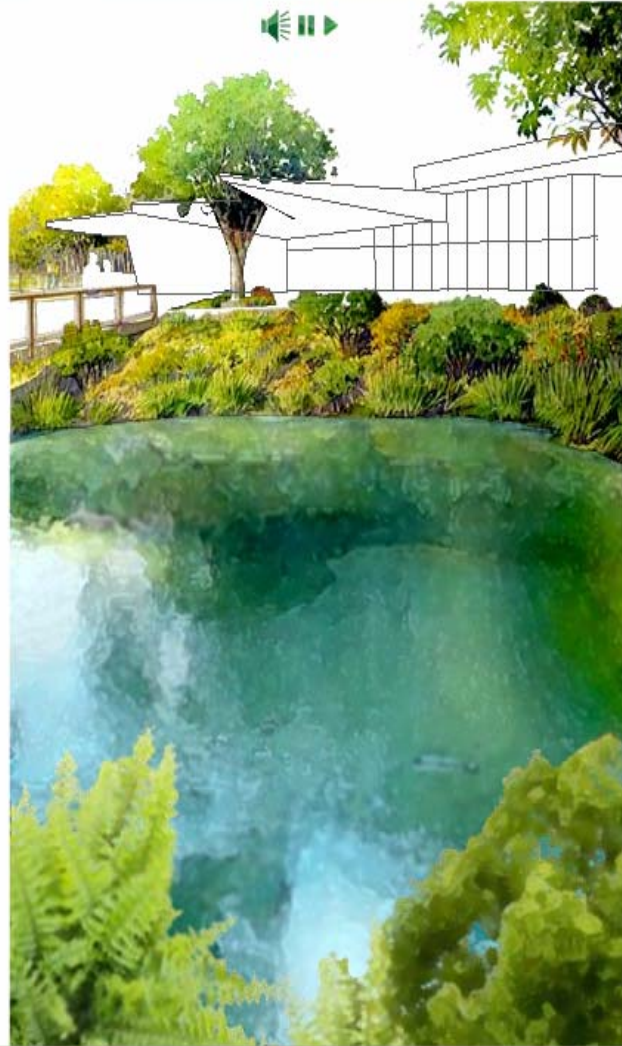




## Structure of the Web Site

- New web site format comes with a management tool
- Staff can make copy changes and a variety of updates
- Web site company, ABI, will continue making format and technology updates for Adobe Flash Technology, streaming video and special program additions to the web site
- ABI will host the web site to accommodate the new technology features





Flash technology provides an opportunity to animate opening

# TRCP Web Site 2009



TRINITY RIVER  
CORRIDOR PROJECT



Events Calendar [more](#)



TRINITY TRUST AERIAL VIDEO



Trinity Overlook Park

Visit it soon!  
A different view of Dallas.

110 W. Commerce Street  
Dallas, 75207



Flash  
animation  
adds  
interest



# TRCP Web Site 2009



TRINITY RIVER CORRIDOR PROJECT

THE TRINITY


ABOUT FLOOD CONTROL ENVIRONMENT RECREATION TRANSPORTATION DEVELOPMENT PROGRESS


Search here... Go!


**Events Calendar** [more](#)

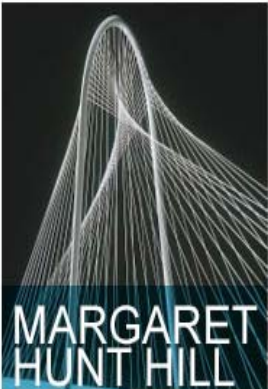
**DEC : 9** South Central Park/Joppa Gateway Community Meeting  
**DEC : 18** Late Night Thursday  
**JAN : 03** Beyond Green - Through Jan. 3rd

**Related Links** [more links](#)


  
**TRINITY TRUST AERIAL VIDEO**

  
**Audubon TEXAS**

  
**Welcome to the Trinity River Corridor Project**

  
**MARGARET HUNT HILL**

**Trinity Overlook Park**  
Visit it soon!  
A different view of Dallas.  
110 W. Commerce Street  
Dallas, 75207



New Home Page

Visuals can be changed





## TRINITY RIVER CORRIDOR PROJECT



[ABOUT](#) | [FLOOD CONTROL](#) | [ENVIRONMENT](#) | [RECREATION](#) | [TRANSPORTATION](#) | [DEVELOPMENT](#) | [PROGRESS](#)

Search here... [Go!](#)

### Events Calendar [more](#)

**DEC : 9** South Central  
Park/Joppa Gateway  
Community Meeting  
**DEC : 18** Late Night  
Thursday  
**JAN : 03** Beyond Green -  
Through Jan. 3rd

### Related Links [more](#) [links](#)



TRINITY TRUST AERIAL VIDEO

### TRCP INTERACTIVE PROJECT MAP



(copy sample: Here is a look at just a few of the projects in store for the future of the Trinity River Corridor Project)

Flash allows for  
new feature:  
Interactive Map



## TRINITY RIVER CORRIDOR PROJECT



ABOUT FLOOD CONTROL ENVIRONMENT RECREATION TRANSPORTATION DEVELOPMENT PROGRESS

Search here...

### Events Calendar [more](#)

**DEC : 9** South Central  
Park/Joppa Gateway  
Community Meeting  
**DEC : 18** Late Night  
Thursday  
**JAN : 03** Beyond Green -  
Through Jan. 3rd

### Related Links [more links](#)



TRINITY TRUST AERIAL VIDEO

### TRINITY RIVER CORRIDOR HABITAT CREATION AND ENVIRONMENT



Dallas has an historic opportunity to reclaim the land around the Trinity River and turn it into the largest urban park in America. Citizens of Dallas find it difficult to imagine this type of place within the floodway because the land has served mostly as floodplain for so many years. The Trinity River Corridor Project's recreational component will feature a wide range of outdoor opportunities within this urban area quietly waiting for its transformation with postcard quality views of the City of Dallas.

Teams of experts along with the City of Dallas Trinity River Corridor Project Office are working on park designs and components that can withstand flooding and the intense sun of Texas. Several major engineering components will be part of the project as the meanders are put back into the Trinity River. They were taken out when the river was moved from the downtown Dallas area new Houston Street in the late 20s and today, the river will change again. It will be moved slightly to the west side of the levees in several places and since it is a meandering river, the meanders will be back into it to give it a more natural flow and water system.

The Trinity River is not used for transportation, commerce, or drinking water as many rivers

The left pane remains static and the two column format gives web site a clean yet high impact appearance



## Steps to Launch Web Site

- Jan. 6 Committee Preview
- Early January - Sample Group Input and make appropriate changes
- Late January - Media Announcement