Memorandum

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
   Pauline Medrano
   Mitchell Rasansky
   Carolyn R. Davis
   Steve Salazar
   Dwaine Caraway
   Linda Koop

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.

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. Perkine, Jr., City Attorney
   Craig D. Kinton, City Auditor
   Judge C. Victor Lander
   Helena Stevens-Thompson, Asst. to the City Manager
   Frank Librio, Director, Public Information Office

"Dallas, the City that works: diverse, vibrant, and progressive"
Trinity River Corridor Project
Web Site
Update and Launch
January 6, 2009
TRCP Web Site 2009

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
• 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
  • www.trinitylakes.net
  • www.trinityriverstore.com
Web Site Technology

- Strengthen the use of the website as a communication and media tool
- Add technology features such as Adobe Flash Player and streaming video
- Increase the awareness of the website 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
TRCP Web Site 2009

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
Flash animation adds interest
New Home Page

Visuals can be changed
Flash allows for new feature: Interactive Map
The left pane remains static and the two column format gives web site a clean yet high impact appearance.

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...
Steps to Launch Web Site

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