Memorandum

DATE May 29, 2009

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 2009 Trinity River Corridor Project Events and Media

At the June 2, 2009 meeting of the Trinity River Corridor Project Committee, the attached briefing will be presented to you by Rebecca Dugger, Director, and Judy Schmidt, Communications and Marketing Manager for the Trinity River Corridor Project. The briefing will provide a review of events and media outreach activities for the Trinity River Corridor Project since the beginning of 2009, and will look forward to future events through the remaining fiscal year.

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. Perkins, 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"
2009 Trinity River Corridor Project
Events and Media

Trinity River Corridor Project Committee
June 2, 2009
2009 Events and Outreach

• Goals and purpose
• Special Events
• City-wide Events
• Locally sponsored Events and Meetings
• Nationally sponsored Events and Meetings
• Milestone Events
• Monthly Newsletter
• Press Outreach
Goals and Purpose

• The goal of the Event and Media Outreach is to:
  – Educate the public on the progress of the Trinity River Corridor Project
  – Familiarize the public with the beautiful natural resources available in the Great Trinity Forest and the Trinity River

• This goal can be achieved through the following:
  – Organizing monthly events with media outreach
  – Fulfilling on marketing plan
  – Producing monthly newsletters
  – Providing speakers for various organizations
  – Representing project at outreach events throughout Dallas
Recap of Special Events
January - Trail Maintenance

• TRCP and Student Conservation Association
• Rochester Park bois d'arc trail maintenance
  – January 24, 2009
  – Freezing cold day
  – Trail maintenance and clean-up took place
  – Obtained coverage from two TV channels and DMN and Pegasus News
  – Promoted in My Trinity River News
bois d'arc Trail near Rochester Park
January - Trail Maintenance
January – Bird Specialist at Trinity River Audubon Center

- Special event at the Trinity River Audubon Center
- 3rd Thursday Free evening at the center
  - January 15, 2009
  - Promoted the evening and special guest, Bennett Hennessey, South American Executive Director of Asociacion Civil Armonia
  - Topic for evening, “South America: Birds, Birdwatching And Conservation”
  - Univision TV promoted the event and filmed it for 1/15 newscast and future “green” TV special
  - Philanthropy Magazine coverage
  - Promoted in My Trinity River News
  - Attendance: 105, up 65% from normal free evenings
  - Since opening October 21, 2009, over 30,000 visitors to the center
February – Great Trinity Forest Adventure Hike

- Annual event with North Texas Orienteering Association
- Event held at Rochester Park at Pavilion and natural portion of park behind levee system
  - February 21, 2009
  - 94 people in attendance
    - 50% increase from 2008
  - Local Boy Scouts, High School JROTC programs and other interested citizens from age 8 up attended
  - Solicited and obtained CH2M Hill for sponsorship of event
  - Solicited and obtained Troy Aikman Foundation and Sports Authority commitments for prizes
  - Promoted to local media and in My Trinity River News
  - *Dallas Observer* sent reporter to event
February – Great Trinity Forest Adventure Hike
February – Great Trinity Forest Adventure Hike
March – 5th Annual Trinity River Levee Run

- March 7, 2009 at Trammel Crow Park
- Annual event presented by City of Dallas, Trinity Commons Foundation, Luke’s Locker, Dallas Running Club
- 2009 was 5 year milestone and 1st year the run was the primary event for Dallas Running Club’s March Calendar
  - Contributed to obtaining Key sponsors: Time Warner Cable, Bank of America, Ben E. Keith, Wood Partners, Fuel City, Kroger, and Coca Cola
  - Solicited and obtained contributing sponsors: Texas Rangers Baseball, Hilton Anatole, Barney’s New York
  - 800 runners plus over 300 spectators in attendance
    - 50% increase from 2008
March – 5th Annual Trinity River Levee Run

• Race producers continued the Glenn Carter Safety Challenge between Dallas Fire and Police

• In celebration of the milestone year and to showcase progress at the Margaret Hunt Hill Bridge, race producers changed this year’s route to include:
  – Runners enjoyed city vistas from levee top roads, running across the Continental Avenue Bridge, Industrial Boulevard, and Commerce Street as part of the new 10K loop
March – 5th Annual Trinity River Levee Run

• Planning of the run began in July of 2008 – attended all meetings on behalf of the City of Dallas
• Promotion of event began December 2008
• Listed in over 35 local calendars, race club calendars, healthy living club calendars, on blogs, DMN, Oak Cliff Tribune, Trinity Commons Foundation Web site, Trinity River Corridor Project Web Site
  – DMN stories written prior and after race
  – Obtained mention from famed DMN columnist, Robert Miller in his prestigious column prior to race
  – Pegasus News stories written prior and after race
  – Event included in sponsor newsletters such as Ben E. Keith’s newsletter
  – Channel 8 camera and DMN writer at the event
  – Overall publicity for the event was increased by 65% over 2008
March – 5th Annual Trinity River Levee Run
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April – Wetland Planting

• Earth Day Celebration Wetland planting Trinity River Corridor Project, Groundwork Dallas and Lewisville Aquatic Ecosystem Research Facility

• Wetland Cell F, Lower Chain of Wetlands
  – April 22, 2009 on Earth Day
  – 30 volunteers including U.S. Environmental Protection Agency and Greenhill School
  – Obtained TV network coverage: Channels 5, 8, 11, 33, Univision; DMN blogs and articles
  – Obtained attendance of Roy Appleton and photographer from DMN attended the event for three hours
  – Promoted event in My Trinity River News
April – Wetland Planting
April – Wetland Planting
May – Tire Clean Up

- May 8, 2009 Forest Tire Clean Up
- City of Dallas, Groundwork Dallas and Brown-Forman
- Rolled 300 tires out of area in forest near XX road
  - Channels 4, 8 and 11 covered event
  - Roy Appleton from DMN wrote article
  - Event promoted in My Trinity River News
May – Eagle Scout Project

- May 16, 2009
- Trinity River Corridor Project supported Lee Cooper, area Boy Scout in project to get his Eagle Scout Certification
  - Rainy cold morning, three dads and seven Boy Scouts put in trail markers at the new Rochester Park bois d’arc trail
  - Trail built in summer 2008 by Groundwork Dallas and Student Conservation Association
  - Next step will be to install trail kiosk and finish the markers
May – Univision Live Newscast from Trinity River Audubon Center

- May 21, 2009
- 3rd Thursday free and Univision day at center
  - Univision setup and aired live 5:00 pm news broadcast from center
  - McDonald’s and Trinity River Corridor Project hosted booths
  - 85 people attended
  - Univision returning in October for center’s one year anniversary celebration
June – Forest Tire Clean Up Part II

• June 6, 2009, to celebrate National Trails Day
• Tire Clean Up Continues with Part II
• City of Dallas, Groundwork Dallas and AmeriCorps
• Will roll out remaining 200 tires out of area in forest near 6800 Petty Lane, Dallas, TX 75217.
  – Promoted in May issue of My Trinity River News
  – Media Advisory sent to all local media
  – Story in DMN, on Channel 8, 5 and 11
June – Student Conservation Association Buckeye Trail Event

- June 6, in celebration of National Trails Day
- Student Conservation Association and Central Dallas Ministries Buckeye Trail Privet Removal Event
  - Sponsored by City of Dallas, Groundwork Dallas and Central Dallas Ministries
  - 100 volunteers expected
  - Removal of Asian privet and other invasive species from along new ADA built portion of trail
  - Free to the public

*Spring foliage and windfall along Texas Buckeye Trail.*
June – Texas Rangers Summer Academy

- June 11, June 18, June 25 Lena Pope Home, Inc.
- 30-45 Elementary School children per week will visit Trinity River Audubon Center
  - Lena Pope Home in Fort Worth participates in this program each year
  - Groups of children are taken to five different locations; Audubon Center is outing for Thursday
  - Texas Rangers’ sponsors the camp annually through the Texas Rangers Baseball Foundation
  - Obtained permission to use their logo
Special Projects

Joint Marketing and Media Relationships
Special Project –
Living with the Trinity
A River’s Story by KERA
Special Project –
Living with the Trinity
A River’s Story by KERA

- KERA received a grant through the Meadows Foundation to research the Trinity River and create the program
- The Web site and radio programs launched in May
- *Voices of the River* is part of the Trinity River Corridor Project marketing plan. It is the forum used by KERA for giving voice to stories about the Trinity River
- Future renditions of the *Voices of the River* segment will include Dr. Gail Thomas, Craig Holcomb and other people affiliated with the Trinity River Corridor Project
Transforming Texas Waterfronts

• Ft. Worth Trinity River Vision team created joint project

• Consists of brochure and a collection of displays, including a joint vision display
  – Features quotes from six mayors: Arlington, Dallas, Ft. Worth, Marble Falls, San Antonio, Waco
  – All seven displays showcased in April at the State Capitol in Austin
  – Showcased three of the displays May 4 at Annual Trinity Commons Luncheon
Univision

• Univision TV and Radio continues to be a strong partner
• Future projects include:
  – Coverage of upcoming Trinity River Corridor Project events
  – Partnership with Trinity River Audubon Center for one year celebration, promotion of events and coverage during celebration
  – Spring 2010 live news broadcast
Dallas ISD Bridge Curriculum Program

- Capture the unique opportunity in Dallas to teach children about the new signature bridge
- Develop curriculum
- Establish field trips
- Work with School Zone Dallas
- Create bilingual materials for students to take home
Outreach
2009 Outreach

• My *Trinity River News*
  – distribution has increased from 1200 in 1/09 to 1800+ currently through participation in location and national events

• Monthly media outreach

• Local and National event participation
  – Sally Ride Festival, national program (600)
  – Oak Cliff Earth Day, local event (3,500)
  – Party for the Planet, Zoo party, local event (6,000)
  – Boy Scout Show, regional event (3,500)
  – Taste of Addison, local event (25,000)
Outreach

• Since January 1, 2009
  – 21 presentations given (avg. 1 per week)
  – Total of over 400 individuals

• Various Organizations
  – Civic clubs (Rotary, Lions)
  – Realtor groups
  – Churches, Synagogues
  – Chambers of Commerce
  – Schools
  – Developers, Business leaders
2009 Upcoming Events and Programs

• July – Trinity River Corridor Project Photo Contest launch

• July – Rochester Park bois d'arc trail kiosk installation and trail marker completion

• July – Student Conservation Association trail construction and maintenance

• August – Launch of Trinity Trust educational campaign focusing on Margaret Hunt Hill Bridge

• September – Inauguration of Texas Buckeye Trail ADA Certified footbridge and path