

# Memorandum



CITY OF DALLAS

DATE December 2, 2010

TO Trinity River Corridor Project Committee Members:  
David A. Neumann (Chairman)                      Vonciel Jones Hill  
Steve Salazar (Vice-Chair)                      Delia D. Jasso  
Mayor Pro Tem Dwaine Caraway                      Linda Koop  
Deputy Mayor Pro Tem Pauline Medrano                      Ann Margolin  
Carolyn R. Davis

SUBJECT **2011 Preview of Events – Trinity River Corridor Project**

The attached briefing regarding the 2011 Preview of Events for the Trinity River Corridor Project will be presented at the December 7, 2010 Trinity River Corridor Project Committee Meeting. The briefing will provide a schedule for various events that will be open to the public within the Trinity River Corridor during the 2011 calendar year. The purpose of these events is to educate the public on the progress being made, and to generate excitement for the project

Please contact me if you have questions.

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



THE TRINITY  
DALLAS

Attachment

Cc: Honorable Mayor and Members of the City Council  
Mary K. Suhm, City Manager  
Ryan S. Evans, First Assistant City Manager  
A.C. Gonzalez, Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Jeanne Chipperfield, 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  
Kelly High, Director, Trinity Watershed Management  
Rebecca Rasor, P.E., Managing Director, Trinity River Corridor Project



# 2011 Preview of Events Trinity River Corridor Project

December 7, 2010





## Overview

- Objectives and purpose
- 2010 Events and Milestone Events
- 2011 Events in Preview
- 2011 Milestone Events
- Press Outreach



## Objectives

- The objectives of Events and Media Outreach are to:
  - Reach a large segment of the population at a nominal cost
  - Educate the public on the purpose and the progress of the Trinity River Corridor Project
  - Familiarize the public with the beautiful natural resources available in Dallas such as the Great Trinity Forest and the Trinity River
  - Draw media attention for the City of Dallas, the events, the sponsors, and the participants



## 2010 In Review

- Ten Student Conservation Forest Workshops
- 6<sup>th</sup> Trinity River Levee Run, Glenn Carter Safety Challenge and 1<sup>st</sup> Kayak Paddle, March 6, 2010
- Trinity River Photo Exhibit Tour and Receptions
  - It is estimated 120,000 people viewed the exhibit of 48 winning photos from the first Trinity River Photo Contest during 2010
  - Public and media attention remains high





# 2010 In Review



- Exhibit locations:
  - **Methodist Hospital**  
April debut with reception
  - **Texas Scottish Rite Hospital**  
May exhibit
  - **Myrtle Davis and Mattie Nash Recreation Center**  
June exhibit
  - **Janette Kennedy Gallery**  
July exhibit with reception



# 2010 In Review



- Exhibit locations:
  - **African American Museum** September through State Fair of Texas exhibit with reception
  - **Texas Discovery Gardens** September through State Fair of Texas (Non-winning photos)
  - **Trinity River Audubon Center** Exhibit begins mid-December
  - **Dallas City Hall** January on permanent exhibit

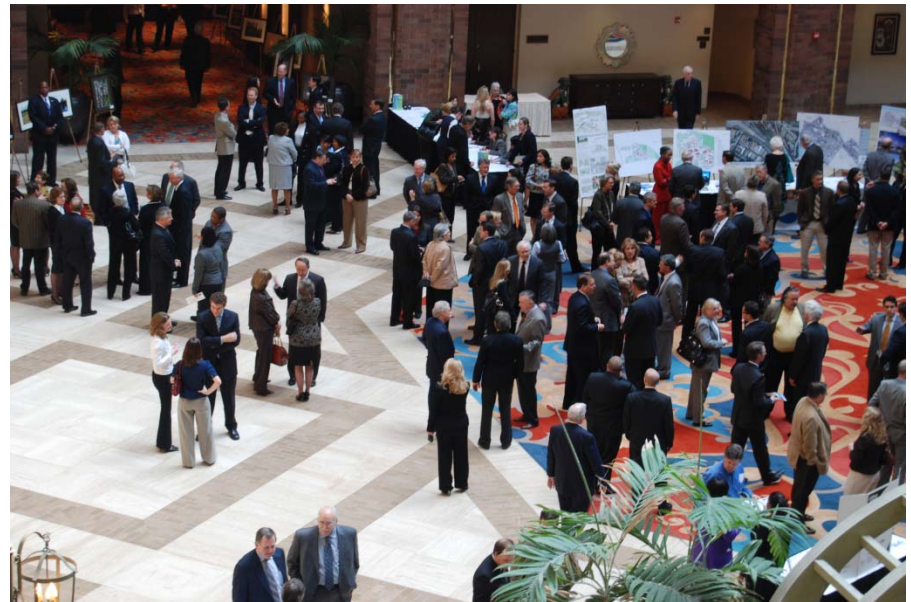




# 2010 In Review



- Trinity Commons Foundation Luncheon
  - March Luncheon
  - Twenty of the winning photos from 2009 Trinity River Photo Contest on display during luncheon
  - Keynote speaker, United States Trade Representative and former Dallas Mayor, Ron Kirk





# 2010 In Review



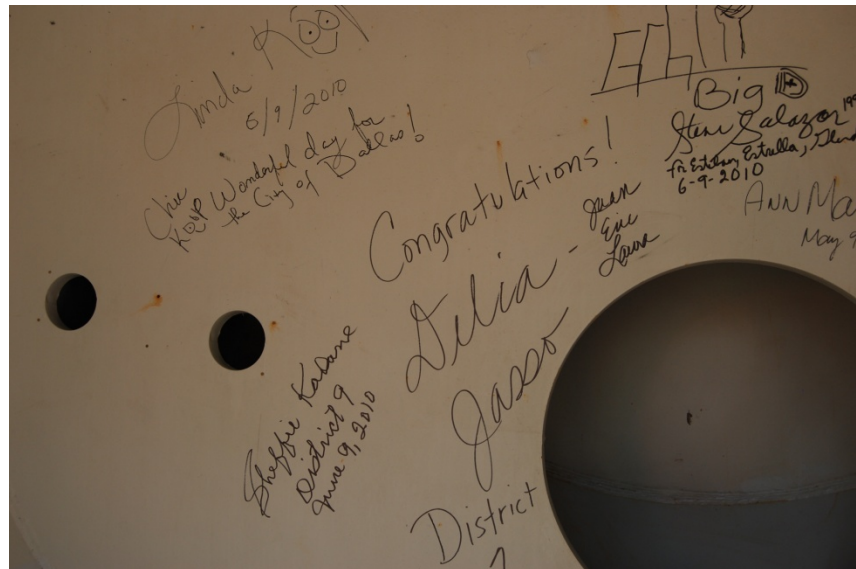
- Bruton Bottoms Cleanup with Groundwork Dallas and the Mormon Church
  - May event
  - Major forest and tire cleanup
  - 400 volunteers from the North Texas Region of the Mormon Church



# 2010 In Review



- Margaret Hunt Hill Bridge May Milestone
  - Memorial Day first arch cylinder in place
- Margaret Hunt Hill Bridge June Events
  - City Council Steel Signing
  - Placement of Keystone
  - Trinity Trust Topping Off Celebration



# 2010 In Review



- 2<sup>nd</sup> Trinity River Photo Contest Launch – June
- Trinity River Photo Contest Workshop – July
- Milestone Event, Trinity Watershed Management - September
  - Groundbreaking for the new \$27M Pavaho Pump Station







- Carpe Diem Fishing Tournament and Fun River Paddle – October
  - Produced by the Trinity Commons Foundation with welcome event sponsored by the Irving Chamber of Commerce
  - The event is held, weather permitting, to promote the environment along the Trinity River and the waterway itself
  - Twelve canoes traveled the river from Mountain Preserve in Irving to Trammell Crow Park





# 2010 in Review



- **Sally Ride Science Festival - October**
  - Astronaut Sally Ride, first woman in space, began this program in California to encourage girls 5<sup>th</sup> through 8<sup>th</sup> grade to select careers in science, math, environment, engineering, and medicine
  - The TRCP invited EPA to join them this year at the event and 950 children enjoyed learning about the Trinity Project



# 2010 in Review



- Trinity River Audubon Center Nature Fest Outreach Support - October
  - October celebration of nature and in honor of their original October opening
  - 750 in attendance, up from 380 the previous year
- 2010 Trinity River Photo Contest Winners, City Council Presentation - November



# 2010 Press Outreach



- The TRCP was showcased at twenty public outreach events such as: Oak Cliff Earth Day, Taste of Addison, Neighborhood Night Out, Party for the Planet at the Dallas Zoo
- Press release and media information distribution programs were in place for events and milestone events
- *My Trinity River News* monthly newsletters to 30,000 people
- Social media was utilized to further broaden the public and media awareness of events, milestones and activities: Facebook, Twitter, YouTube







# 2011 Trinity River Corridor Project

## Preview of Events and Milestone



# 2011 Preview of Events



- Trinity River Adventure Hike
  - Event Date: February 5, 2011
    - In association with the North Texas Orienteering Association (NTOA)
    - Typically 65 to 150 participants from schools, Boy Scout/Girl Scout Clubs, ROTC, NTOA, and general public
    - Held at Rochester Park, it is a timed trial where participants use a compass and map to navigate forest trails to find specific map markers
    - It teaches map reading skills, recognition of land features, and outdoor team building



# 2011 Preview of Events



- 7<sup>th</sup> Annual Trinity River Levee Run
  - Event Date: March 5, 2011
    - City of Dallas, Trinity Commons Foundation and Dallas Running Club produce this event
    - 500 – 1000 runners
    - This year will feature, new certified race course using more roads; runners will again cross Continental Avenue Bridge
    - Glenn Carter Safety Challenge between the COD Fire and Police department cadets
    - Kayak Paddle Adventure on Crow Lake with free kayak lessons and access to paddle a kayak
    - Tailgate Party



# 2011 Preview of Events



- Standing Wave Grand Opening
  - Milestone Event Date: February/March 2011
    - Major Trinity River celebration for the City with the public and media invited to mark achievement
    - The opening will also be used to announce the Texas Paddling Trails certification
    - Festivities will include a formal opening ceremony with the Dallas City Council
    - Kayak trick and fun paddle exhibition



# 2011 Preview of Events



- 2010 Photo Contest Winners – Debut Exhibit
  - Event Date: March 2011
    - Methodist Dallas Medical Center debut event with gallery style reception
    - Winning photos framed in large format and on display
    - Free event open to the public
    - The tour will be at the Janette Kennedy Gallery in July and other tour locations for 2011 will be announced





# 2011 Preview of Events



- Trinity River Wind Festival
  - Event date: April 30, 2011
    - This is a newly designed event for Dallas
    - Free to the public, it will be attractive to all age groups in North Texas
    - The event will be held at Trammell Crow Park and is sponsored by the City of Dallas, WRR and supported with a Kite Making Contest through the American Institute of Architects in Dallas
      - AIA is soliciting area schools, universities and their membership for contest participation
      - A kite theme featuring the flora and fauna along the Trinity River and the new construction in Dallas such as the Arts District and the Margaret Hunt Hill Bridge is the focus



# 2011 Preview of Events



- Trinity River Wind Festival (cont.)
  - Estimated attendance is 5,000
  - Recreational celebration of wind driven fun
  - Kites of all types, large show kites in designated area
  - Activities being planned, based on available funding (currently seeking sponsorships):
    - Pinwheels, model sail boats on Crow lake, hand thrown glider planes, Birds of the World, hot air balloons
    - Food and gift booths; all booths oriented toward wind driven items: wind chimes, kites, weather vanes, sail boats, whistles , wind socks, wind energy, green energy
    - Free sunset Wind Symphony performance with selections focused on music about the wind
    - The Wind Symphony will produce a new score composed with the theme of the Trinity River



# 2011 Preview of Events



- 2011 Photo Contest Launch – June
- Other special events and activities may be announced
- Additional Groundbreaking Events for 2011
  - Trinity Trails Phase II – January/February
  - Rochester Park Gateway Improvements – January/February
  - Elm Fork Soccer Complex – May
  - Baker Pump Station – August/September
  - Continental Avenue Pedestrian Bridge – November/December



# 2011 Preview of Events



- Additional Opening Events for 2011
  - Trinity Trail Phase I – January/February
  - Margaret Hunt Hill Bridge Opening Weekend Festivities – October 14-15
  - Santa Fe Trestle Hike and Bike Trail – November/December

# 2011 Press Outreach



- The TRCP will be showcased in twenty-two public outreach events such as: Oak Cliff Earth Day, Taste of Addison, Neighborhood Night Out, Party for the Planet at the Dallas Zoo, 3<sup>rd</sup> Thursday at Trinity River Audubon Center, Farmers Market Farm and Flower Festival
- Press release and media information distribution programs were in place for events and milestone events
- *My Trinity River News* monthly newsletters distribution increases from 30,000 to 40,000 people
- Social media will continue to be utilized to further broaden the public and media awareness of events, milestones and activities: Facebook, Twitter, YouTube





