

# Multi-City Bike Event

City Council Pitch





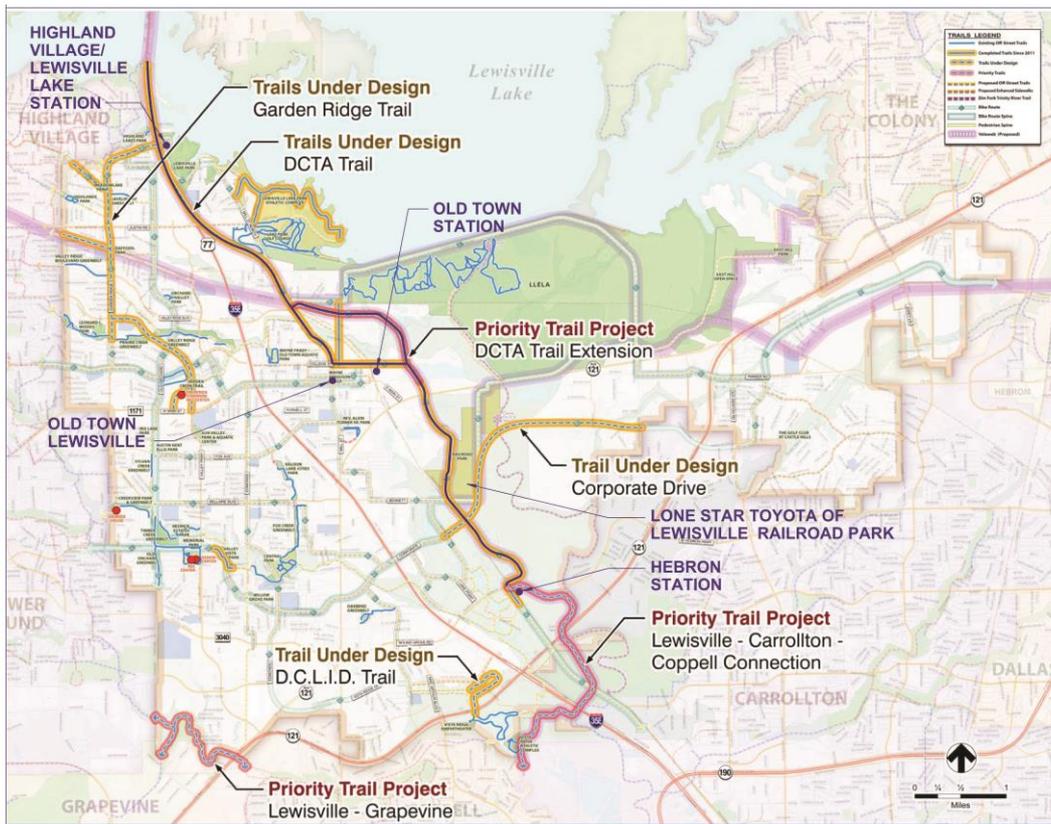
# Rails-to-Trails Conservancy Opening Day for Trails



- National Event
- 7th Annual Event
- Kick-off the spring trail season by hitting a favorite trail for a walk, run, ride or special event
- <https://www.railstotrails.org/trailblog/?tag=openingday>
- Opportunity for Lewisville to partner with DCTA and communities along DCTA Trail to host an annual event to celebrate the trail and benefits of connectivity to residents and the region
- Meetings have been held with Denton, Lewisville and DCTA for a “Kick-Off” Event for this April

# Opening Day for Trails Event

## DCTA Trail: Lewisville to Denton



**April 13, 2019**

- Lead Agency: Denton County Transportation Authority
- Confirmed Partners:
  - Denton
  - Highland Village
  - Lewisville
- Potential Partners:
  - Lake Dallas
  - Corinth
  - Regional bicycle clubs - PathFinders
- Each city hosts an event/rest stop at designated station
  - Kick off rides along DCTA trail



# Lewisville 2019 Logistics

- Primary Station: Highland Village/Lewisville Lake Station
  - Kiosk at adjacent parking lot
    - Kick off point for Lewisville to Denton DCTA Trail ride (time to be determined)
    - Information distribution
      - City points of interest
      - Sustainability materials
  - Nearby park and trail amenities
    - Copperas Branch Trail
    - Eagle Point Marina
    - Highlands Lake Park



# Opening Day for Trails – Future Issues

- DCTA Trail not complete in Lewisville
  - Gap between Lake Park Station and Mill Street termination
    - DCTA construction to begin in 2019
    - Until that gap is filled, the Lewisville route will end at Highland Village/Lewisville Lake Station
  - On-street bike lanes between Mill Street and Old Town Station
    - Off-street Valley Ridge Parkway Trail Extension priority in Parks Master Plan
- April is a busy event season
  - Denton 5K Dash/Run (first weekend)
  - Funny Bunny (floats)
  - ColorPalooza (floats)
  - Paws in the Park (last weekend)
- Considerations
  - Staffing limitations when there are conflicting events
  - Leveraging opportunities once DCTA Trail complete and cycling route can continue south
    - Can use existing events as a compliment to ODT without stretching staff



# Opening Day for Trails Long Term Conflicts

- Direct date conflicts will happen
  - 2019 – Funny Bunny
  - 2020 – Easter Weekend
  - 2021 – ColorPalooza
  - 2022 – Funny Bunny
  - 2023 – Easter Weekend
- To avoid the financial and staff impact of creating a new event, a city booth at the nearest station could direct participants to the existing event nearby
  - Funny Bunny – Hebron Station
  - ColorPalooza – Old Town Station

## April 2019

6 – ColorPalooza  
13 – Funny Bunny  
20 – Easter weekend

## April 2020

4 – Funny Bunny  
11 – Easter weekend  
18 – ColorPalooza  
25 – Paws in the Park

## April 2021

3 – Easter weekend  
10 – ColorPalooza  
24 – Paws in the Park

## April 2022

2 – ColorPalooza  
9 – Funny Bunny  
16 – Easter weekend  
26 – Paws in the Park

## April 2023

1 – Funny Bunny  
8 – Easter weekend  
15 – ColorPalooza  
22 – Paws in the Park



# Long Term Opportunities

- Use event to educate cycling community on Lewisville trails and transportation options
- Use event to educate cycling community on trail options throughout Denton and Dallas counties
- Use event to tie into future trail connections in Flower Mound and other area cities
- Use event to tie into Lone Star Toyota of Lewisville Railroad Park events (Funny Bunny, sports events, etc.)
  - Tie into existing events to reduce impact on staff and costs
- Use cycling event to tie into Old Town activities
- Supports Sustainability and Extending the Green Big Moves



# Opening Day for Trails Pitch

- Include as a component of Spring Event schedule for 2019
  - Absorb \$2,500 in Special Events budget for staff overtime and promotional items
  - On years that event falls on Easter Weekend, allow local bicycle groups to take the lead with no organized staff support
- Prioritize development of Valley Ridge Parkway Trail Extension
- No future budget impacts at this time