

May 23, 2023

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PAVLIK EARNS TOP DESIGN AWARDS

FOR IMMEDIATE RELEASE

Pavlik and Associates has received two top awards in the Hermes Creative Awards 2023 International Competition, based on the evaluation of the Association of Marketing and Communication Professionals (AMCP) judges.

Pavlik received a **platinum award**, the highest honor, for its design of The High-Speed Update Newsletter for the North Central Texas Council of Governments Dallas-Fort Worth High-Speed Transportation Connections Study.

The firm also received a **gold award** for the Need for Speed Social Media Campaign for the North Central Texas Council of Governments Dallas-Fort Worth High-Speed Transportation Connections Study.

The Dallas-Fort Worth High-Speed Transportation Connections Study is a groundbreaking 3.5-year study investigating potential high-speed technologies and alignments for the Dallas-Arlington-Fort Worth corridor. Included in the study has been the consideration of more than 40 alignments and the analysis of conventional rail, high-speed rail, magnetic levitation, and hyperloop technologies.



TECH UPDATE
High-Speed Rail Among Three Transportation Modes Now Under Study

Capable of traveling up to 250 miles on a fixed schedule, high-speed rail is a fast mode of transportation. Its strengths, according to North Central Texas Council of Governments' (NCTCOG) study team leading the DFW High-Speed Transportation Connections Study.

Also under intense review are magnetic levitation (maglev) and hyperloop technologies. Early on, conventional rail and high-speed rail services were all-included as possible transportation modes. However, to maintain travel times of more than 40 minutes to the 75 miles or more over Dallas and Fort Worth.

The first high-speed rail system, known as the Shinkansen or "bullet" train, began operations in Japan in 1964. Today, Japan has a network of nine high-speed rail lines serving 22 of its major cities, carrying more than 420,000 passengers on a typical weekday. The railway has never had a passenger fatality or injury due to accidents.

High-speed rail's most visible development in the United States is the Texas High-Speed Rail System in the U.S., located in California. It is currently under construction. The 71-mile line, connecting San Francisco to Los Angeles and Anaheim, is not expected to be completed until 2029. Texas Central Railroad is also planning a Shinkansen-style line between Dallas and Houston, with a goal to be operational in 2036.

High-Speed Rail
A section of typical elevated high-speed rail guideway

SPRING 2023 Calendar

APR 16 Presentation to The University of Texas at Arlington, Wakeable Arlington

APR 22 Arlington Rotary Club Briefing

MAY 19 and 20 Virtual Public Meetings

Plug Into This Discussion
Let's Talk About Travel Across DFW. Give Us Your Ideas.
www.nctcog.org/dfw-hstcs

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Pavlik was in competition with 6,500 entries from creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies. Entries came from corporate marketing and communication departments, advertising agencies, PR firms, graphic design shops, production companies, and web and digital creators and freelancers throughout the U.S. and internationally.