

# 2021

TRAVEL DEMAND MANAGEMENT PROGRAM  
**ANNUAL PERFORMANCE REPORT**

# 2022



North Central Texas  
Council of Governments



NORTH CENTRAL TEXAS  
COUNCIL OF GOVERNMENTS  
**TRAVEL DEMAND  
MANAGEMENT PROGRAM**

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# 2021 - 2022 TRAVEL DEMAND UPDATES

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The North Central Texas region experienced reductions in traffic congestion and improvements in air quality due to changes in traffic and commute patterns during COVID-19 restrictions. To sustain the positive benefits of changes in travel behavior on congestion experienced during the pandemic, the North Central Texas Council of Governments (NCTCOG) Travel Demand Management (TDM) Program assessed the impact of establishing a regional trip reduction target to reduce single-occupancy vehicle (SOV) or drive alone commute trips during peak travel periods. To ensure that a realistic regional target is established, the TDM Program researched trip reduction targets established by comparable sized metropolitan planning organizations across the country and researched trip reduction programs implemented by public and private employers.

NCTCOG also evaluated possible public policy tradeoffs and/or unintended consequences that may come with setting a target that is too low or too high. TDM Program staff presented the proposed resolution and target development process and sought public feedback during various meetings of the Surface Transportation Technical Committee, the Regional Transportation Council, and other public meetings.

In June 2021, the Regional Single-Occupancy Vehicle Trip Reduction Target Resolution was adopted. The Resolution seeks to reduce SOV commute trips by 20 percent by choosing alternative transportation.

## REGIONAL SINGLE-OCCUPANCY VEHICLE TRIP REDUCTION TARGET RESOLUTION

- Section 1.** The Regional Transportation Council supports the establishment of a regional trip reduction target of 20 percent to reduce the number of single-occupancy vehicle (SOV) commute trips during the peak period.
- Section 2.** The Regional Transportation Council strongly encourages both public and private sector employers to reduce employees' SOV trips consistent with Section 1 of this resolution through the establishment of a formal Employee Commute Program.
- Section 3.** The Regional Transportation Council strongly encourages both public and private sector employers to monitor and track agency participation of the Program through an online commute tracking platform.
- Section 4.** To aid in Program tracking and monitoring activities, both public and private sector agencies are strongly encouraged to utilize TryParkingIt.com, the region's commute tracking and ride-matching website and application. Employers may utilize an existing tracking platform comparable to Try Parking It for this purpose.
- Section 5.** For public sector agencies, the Regional Transportation Council will evaluate the agency's participation and implementation of the Program through a new policy established as part of the Metropolitan Transportation Plan Policy Bundles. Non-participation may impact the level of Transportation Development Credits received through the Policy Bundle Survey process.
- Section 6.** For private sector agencies, the Regional Transportation Council will monitor the agency's participation and implementation of the Program through TryParkingIt.com or a comparable tracking platform. Participation may result in awarding regional funding for TDM-related efforts e.g., (transit passes).
- Section 7.** NCTCOG staff will provide the Regional Transportation Council with annual updates on the status of the Regional Trip Reduction target to reduce SOV commute trips. Reported performance measures shall include Try Parking It utilization rates, number of users, trips reduced, and emissions reduced.
- Section 8.** This resolution shall be in effect immediately upon its adoption.

# 2021 - 2022 TRY PARKING IT UPDATES

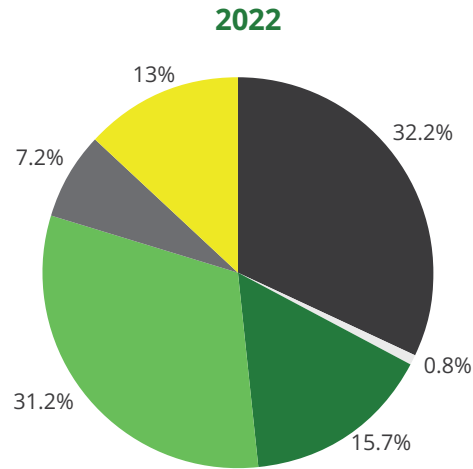
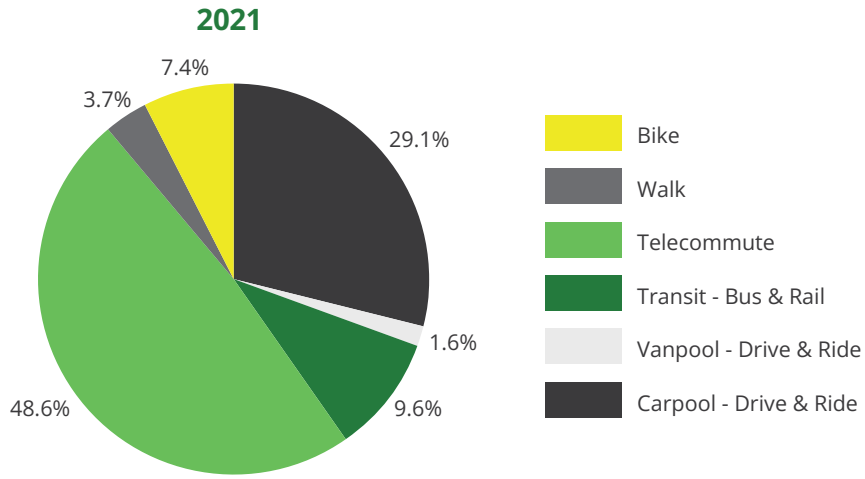
## EMISSIONS AND HEALTH SAVINGS BY COMMUTE MODE

Commute Mode	Trips Recorded		VMT Reduced (mi.)		\$ Saved		Gas Saved (lbs)		Calories Burned		NOx (lbs)		CO (lbs)		PM 2.5 (lbs)		VOC (lbs)	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
Carpool - Drive and Ride	9,553	9,092	137,576	138,150	78,205	83,595	37,880	6,154	-	-	34	34	940	940	1.21	1.22	7.58	7.61
Vanpool - Drive and Ride	525	211	13,190	3,170	7,559	1,921	3,691	144	-	-	3.26	0.78	100	20	0.12	0.03	0.73	0.17
Transit - Bus and Rail	3,166	4,430	48,812	90,134	27,678	55,163	13,449	4,037	-	-	12.1	22.3	340	620	0.43	0.79	2.69	4.97
Walk	1,228	2,041	1,847	2,709	1,052	1,635	486	119	247,997	326,723	0.46	0.67	20	20	0.02	0.02	0.1	0.15
Bike	2,421	3,675	9,359	17,312	5,338	10,594	2,615	771	382,627	617,441	2.31	4.27	60	120	0.08	0.15	0.52	0.95
Telecommute	15,940	8,809	655,874	380,095	373,777	229,177	173,916	16,587	-	-	162	93.9	4,480	2,600	5.78	3.35	36.1	20.9
Compressed Work Week	179	164	8,853	8,496	5,035	5,142	2,227	346	-	-	4.2	2.1	120	60	0.15	0.07	0.94	0.47
Brown Bag Lunch	11,381	9,827	56,790	49,115	32,304	29,753	15,540	2,188	-	-	14	12.1	380	340	0.5	0.43	3.13	2.71
<b>Total</b>	<b>44,393</b>	<b>38,249</b>	<b>932,301</b>	<b>689,181</b>	<b>530,948</b>	<b>416,980</b>	<b>249,804</b>	<b>30,346</b>	<b>630,624</b>	<b>944,164</b>	<b>232</b>	<b>170</b>	<b>6,440</b>	<b>4,720</b>	<b>8.29</b>	<b>6</b>	<b>52</b>	<b>38</b>

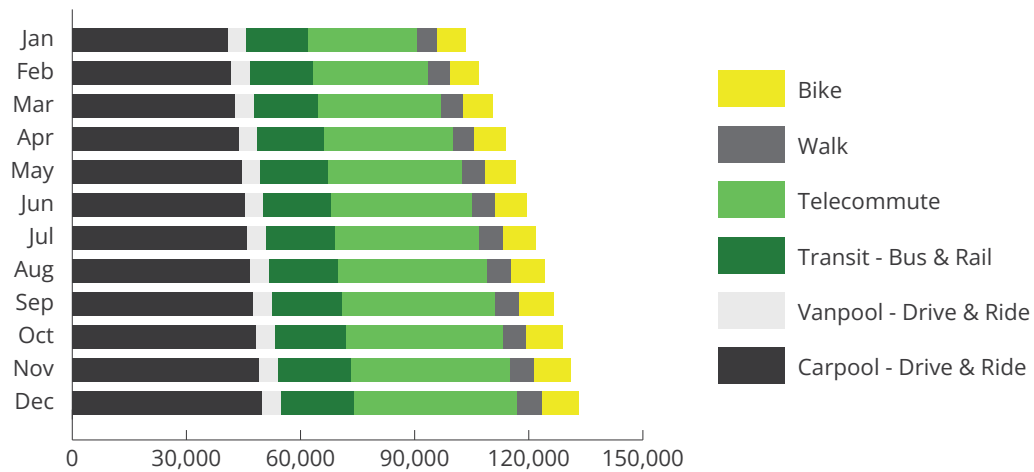
Note: The commute modes used, as reported through the Try Parking It website, are based on the commute activities voluntarily reported on the website. The actual commute mode percentages used throughout the region will differ.

# 2021 - 2022 TRY PARKING IT UPDATES

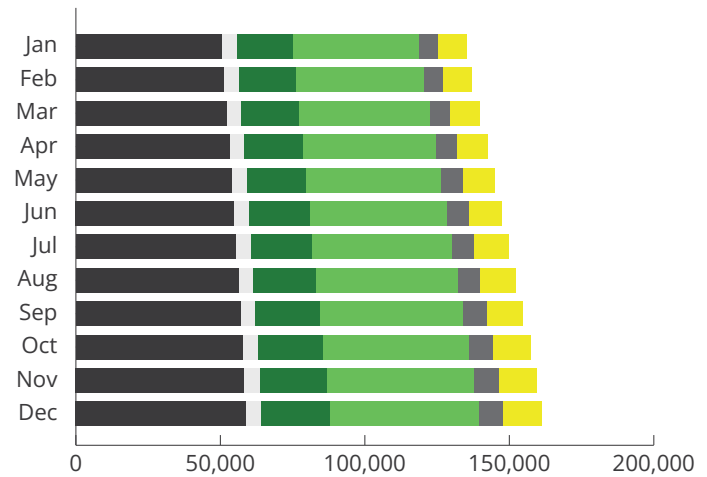
## TRY PARKING IT COMMUTE MODES - PERCENTAGE USED



## 2021 TRY PARKING IT COMMUTER DATA



## 2022 TRY PARKING IT COMMUTER DATA



# TRY PARKING IT ENHANCEMENTS

Try Parking It ensures a personalized and seamless experience. Users of Try Parking It are incentivized to not drive alone by offering reward points for tracked commuter activity. Points received from logged commute trips are then used as currency to purchase over 2,500 rewards. Instant redemption of rewards is a new feature of Try Parking It. There is no waiting period to use earned rewards. A wide array of reward choices can be selected from our G.R.E.EN. Reward Partners and Entertainment Reward options.

Several enhancements occurred for the Try Parking It platform in 2021 and 2022. Software upgrades completed by the Try Parking It Website and Application Consultant, Agile Mile, created a more robust experience for users which included:

## NEW (WEB-BASED) TRIP PLANNER FEATURES AND ENHANCEMENTS:

- Added ability for members to race against each other individually or in a team for a special event on web, iOS, and Android apps
- Added trip syncing options with Garmin and Fitbit devices
- Added GoCarma trip syncing
- Added ability to only allow redemption of a reward during specified days and hours
- Added ability to create and share a link to the trip planner with a pre-filled origin/destination location
- Added ability to show volunteer transportation providers in the trip planner
- Added tracking for members with electric and/or plug-in hybrid vehicles
- Added optional profile feature so members can indicate if they're vaccinated for COVID-19, and if they're willing to wear a mask when carpooling.

## ONE DAY A WEEK CAMPAIGN

In 2022, staff began development of the One Day a Week Campaign to encourage North Central Texas drivers to use alternative transportation at least one day a week. This can be accomplished by biking, walking, carpool, vanpool, transit, or telecommuting. By choosing one of the commutes, North Texans help reduce traffic congestion and improvements in air quality. Congestion was its lowest during the pandemic due to closures. To keep the congestion levels down, the Regional Transportation Council established an annual target to reduce drive alone commute trips by 20 percent. The goal can be met by choosing a new commute at least one day a week.



- Added miscellaneous accessibility and security enhancements
- Converted Android app to support Spanish
- Expanded monthly "What's new" email that automatically notifies members each month if they have any:
  - new commute trip matches
  - new trips that match their trip posts
  - new volunteer rides that match trip posts
  - new vanpools going their way
  - new challenge events
  - new rewards and/or new drawings
    - The Try Parking It app is available in the App Store and Google Play.

Try Parking It website can be accessed at [www.tryparkingit.com](http://www.tryparkingit.com) or via Android Google Play or Apple App Store.



# TRY PARKING IT OUTREACH

## 2022 DFW BIKE MONTH CHALLENGE

Try Parking It celebrated National Bike Month, in collaboration with BikeDFW, by hosting the DFW Bike month challenge for the month of May. The challenge was to bike everywhere and record the most trips in order to win prizes. The prizes included Try Parking It branded swag and bike swag provided by BikeDFW. Overall, the challenge reduced 395 trips and saved almost \$1000 dollars for the month of May alone.

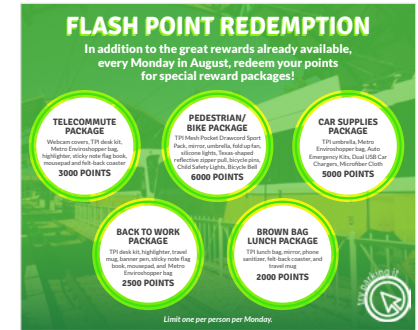
Congratulations to the 2022 Try Parking It DFW Bike Month Challenge winners and thank you to all participants!

## 2022 DFW Bike Month Challenge

<b>76</b> Fuel Saved (gal)	<b>395</b> Total Reduced Car Trips	<b>\$997</b> Money Saved
<b>426</b> Total Bike Trips Recorded	<b>58,514</b> Total Calories Burned	<b>1,532</b> Emissions Reduced (lbs)

## 2022 FLASH POINT REDEMPTION EVENT

In August 2022, Try Parking It hosted a Flash Point Redemption event. Members continued to record their trips, to earn more points to participate in the event. Members were able to redeem their points earned for commuter themed packages. Packages included items from the Bike/Pedestrian program, Air Quality programs, the 511 DFW program, and Try Parking It branded items. The event took place every Monday in the month of August and members were allowed to choose only one package. Members continued to have access to the G.R.E.E.N. Partner awards as well.



## 2022 TRY PARKING IT DFW BIKE MONTH CHALLENGE WINNERS



**Andrew Wallace**  
Dallas, TX  
56 Trips



**Mike Ramsey**  
Dallas, TX  
54 Trips



**Jason Alexander**  
Arlington, TX  
38 Trips



**Chae Mortimer**  
Dallas, TX  
38 Trips



**Suzi Rumohr**  
Denton, TX  
37 Trips

# 2021 - 2022 REGIONAL VANPOOL PROGRAM UPDATES

## REGIONAL VANPOOL PROGRAM PERFORMANCE JANUARY 2021 - DECEMBER 2022

	DART		Trinity Metro		DCTA		Private		Combined	
	2021	2022*	2021	2022	2021	2022	2021	2022**	2021	2022
<b>Total Number of Vans (at year end)</b>	9	-	76	182	65	75	71	-	221	257
<b>Average Number of Participants per month</b>	64	-	440	898	479	552	392	-	1,375	1,450
<b>Total Vehicle Miles of Travel Reduced (Annual)</b>	3,718,300	-	6,260,521	12,812,389	9,531,441	10,753,726	4,465,824	-	23,976,086	23,566,115
<b>Total Vehicle Trips Removed (Annual)</b>	26,390	-	186,616	379,928	283,166	349,012	129,516	-	625,688	728,940
<b>NOx Emissions Reduced (pounds)</b>	2,211	-	3,723	7,620	5,668	6,395	2,656	-	14,258	14,015
<b>VOC Emissions Reduced (pounds)</b>	737	-	1,241	2,540	1,889	2,132	885	-	4,752	4,672

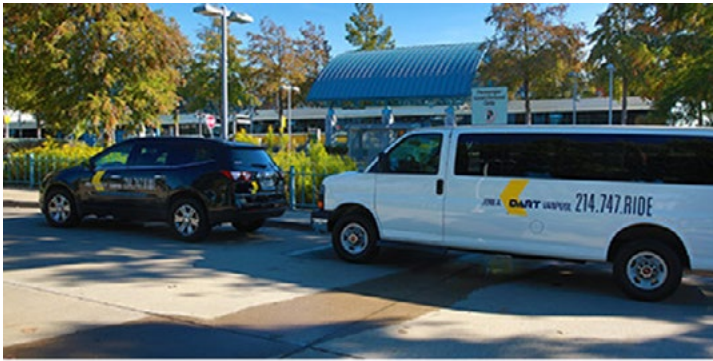
*\*Note: In 2022, DART's Vanpool Program was temporarily placed on hold. No data to report. \*\*No data to report.*

## ANNUAL COMPARISONS (DART, TRINITY METRO, DCTA, AND PRIVATE RIDERSHIP COMBINED)

	2020	2021	2022
<b>Total Number of Vans</b>	364	221	257
<b>Average Gas Price Per Gallon</b>	\$2.60	\$3.09	\$4.06
<b>Average Number of Participants per month</b>	2,595	1,375	1,450
<b>Total Vehicle Miles of Travel Reduced (Annual)</b>	38,279,271	23,976,086	23,566,115
<b>Total Vehicle Trips Reduced (Annual)</b>	1,101,814	625,688	728,940
<b>Total NOx Emissions Reduced (Pounds)</b>	22,765	14,258	14,015
<b>Total VOC Emissions Reduced (Pounds)</b>	7,588	4,752	4,672



# REGIONAL TRANSIT AGENCY UPDATES



## DALLAS AREA RAPID TRANSIT (DART) VANPOOL PROGRAM

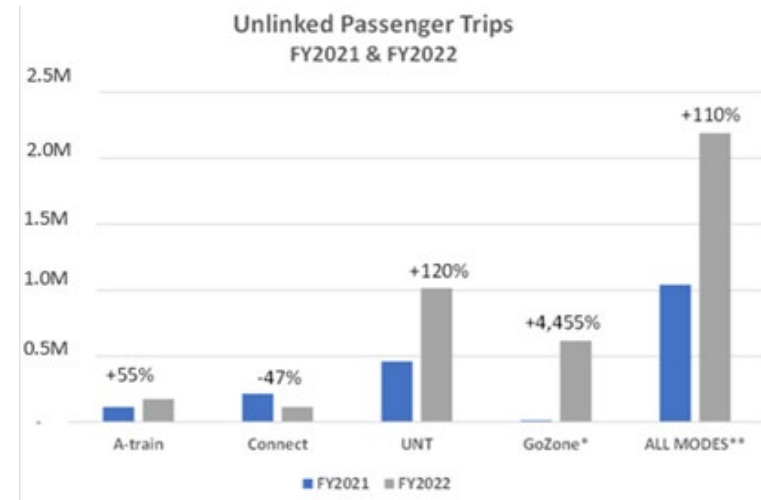
During 2021, the DART Vanpool Program experienced a period of stagnation that can be attributed to the following issues:

- Riders continuing to work from home due to the pandemic
- Auto manufacturers (Ford, General Motors, and Stellantis) halting production of new vehicles
- Global supply chain shortage of semiconductors for vehicles
- Used vehicle market was cost prohibitive with a 40 percent increase in vehicle cost

In March of 2022, DART'S vanpool program was temporarily dissolved. All active vanpools were taken over by Denton County Transportation Authority's and Trinity Metro's vanpool services.

## DENTON COUNTY TRANSIT AUTHORITY

Since the launch of GoZone, an on-demand rideshare service, on September 7, 2021, Denton County Transportation Authority (DCTA) has seen accelerated recovery to pre-COVID ridership levels and created one of the most widely used microtransit systems in the nation. GoZone operates in two separate zones: one in the City of Denton, and a combined zone for the Cities of Lewisville and Highland Village. Rides can be booked through a mobile app or by calling in to DCTA's customer service department. With an introductory rate of \$0.75 per ride, the service has proven extremely popular since launch, with over 547,000 completed trips in its first year of operation and 616,579 trips in 2022.



	A-train	Connect	UNT	GoZone*	All Modes**
<b>FY2021</b>	113,440	215,535	460,712	13,519	1,041,604
<b>FY2022</b>	175,637	114,364	1,015,360	616,759	2,189,434

\*GoZone operated only one full month in FY2021

\*\*All Modes includes all commuter rail, bus, vanpool, paratransit, and GoZone service.

The agency has experienced strong COVID-19 pandemic ridership recovery when comparing FY2021 and FY2022 ridership, showing a 110 percent recovery when combining all modes. While GoZone played a strong part in attracting new riders and strengthening recovery, ridership on the A-train increased 55percent year over year, and the return of students to the University of North Texas campus created strong growth of 120 percent for campus shuttle routes. DCTA's Vanpool ridership remained strong throughout the COVID-19 pandemic with 230,354 passenger trips in FY2022, up 6.4 percent over FY2021.

More information on ridership recovery can be found on DCTA's new public facing ridership dashboards, located at: [www.dcta.net/dashboard](http://www.dcta.net/dashboard).

# TRANSIT-ORIENTED DEVELOPMENT PLANNING

Transit-Oriented Developments (TOD) create opportunities for North Texans to make more trips through rail transit by designing more destinations and housing that is walkable from transit stations. Non-automobile trips become more likely when walking, biking, and transit options are available in TOD neighborhoods. Throughout 2021-2022 NCTCOG worked on various regional initiatives to support travel demand management through TOD.

NCTCOG staff completed the DART Red and Blue Lines Corridors TOD Study. The study provides recommendations for overcoming barriers to TOD in these DART corridors based on three efforts: evaluation of TOD sidewalk and bicycle first/last mile needs, TOD parking study, and TOD resident, business, and employee survey. Additionally, the work inventoried TODs on the corridor based on design criteria and documented zoning finding a lack of land entitled for TOD. Implementation actions recommended in the plan are also useful for any jurisdiction advancing walkable development.

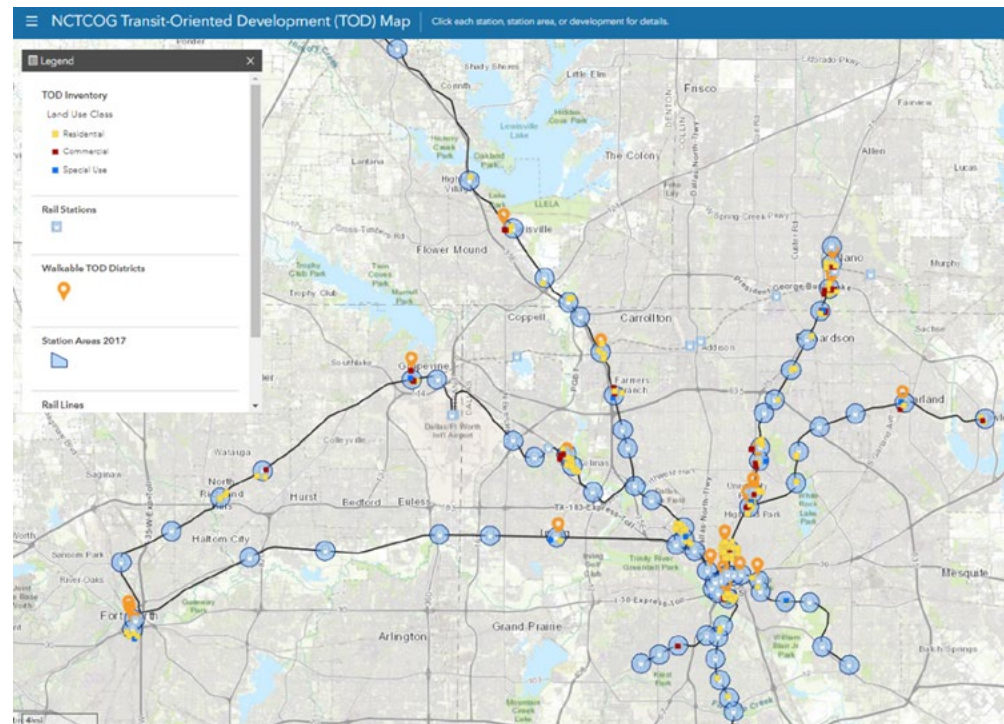
The North Texas regional TOD Inventory was created identifying 238 developments in the half-mile radius of the region's 85 rail transit stations meeting the TOD definition. Provided as an interactive map and summary report, it serves as a regional resource for TOD planning, evaluation, and provides examples of implementation. The inventory also evaluates how well the region's TODs meet national criteria for pedestrian supportive design.

In July of 2022, the Regional Transportation Council awarded \$20 million in funding to support public infrastructure needs in redeveloping the DART park and ride lot at SMU/Mockingbird Station. The redevelopment would support a high-density mixed-use project adding affordable and market rate housing along with retail, hotel, and other uses.

Details on NCTCOG TOD initiatives can be found at [www.NCTCOG.org/TOD](http://www.NCTCOG.org/TOD).



DART, Oct. 2022: SMU/Mockingbird Station Redevelopment PHOTO



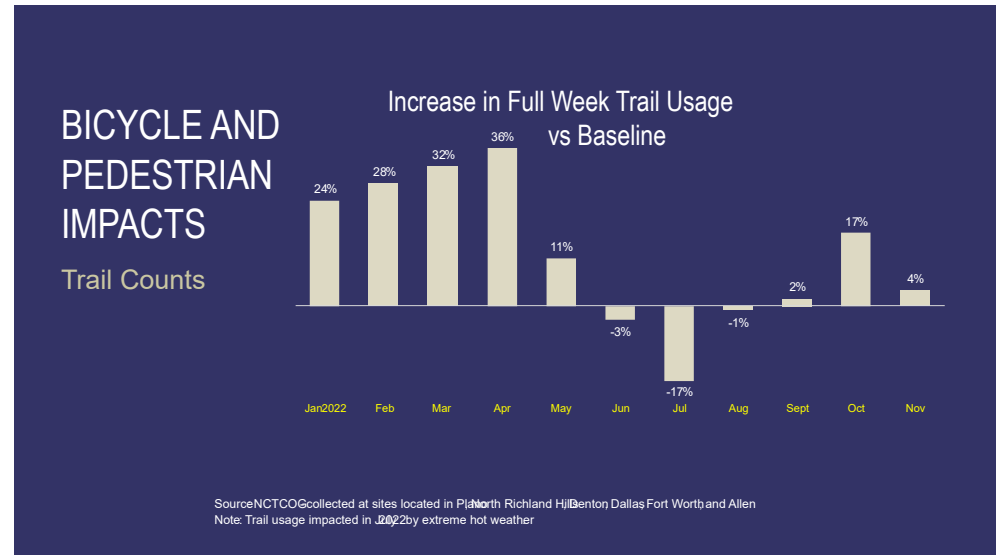
# BICYCLE-PEDESTRIAN PROGRAM UPDATES

## COVID-19 IMPACTS ON ACTIVE TRANSPORTATION IN 2021-2022

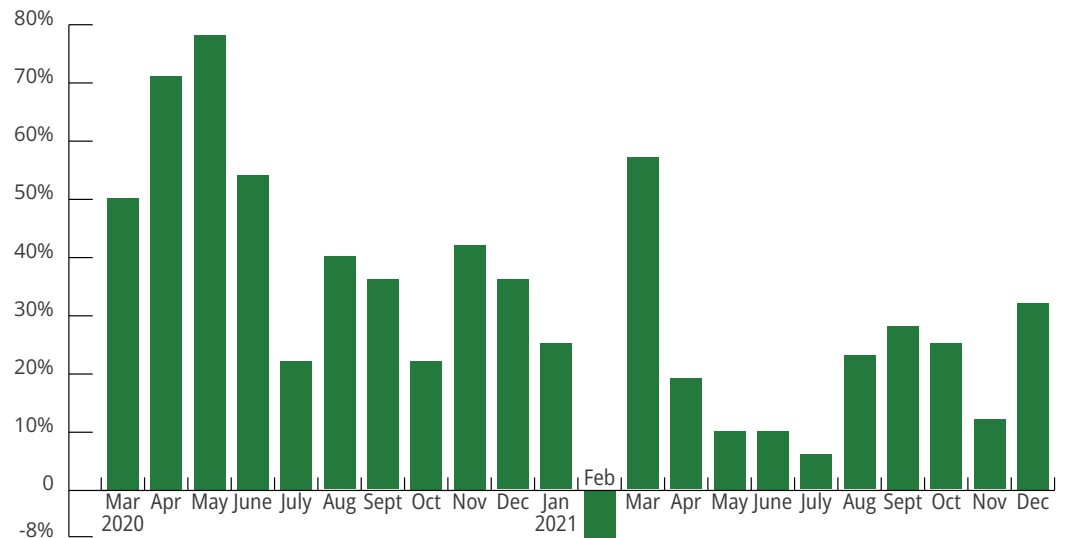
In partnership with local agencies, the North Central Texas Council of Governments collects bicycle and pedestrian traffic counts on regionally significant trails in Collin, Dallas, Denton, and Tarrant Counties. Since the outbreak of COVID-19 in March 2020, NCTCOG has monitored changes in travel behavior and trends. Trail counts surged early in the pandemic, increasing dramatically in 2020 and continued to be considerably higher during 2021. Cold weather conditions and precipitation are contributing factors influencing decisions to walk and bicycle for trips. As displayed in the Monthly Trail Usage chart, trail counts in February 2021 decreased due to the weeklong winter storm in North Texas that experienced extreme ice and snow. In contrast, both December 2020 and January 2021 were typical mild winter months and registered more than 25 percent growth in trail use compared to 2019. Throughout the remainder of 2021, the surge in people walking and bicycling continued to occur on trails throughout the region.

In 2022, the use of trails for walking and biking remained strong. Trails in the region registered a 32 percent increase in usage in March 2022, with a peak increase of 36 percent in April. Summer months aligned with trail usage levels from 2019 due to excessive heat. Temperatures reached a record of 108 degrees Fahrenheit, and usage decreased by 17 percent. By Fall, trail use increased, primarily due to the alleviated season change.

People can learn locations of existing local trails and bicycle fatalities in communities by using the Regional Trails and On-Street Bikeway interactive map tool provided by NCTCOG. This online tool is available at [nctcog.org/veloweb](http://nctcog.org/veloweb). You can also use it in identifying facilities soon to be constructed and locally planned facilities to be implemented in the future.



## MONTHLY TRAIL USAGE (Percent Change 2019 vs. 2021)



# REGIONAL TRANSIT MANAGEMENT AND PLANNING

In 2021, NCTCOG completed three transit studies which focused on developing a comprehensive approach to planning and implementing transit service options outside of transit authority service areas (DART, DCTA, and Trinity Metro). Three separate study areas were assessed: Collin County, southern Dallas County, and Tarrant County. The Collin County study also evaluated the feasibility of passenger rail service along the Irving to Frisco rail corridor.

input. Lastly, implementation plans were developed that advance the transit recommendations in each study area and guide municipalities in their efforts to implement services that address local and regional needs, priorities, and goals. Please visit [www.nctcog.org/transitstudies](http://www.nctcog.org/transitstudies) for more information on the studies.

Each study examined transit needs/demand, identified opportunities for transit service expansion and improvements, and developed transit service options based on analysis as well as substantial public and stakeholder

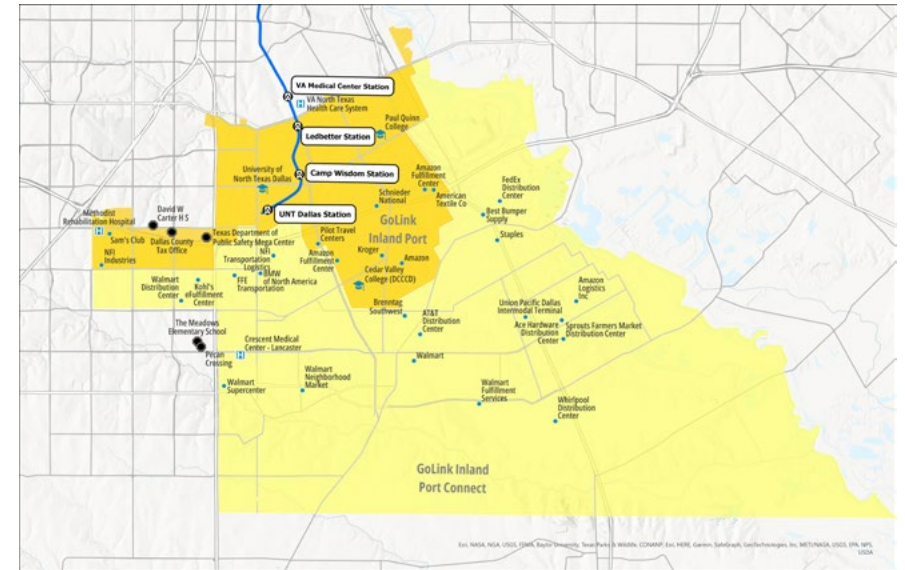
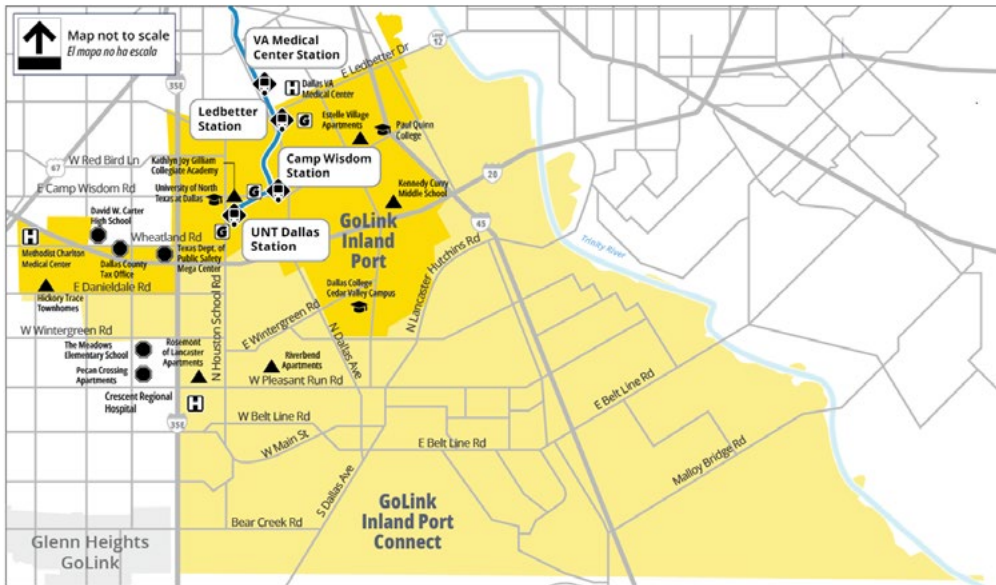
## FY21 - FY22 NTD<sup>1</sup> REPORTING FOR SMALL TRANSIT PROVIDERS

Transit Provider	Unlinked Passenger Trips		Vehicle Revenue Hours		Vehicle Revenue Miles		Vehicles Operated in Max Service		Urban Unlinked Passenger Trips (%)		Rural Unlinked Passenger Trips (%)	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
City/County	23,097	23,632	15,789	18,060	261,869	289,242	12	15	83	80	17	20
Community Transit Services	25,920	32,242	8,944	8,374	159,163	138,933	8	8	16	16	84	84
Public Transit Services	44,833	53,720	18,686	23,507	406,244	458,021	15	15	14	17	86	83
Span, Inc.	28,658	40,498	21,333	25,237	456,949	557,102	22	26	65	57	35	43
STAR Transit	127,502	154,979	76,814	83,004	1,276,009	1,305,276	49	52	80	79	20	21

<sup>1</sup>The National Transit Database (NTD) records the financial, operating, and asset condition of transit systems that receive Urbanized Area Formula Program (\$5307) or Rural Formula Program (\$5311) funding.

## SOUTHERN DALLAS COUNTY INLAND PORT TRANSPORTATION MANAGEMENT ASSOCIATION

Inland Port TMA GoLink Service continues to provide on-demand shared ride service operated by STAR Transit and supplemented by UberPool. Trips can be booked via DART GoPass or by calling the STAR Call Center. The service has steadily seen an increase in ridership. Inland Port Rides is a late-night rider assistance program offered to eligible employees of IPTMA business members. Inland Port Rides operates from 8 PM to 5 AM, Monday through Friday. The service is available in areas outside of the DART service area within the Southern Dallas County Inland Port area. IPTMA GoLink operates from 5 AM to 8 PM, Monday through Friday.



# 2021 - 2022 TRY PARKING IT G.R.E.E.N. REWARD PARTNERS

As of March 2023, 276 local businesses have become Try Parking It G.R.E.E.N. Reward Partners under the business recruitment efforts of The Burrell Group. Thanks to the generosity of our G.R.E.E.N. Reward Partners, over \$476,092 in amazing incentives have been donated to the Try Parking It Rewards Program during 2021 and \$501,202.60 donated during 2022. Our G.R.E.E.N. Reward Partners continue to contribute fantastic rewards such as free food and desserts; store discounts free offers; spa, beauty, and fitness sessions; bike rentals, accessories, and tune-ups; museum, entertainment, and amusement park passes; car washes; and much more!

## WHAT IS A G.R.E.E.N. REWARD PARTNER?

**GIVE:** Give a certain amount of rewards monthly or quarterly for active users to win on the Try Parking It website. Rewards may include: giveaways, discounts, a large contest prize, etc.

**RECEIVE:** Receive recognition on our website, in newsletters, social media, and more.

**EXPAND:** Expand your customer demographic. You will reach a large amount of commuters by partnering with us, which can potentially result in new and lasting customers for your business.

**EFFECT:** You are aiding in improving air quality and decreasing traffic congestion by joining our program. How? The rewards contributed by your business are motivating commuters to try alternative commutes, getting more vehicles off the road.

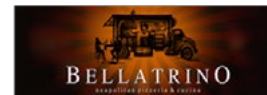
**NORTH TEXAS:** We love our region, and we know you do too. Let's work together in bringing awareness to alternative commutes and the amazing companies in our region!



## G.R.E.E.N. REWARD PARTNERS JANUARY 2021 - DECEMBER 2022



abundantly aromatic



G.R.E.E.N. REWARD PARTNERS JANUARY 2021 - DECEMBER 2022

BLUE MESA



Brown Chiropractic Center



Kimbell Art Museum



The Modern



PACIFIC TABLE



G.R.E.E.N. REWARD PARTNERS JANUARY 2021 - DECEMBER 2022





TRINITY  METRO<sup>SM</sup>



## NCTCOG TDM PROGRAM

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