

OVERVIEW OF NEXT STEPS INVOLVING NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS' TRAVEL DEMAND MANAGEMENT PROGRAM

Regional Transportation Council

Sonya J. Landrum, Program Manager
December 10, 2020



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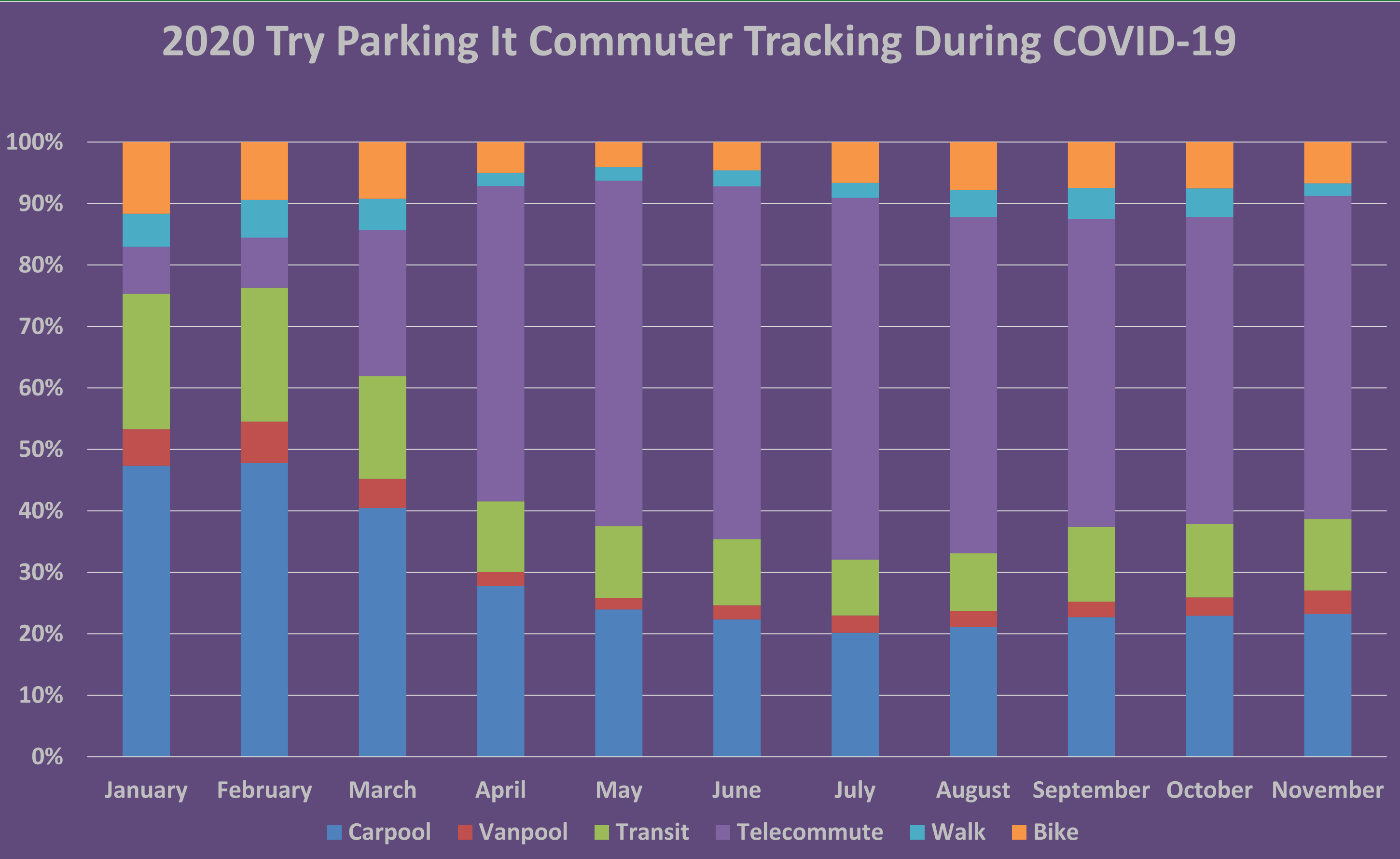
What is Travel Demand Management?

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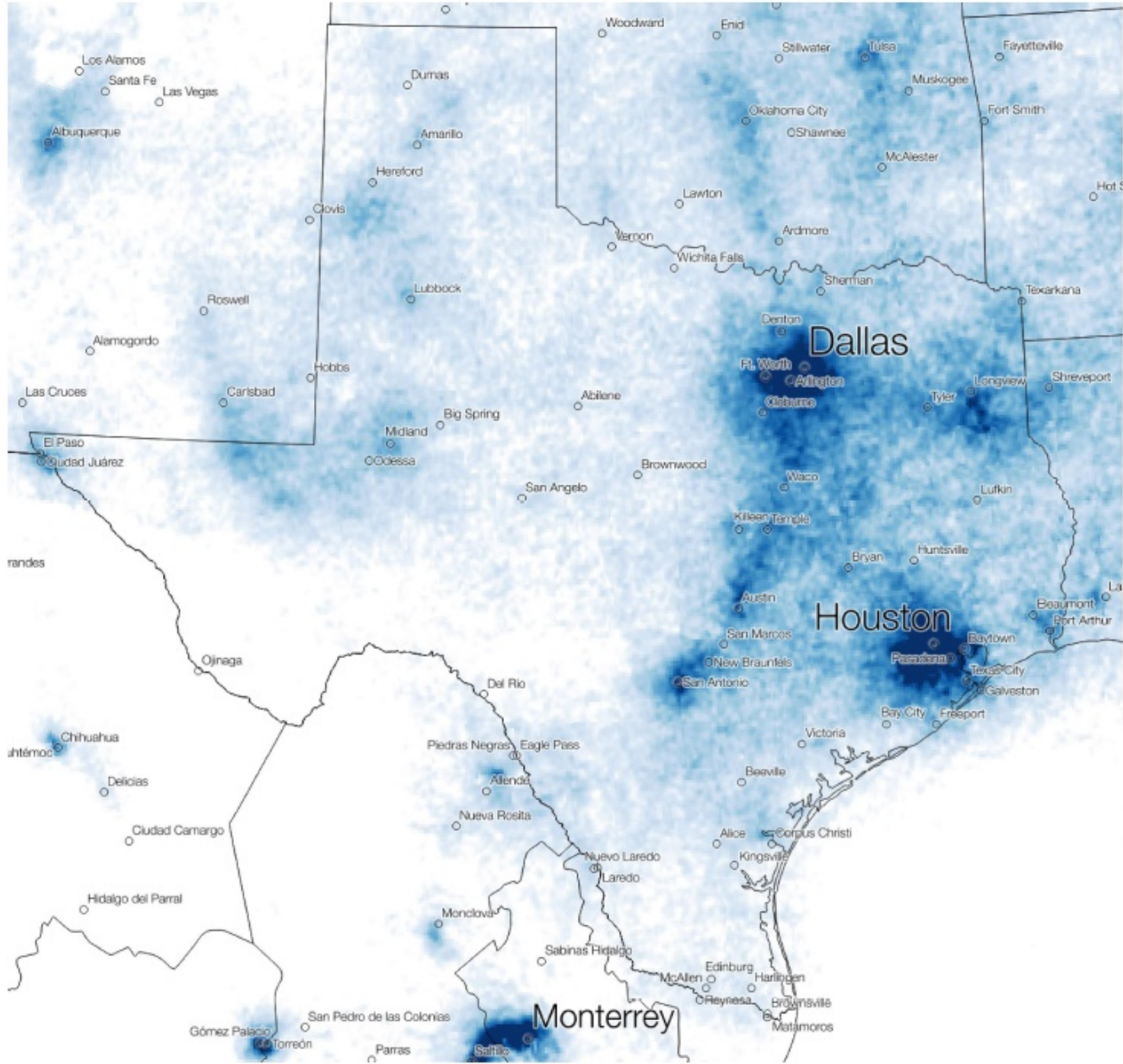
NCTCOG's Travel Demand Management (TDM) Goal:
Implementation of strategies that reduce the demand for Single Occupancy Vehicle (SOV) travel on roadways by offering alternatives to driving alone.

- Ridesharing: Carpooling and Vanpooling
- Transit: Bus and Rail
- Active Transportation: Biking and Walking
- Telecommuting: Work from Home
- Compressed Work Weeks: 4/40 and 9/80 Schedules
- Flexible Work Hour Schedules: Staggered Shifts

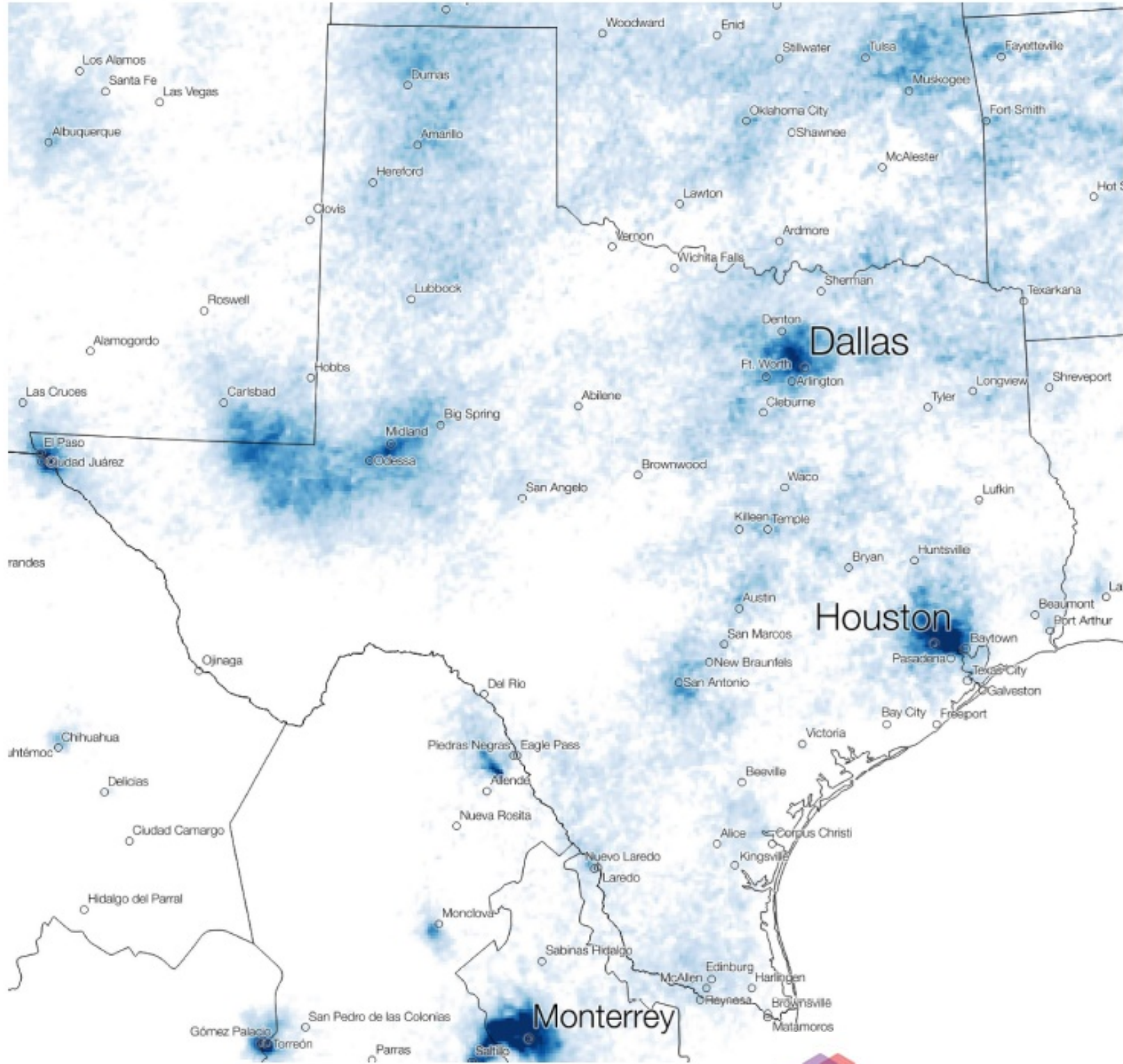
Impacts of COVID-19 on TDM



Impacts of COVID-19 on Air Quality



February 2020



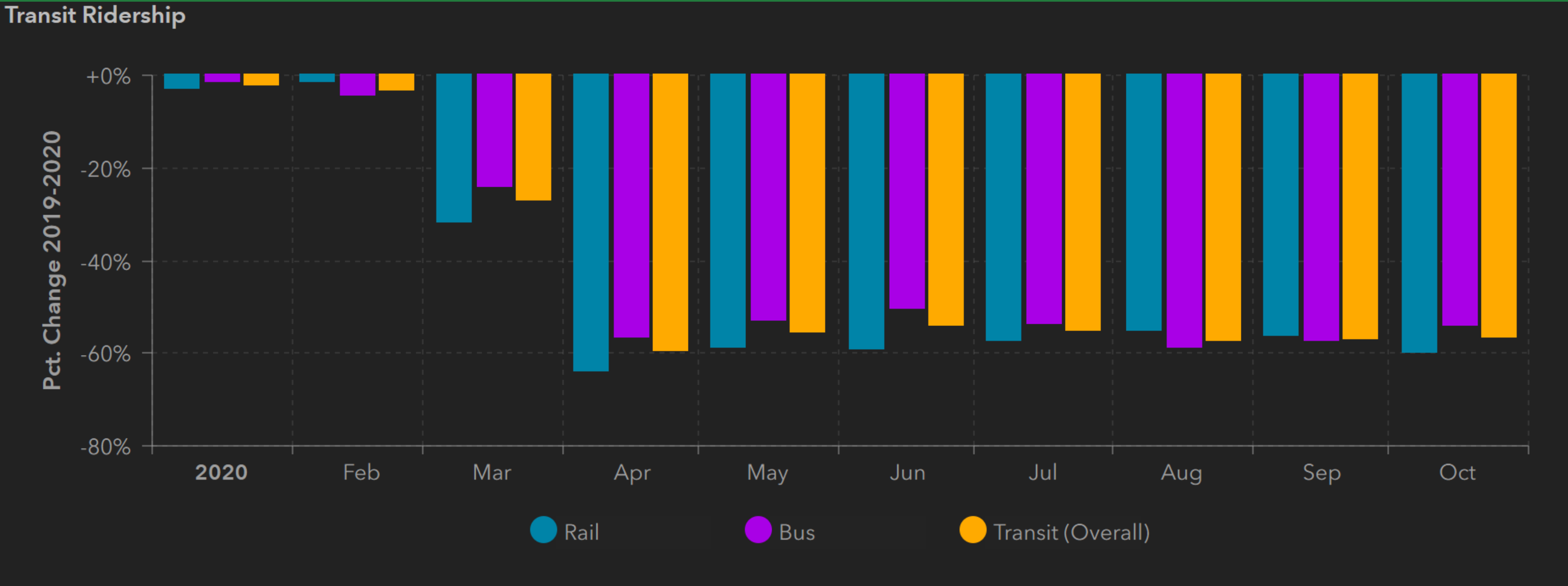
Week of March 29, 2020



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Impacts of COVID-19 on Travel Behavior

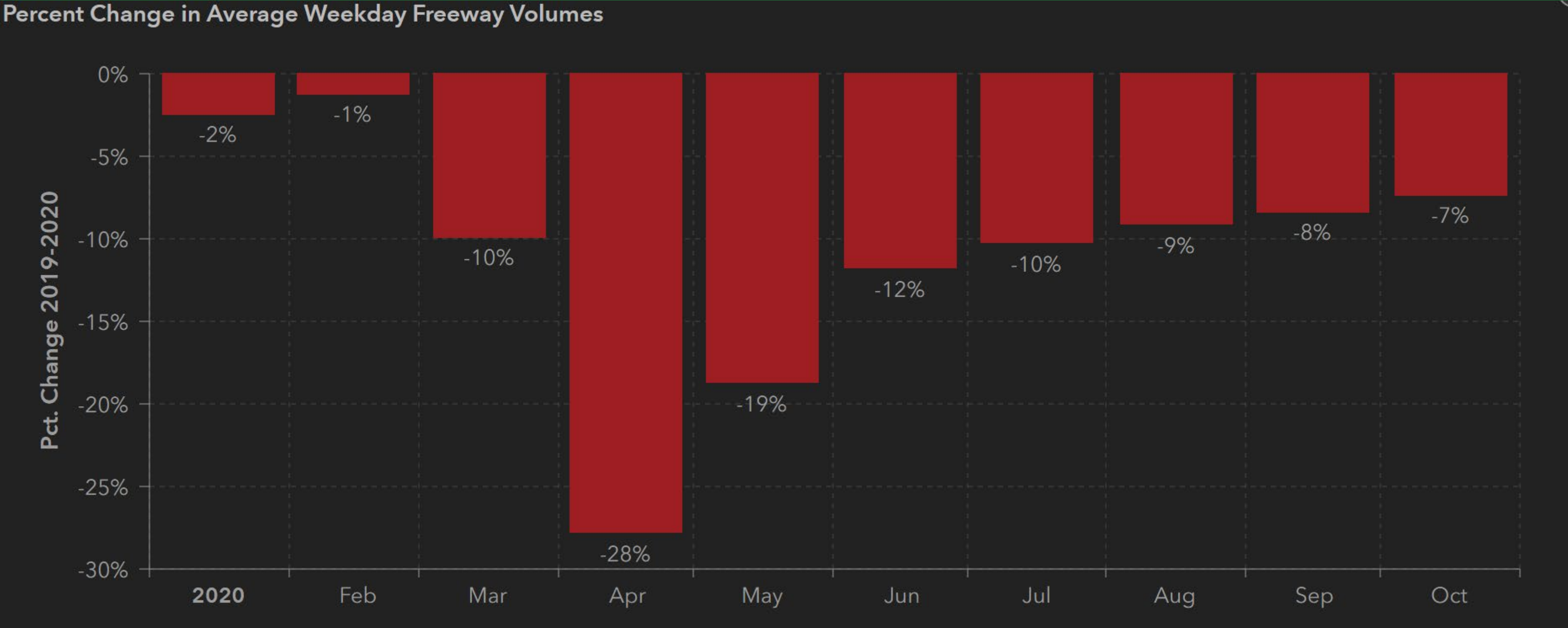
TRANSIT IMPACTS - Weekday Ridership



Source: DART, Trinity Metro, and DCTA

Impacts of COVID-19 on Travel Behavior

ROADWAY IMPACTS - Average Weekday Freeway Volumes



Source: Traffic counts recorded by TxDOT automatic count devices along regional freeway facilities.

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The Public Sector's Perspective

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- Capital Area Metropolitan Planning Organization (Austin, TX) – 20 percent reduction by 2020
- Capital District Transportation Committee (Albany, NY) – 40 percent reduction by 2030
- Chicago Metropolitan Agency for Planning (Chicago, IL) – 80 percent reduction by 2050
- City of Seattle (Seattle, WA) – 28.8 percent reduction by 2023
- Metropolitan Transportation Commission (San Francisco, CA) – 60 percent reduction by 2050 (Carbon Reduction Effort)
- North Central Texas Council of Governments – voluntary 20 percent reduction goal as part of NCTCOG Employer Trip Reduction Program



The Private Sector's Perspective



- Microsoft Corporation – Remote working up to 50 percent of work week or permanently work remotely
- Infosys – 33 percent of employees to work from home permanently
- Facebook – 50 percent of employees to work remotely in the next 5-10 years
- Using technology to impact the bottom line (e.g. less required parking, less office space needed, etc.)
- May be more focused on reducing carbon footprint and climate change



The Private Sector's Perspective



Trip Reduction Program Benefits to the Private Sector

1. Decreased demand for parking spaces
2. Reduced employee tardiness and absenteeism
3. Expanded labor pool
4. Enhanced public image
5. Low-cost benefit to employees
6. Increased employee satisfaction
7. Reduced employee stress
8. Increased employee productivity

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NCTCOG's Trip Reduction Perspective


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- TDM and trip reduction strategies are not a “One Size Fits All” solution
- An effective trip reduction program includes strategies that fit the needs of employers and commuters
- Employer buy-in is needed for maximum employee participation in trip reduction programs
- Mandatory remote work arrangements during pandemic have proven that teleworking on a larger scale is achievable without sacrificing work quality/quantity
- RTC and NCTCOG should take a leadership position in establishing a mandatory SOV trip reduction goal

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Trip Reduction Target Setting Areas of Consideration

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- Possible Public Policy Tradeoffs (Higher vs. Lower Target)
- Higher Target Results in:
 - Improved air quality
 - Decreased roadway congestion
 - Increased efficiency of the transportation system
- Possible Unintended Consequences of a Higher Target:
 - Decreased Safety: Less roadway congestion  increased roadway speeds, increased fatalities
 - Completely removing trips may inadvertently impact transit
 - Impact to downtown livability and/or urban lifestyle
 - Negative impact to sales tax collections
 - Negative impact to downtown tourism
- Recommend a realistically achievable mandatory target that results in high benefits and reduced negative impacts



NCTCOG TDM Program Contact Info

Share Your Feedback

Sonya J. Landrum
Program Manager
SLandrum@nctcog.org

Caryn Sanders
Transportation Planner
CSanders@nctcog.org

Natalie Bettger
Sr. Program Manager
NBettger@nctcog.org

WEBSITE

www.nctcog.org/trans/manage/tdm

PHONE

817-695-9245
