Informative Measures

Informative measures provide context to help explain outcomes of the performance measures. These measures do not necessarily have clear ideal values or directions and are not directly actionable by local governments. However, they can have an influence on TOD performance measures. While there are many possible informative measures, this report focuses on select station area related measures most applicable to TOD and available to NCTCOG.

For the North Texas Regional TOD Progress Report, NCTCOG has identified three overarching categories for the informative measures:

- Demographics
- Land Use
- Transit Trip Purpose & Destinations



Demographics

Population, household, and housing characteristics, or demographics, provide important context for understanding each station area.

The demographic data surrounding the rail transit stations were collected at the block group level from Census ACS 2020-2024 survey and NCTCOG Fair Access in Communities Tool (FACT) intersecting the half-mile buffer radius around each station. See **Table 6** for the specific data tables used. A complete methodology on demographic data collection and synthesis can be found in **Appendix 5**.

Due to issues with using total population counts for small geographies and spatial mismatch of those geographies and the station area half-mile radius, this report will use the NCTCOG Demographic Forecast for population totals and the NCTCOG TOD parcel data for housing totals (see Economic Development section for more details). All other statistics representing measures of central tendency (mean, median, mode) and percentages will come from the Census ACS. See **Appendix 1** for a list of data sources.

For additional regional demographic data by station area, please visit the **NCTCOG TOD Interactive Map** under the **Information Pages** tab and select **Demographics**.

Table 6: List of ACS 2020-2024 Data Tables and NCTCOG FACT Data

ACS 2020-2024 Data Tables	
Data Table	**Description**
B01002	Median Age by Sex
B08301	Means of Transportation to Work
B11001	Household Type (Including Living Alone) [Including Margin of Error]
B15003	Education Attainment for the Population 25 Years and Over
B19013	Median Household Income in the Past 12 Months (in 2023 Inflation-Adjusted Dollars)
B25002	Occupancy Status
B25003	Tenure
B25010	Average Household Size of Occupied Housing Units by Tenure
B25024	Units in Structure
B25064	Median Gross Rent (Dollars)
B25077	Median Value (Dollars)
NCTCOG FACT	
Description	**Data Used**
Minority Population	Percent Minority Population
Zero Car Households	Percent Zero Car Households

Population Statistics

The estimated total population in North Texas TOD areas accounts for approximately three percent of the North Texas region's total population. These TOD areas likely have higher minority population. Like the region, most individuals in TOD areas have a high school diploma while less than half have at least a bachelor's degree as listed in **Table 7**.

Table 7: Station Area Population Statistics

	North Texas TOD Areas	North Texas Region
Estimated Total Population*	293,617	8,578,654[1]
Estimated Average Population per Station Area*	3,902	
Estimated Median Age	36	36
Percentage: High School graduate or higher	80%	88%
Percentage: Bachelor's degree or higher	41%	40%
Percentage: Total Minority*	69%	56%
**NCTCOG Demographic Forecast* ***NCTCOG FACT data*		

Table Source: Census American Community Survey 2020-2024 Data Tables, See **Appendix 5** for additional data and analysis.

[1]https://rdc.dfwmaps.com/pdfs/2025%20NCTCOG%20Population%20Estimates%20Publication.pdf

Household Statistics

A larger proportion of North Texas TOD area households are individuals living alone. Yet, households in North Texas TOD areas are only slightly smaller than the regional average. See **Table 8** for household statistics.

Households in North Texas TOD areas have slightly lower incomes. On average, the estimated median household income across TOD area block groups is $85,575 which is lower than the region's estimated median household income of $89,718. Although the unweighted average of block group median household incomes varies from station to station, about half the station areas have an average median household income less than the North Texas regional average (see **Figure 15**).

Table 8: Station Area Household Statistics

	North Texas TOD Areas	North Texas Region
Average Household Size	2.5	2.7
Percentage: Householder Living Alone	40%	27%
Estimated Median Household Income	$85,575	$89,718
Percentage: Zero Car Households*	8%	2%
**NCTCOG FACT data*		

Figure 15: Distribution of Median Household Income Across Station Areas

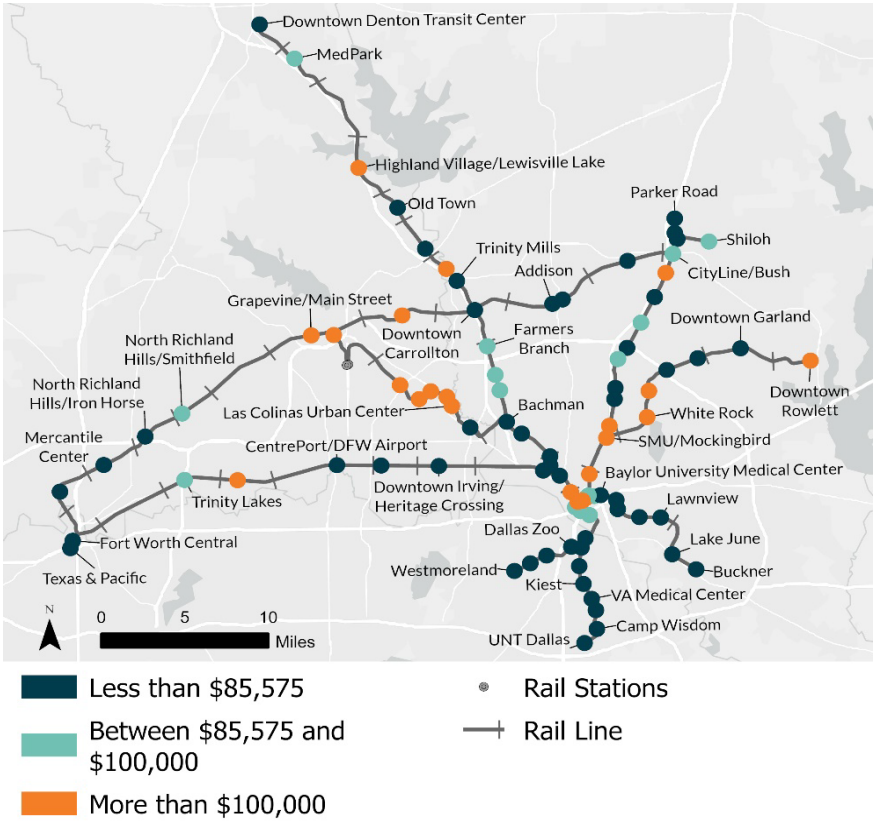


Figure and Table Source: Census American Community Survey 2020-2024 Data Tables and NCTCOG Fair Housing Access in Community Tool. See **Appendix 5** for additional data and analysis.

Although households in the North Texas TOD area are more likely to report having no vehicles available, **Figure 16** shows that a significant portion of the region's reported zero car households reside outside of TOD areas. Even within the TOD area, proportion of households with no vehicles available varies between stations. See **Table 9** for a list of station areas with high and low percentages of zero car households.

Figure 16: Portion of North Texas Zero Car Households Located in TOD Areas vs. the Region

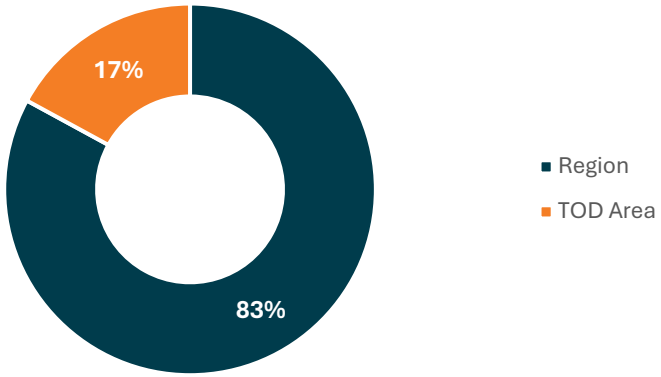


Table 9: Stations with High and Low Percentages of Zero Car Households

Highest 5	
Burbank	30.7%
Backman	21.7%
VA Medical Center	21.1%
Market Center	19.1%
Park Lane	17.9%

Lowest 5	
Belt Line	0.0%
Cypress Waters	0.0%
Old Town	0.5%
Hebron	0.9%
North Side	1.0%

Figure and Table Source: Census American Community Survey 2020-2024 Data Tables and NCTCOG Fair Housing Access in Community Tool. See **Appendix 5** for additional data and analysis.

Housing Statistics

The estimated total number of housing units in North Texas TOD areas accounts for approximately seven percent of the region's estimated total housing units, referenced in **Table 10**. **Figure 17** shows the proportion of different housing types between TOD areas and North Texas region. North Texas TOD areas have more multi-family units. However, the average station still has roughly two-fifths single family, detached, housing. Even though single family, attached, housing is a denser alternative, this housing type represents a small proportion in both the region and TOD areas.

Table 10: Station Area Housing Statistics

	North Texas TOD Areas	North Texas Region
Estimated Total Housing Units*	248,130	3,172,287[2]
Estimated Average Housing Units per Station Area	2,788	
Estimated Median Gross Rent ($)	$1,666	$1,739
Estimated Median Home Value ($)	$371,881	$385,554
Percentage: Renter-Occupied Units	60%	40%
Percentage: Vacant	9%	7%
**NCTCOG TOD Parcel data*		

Figure 17: Comparison of Housing Types Between TOD Area and North Texas

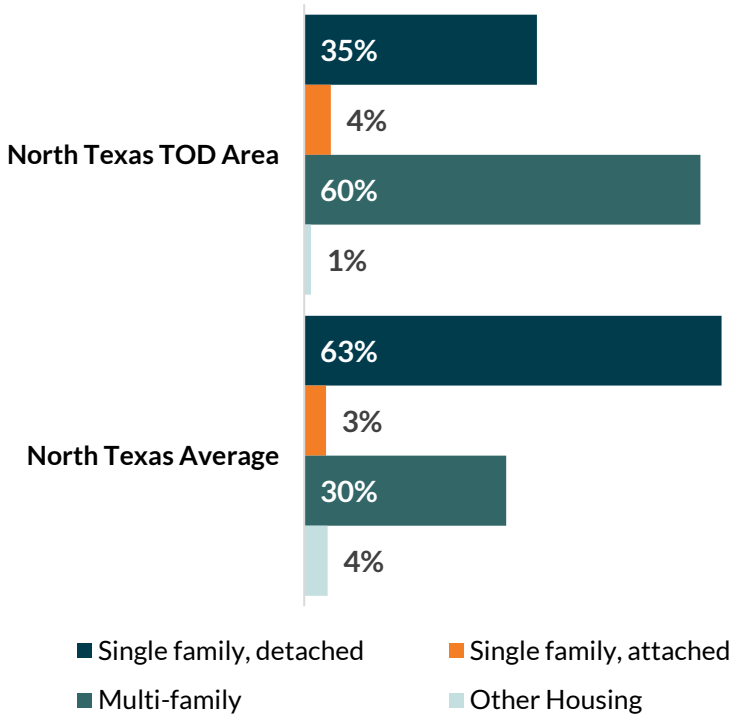


Figure and Table Source: Census American Community Survey 2020-2024 Data Tables. See **Appendix 2, Appendix 5,** & **Appendix 6** for additional data and analysis.

[2] Dallas-Fort Worth-Arlington, TX Metro Area - Profile data - Census Reporter

Apartments and homes in North Texas TOD areas are slightly more affordable. Across TOD areas, roughly half of the station areas have estimated median gross rent lower than the North Texas Region. **Figure 18** shows the distribution of median gross rent near rail transit stations across North Texas. Additionally, half of the station areas have an estimated median home value lower than the North Texas region (see **Table 10**).

Figure 18: Median Gross Rent

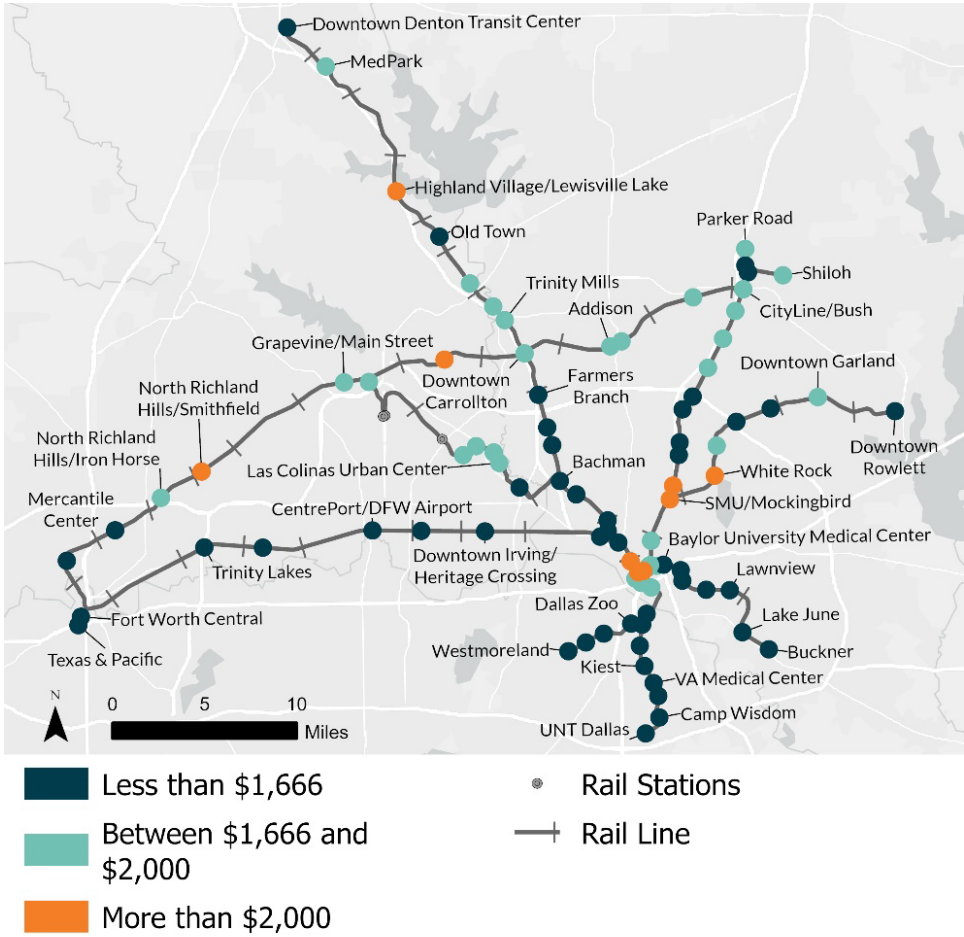


Figure Source: Census American Community Survey 2020-2024 Data Tables and NCTCOG Fair Housing Access in Community Tool. See **Appendix 5** for additional data and analysis.

Land Use

Land uses influence regional travel patterns and demand on the transportation system. Transportation systems connect land uses and provide access to development.[3] Understanding the land uses within the North Texas TOD area can provide insight into how land is being used, especially regarding vacant and low-density land uses. The insights gained can help inform planning decisions such as changing the zoning, updating the development code, and performing planning studies.

To measure land use across the North Texas TOD area, staff used the NCTCOG 2020 Land Use Inventory. The NCTCOG Land Use Inventory is a point-in-time inventory of land conditions within the NCTCOG region and helps inform urban growth simulation and demographic forecasting modeling.[4]

For the report, the land use layer was modified to account for changes in development between 2020 and 2025. Staff used news reports and other sources to identify where new development has occurred since 2020. Additionally, staff cross-referenced the land use layer with Google Maps and Street View to adjust for other slight changes in land use. The "mixed-use" land use category was dropped from the 2020 layer but has been restored in the TOD report. Furthermore, the land use data represent observed conditions as of 2020 and does not represent zoning or future land use designations established through municipal comprehensive plans. Systemwide land use patterns can be viewed through the NCTCOG TOD Interactive Map.

This report also includes "roadways" as a land use however this was not part of the NCTCOG 2020 Land Use Inventory. It was created here by totaling the land area of all other land uses and subtracting it from the net land area of the half-mile radius to capture the roads between land parcels.

Disclaimer: *NCTCOG makes no guarantee regarding complete accuracy as land use may change frequently*.

[3] https://www.nctcog.org/trans/plan/lumo/land-use
[4] https://rdc.dfwmaps.com/MethodologyDocs/NCTCOG%202020%20Land%20Use%20Description.pdf

NCTCOG Land Use

As shown in **Table 11** and **Figure 19**, roadways account for approximately one-fifth of land within the North Texas TOD areas. Within the land area most is categorized by commercial or residential uses. Single family is the most prominent of all residential land uses while industrial accounts for nearly half of the commercial acreage. Approximately one-tenth of the North Texas TOD area remains vacant. While vacant land is undeveloped with no structures, parking lots, or other designated use, it should not be considered development ready in all cases due to issues like flood plains and other constraints.

Table 11: Land Use Distribution

	North Texas TOD Areas
Roadway	21%
Single family	14%
Vacant	11%
Industrial	9%
Other Land Uses	9%
Multi-family	7%
Office	6%
Parks/recreation	6%
Retail	5%
Institutional/semi-public	4%
Parking	3%
Education	2%
Hotel/motel	1%
Mixed-use	1%
Venue	Less than 1%

Figure 19: Generalized Land Use Distribution across the North Texas TOD Area

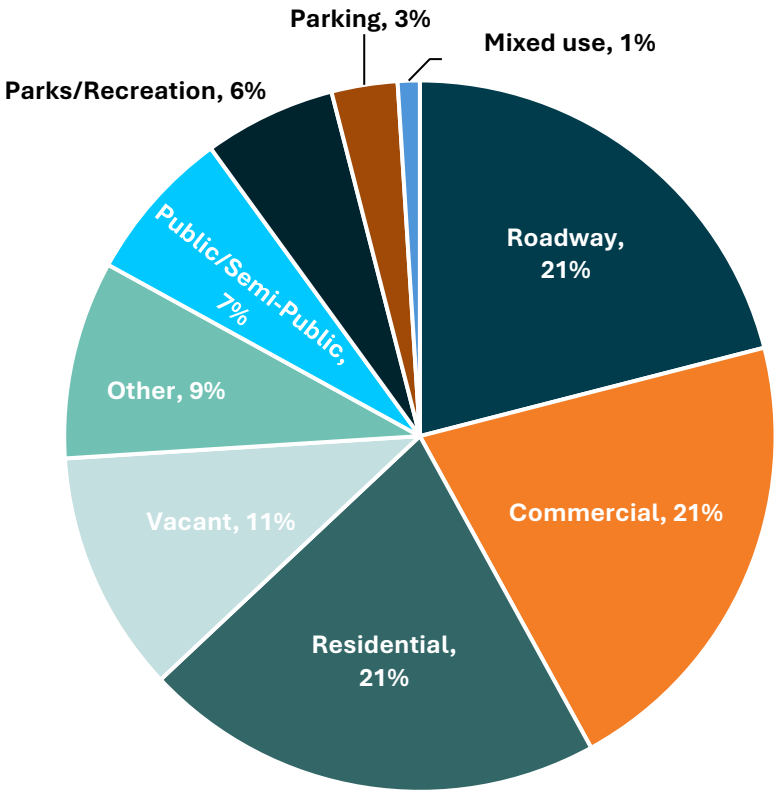


Figure and Table Source: *NCTCOG Station Area Parcels*, *See **Appendix 7** for additional data and analysis.*

Transit Trip Purpose & Destinations

The 2022-2023 NCTCOG Transit On-Board Survey provides information on the transit trip purpose and origin-destination locations for rail transit riders. This can help evaluate why and where rail transit riders are traveling. Stations under construction along the DART Silver Line were not included in this survey.

Data obtained from the 2022-2023 Transit On-Board Survey is isolated to transit trips where the passenger either boarded or alighted from a rail transit station. These rail transit trips are further classified by whether the trip was produced or attracted to associated rail transit stations. For more information on the survey, visit the NCTCOG website: https://www.nctcog.org/trans/data/info/travel-surveys.

To get productions and attractions, any trip coming from "home" and going to "home" is classified as the "home-end" of the trip. The "home-end" is identified as the production end. The other end of the trip not associated with "home" is identified as the attraction end. For trips where "home" is not indicated, the trip starting location (origin) is the production end and the trip ending location (destination) is the attraction end.

In North Texas, rail transit riders are just as likely to travel for work as they are for other purposes. **Table 12** shows the distribution of all rail transit trips across various purposes, highlighting why transit riders are using the regional rail transit system. Although traveling for work is likely the primary reason most riders use the region's rail transit system, work-related travel is not the dominant trip purpose at every station. Across all the region's rail transit stations, non-work trips are the primary purpose for traveling to more than 10 percent of the region's rail stations.

Table 12: Purpose of All Rail Transit Trips

Trip Purpose	Percentage
Work	53.6%
Social & Recreation	16.9%
Personal Business	13.4%
Dining & Shopping	8.7%
School & University	5.7%
Travel	1.6%
Other	0.2%

Table Source: 2022-2023 NCTCOG Transit On-Board Survey. *See* ***Appendix 8*** *for additional data and analysis.*

Across all trip types, approximately 60 percent of rail transit trips are to locations within a half mile of stations. Shown in **Table 13**, rail transit riders traveling for work or other purposes typically stay within the station area. However, home locations for transit riders are often outside of station areas.

Rail transit riders in North Texas are most likely traveling to downtown Dallas. As **Figure 20** shows, trips to non-residential locations are densest in downtown Dallas. Fewer trips were to locations outside of the Dallas CBD.

Table 13: Station Area Transit Trip Locations

	Trips: Inside Station Area	Trips: Outside Station Area
Home	43%	57%
Work	72%	28%
Social & Recreation	72%	28%
Personal Business	76%	24%
Dining & Shopping	74%	26%
School & University	61%	39%
Travel	50%	50%
Other	100%	0%
All Trip Types	59.4%	40.6%

Figure 20: Transit Trips to Non-Residential Locations

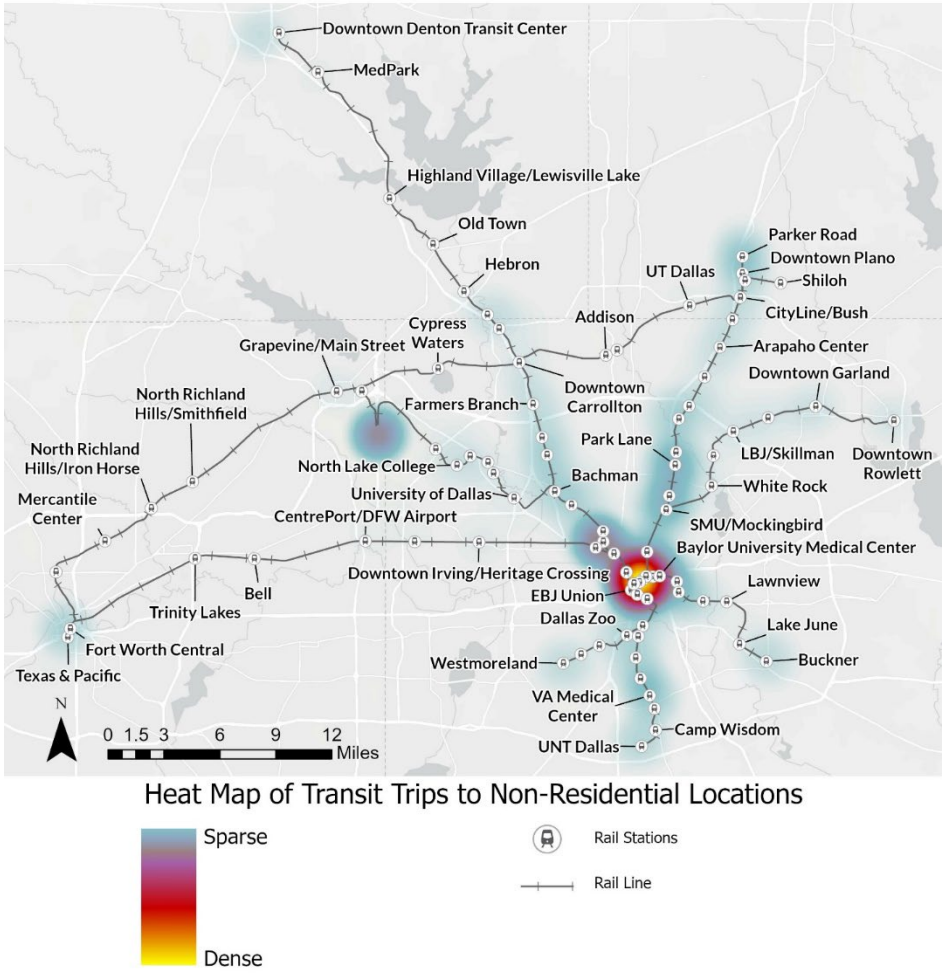


Figure and Table Source: 2022-2023 NCTCOG Transit On-Board Survey . *See **Appendix 8** for additional data and analysis.*