



TRAVEL DEMAND MANAGEMENT PROGRAM 2023 ANNUAL PERFORMANCE REPORT



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2023 TRAVEL DEMAND UPDATES



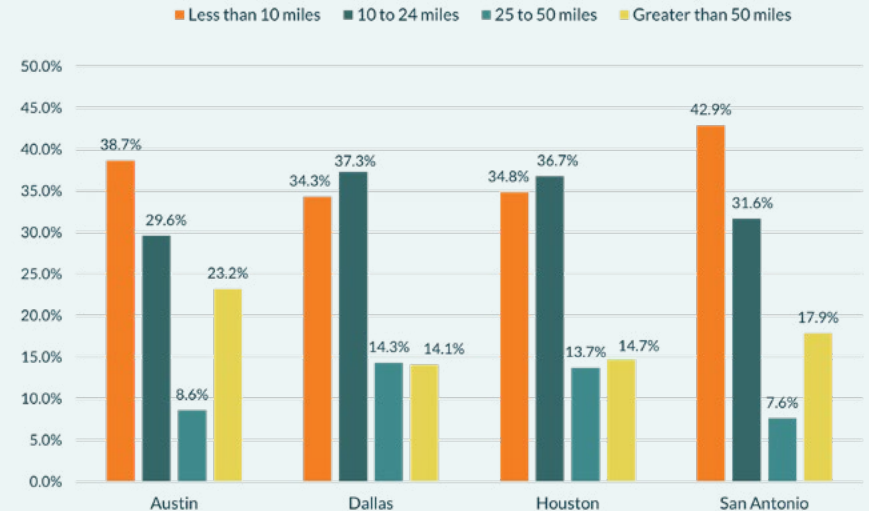
The Year of Return

Following the “relaxation” of COVID-19 restrictions, employers began to recall employees back into the office in 2022 and 2023. While some companies adopted a hybrid model, requiring employees to be in office for 3 days a week, others mandated a full five-day return. As employees returned, cities experienced a noticeable surge in congestion.

The shift from remote to on-site work led to an influx of commuters hitting the roads and public transportation systems during peak hours, causing gridlock and longer commute time.

Infrastructure strains became more apparent as roads and public transit struggled to accommodate the increased demand, prompting discussions on the need for more flexible work arrangements and investments in transportation solutions to mitigate current and future congestion challenges.

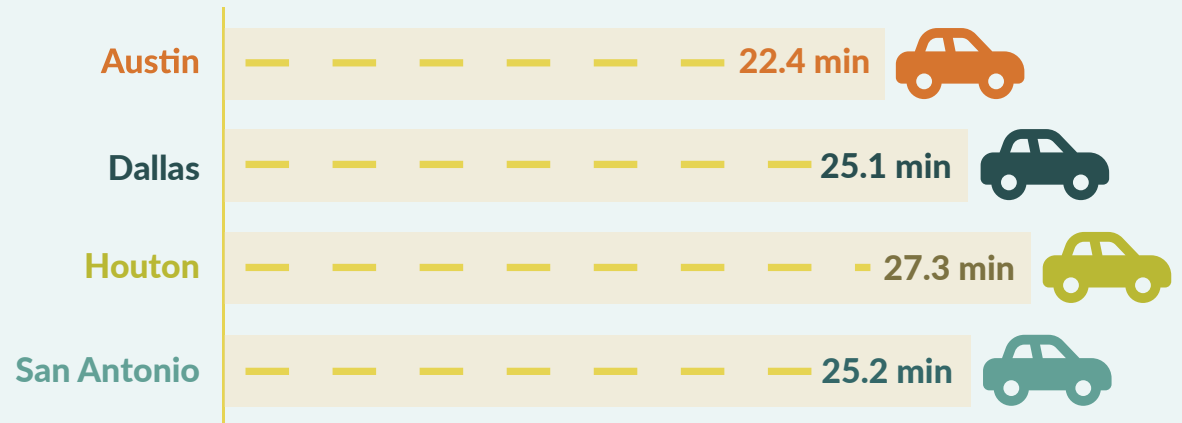
Figure 1: Commuting Distance in Major Texas Metros in 2022



Source: U.S. Census Bureau, LED OnTheMap



Figure 2: Average Travel Time to Work in Major Texas Metros in 2022



Note: Austin includes data for Round Rock and Georgetown; Dallas includes data for Fort Worth and Arlington; Houston includes data for The Woodlands and Sugarland; and San Antonio includes data for New Braunfels. Source: U.S. Census Bureau, LED OnTheMap

Increased traffic volumes lead to higher emissions of pollutants that impact the air quality. This in turn poses respiratory issues and health risks for vulnerable populations. The stagnant traffic conditions in congested areas worsen, as vehicles idle and emit pollutants at higher concentrations. Data by the Census Bureau’s LED on the Map shows the distance that residents from Texas major metros travel for work (*Figure 1*). Commuters spend on average 20+ minutes traveling to work (*Figure 2*). The longer the commute, the more vehicles emit greenhouse gases.

Commute Updates

Figure 3: 2023 Emissions and Health Savings by Commute Mode

| Commute Mode | Trips Recorded | VMT Reduced (Mi) | \$ Saved | Gas Saved (gal) | Calories Burned | NOx (lbs) | CO (Tons) | PM 2.5 (lbs) | VOC (lbs) |
|------------------------|----------------|-------------------|---------------------|------------------|------------------|---------------|-----------------|--------------|--------------|
| Carpool | 7,899 | 151,674.10 | \$94,999.13 | 6,581.81 | - | 37.45 | 514.13 | 1.33 | 8.34 |
| Vanpool | 5 | 24.91 | \$15.57 | 1.1 | - | 0.04 | 0.085 | 0.01 | 0.6 |
| Transit - Bus and Rail | 9,494 | 178,449.40 | \$111,530.90 | 7,972.02 | - | 44.07 | 610.77 | 1.58 | 9.83 |
| Walk | 2,092 | 3098.65 | \$1,937.24 | 139.29 | 369,076 | 0.76 | 10.615 | 0.02 | 0.17 |
| Bike | 3,643 | 25,939.74 | \$16,212.86 | 1,169 | 850,085 | 6.4 | 88.785 | 0.23 | 1.42 |
| Telecommute | 5,925 | 276,021.70 | \$172,562.50 | 11,602.84 | - | 68.16 | 944.73 | 2.44 | 15.22 |
| Compressed Work Week | 149 | 7,633.44 | \$4,770.89 | 299.75 | - | 1.9 | 26.125 | 0.07 | 0.43 |
| Brown Bag Lunch | 9,538 | 47,690 | \$29,808.75 | 2,069.94 | - | 11.77 | 163.225 | 0.4 | 2.62 |
| Total | 38,745 | 690,531.94 | \$431,837.84 | 29,835.75 | 1,190,951 | 170.55 | 2,358.46 | 6.08 | 38.63 |

Figure 4: 2023 Try Parking It Commuter Data

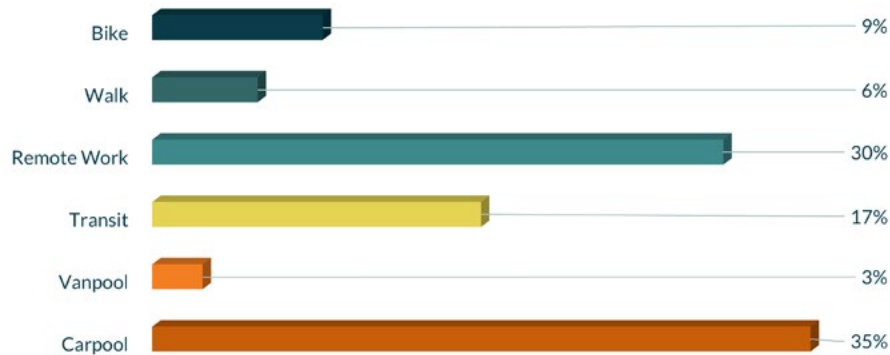
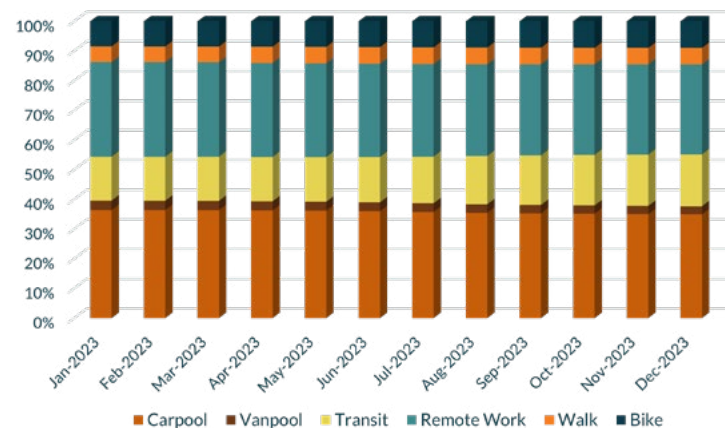


Figure 5: 2023 Try Parking It Commute Modes Percent Used



Regional Vanpool Program Performance

Despite the dissolution of the Dallas Area Rapid Transit's (DART) vanpool program in 2022, Trinity Metro and Denton County Transit Authority (DCTA) stepped up to ensure commuters could still benefit from vanpool services. Trinity Metro and DCTA joined forces with Commute with Enterprise to accommodate

the additional vanpools. As a result, **both transit agencies experienced a surge in participants**, an increase in the number of vans used, and growth vehicle trips reduced by commuters choosing vanpool for their daily commute.

Figure 6: Regional Vanpool Program January 2023 - December 2023

| Regional Vanpool Program: | DCTA | Trinity Metro | Combined |
|--|------------|---------------|------------|
| Total Number of Vans (at year end) | 101 | 187 | 288 |
| Average Number of Participants (Per Month) | 578 | 1,217 | 1,795 |
| Total Van Miles Traveled (Annual) | 1,800,490 | 3,131,911 | 4,932,401 |
| Total Vehicle Miles of Travel Reduced (Annual) | 10,287,813 | 16,917,306 | 27,205,119 |
| Total Vehicle Trips Reduced (Annual) | 358,436 | 517,666 | 876,102 |
| Total NOx Emissions Reduced (lbs) | 6,118 | 10,061 | 16,179 |
| Total VOC Emissions Reduced (lbs) | 2,039 | 3,354 | 5,393 |

Figure 7: Regional Vanpool Program Annual Comparisons (Trinity Metro and DCTA combined)

| | 2021 | 2022 | 2023 |
|--|-----------|------------|------------|
| Total Number of Vans | 221 | 257 | 288 |
| Average Gas Price Per Gallon | \$3.09 | \$4.06 | \$3.15 |
| Average Number of Participants Per Month | 1,375 | 1,450 | 1,795 |
| Total Vehicle Miles of Travel Reduced (Annual) | 23,976.09 | 23,566,115 | 27,205,119 |
| Total Vehicle Trips Reduced (Annual) | 625,688 | 728,940 | 876,102 |
| Total NOx Emissions Reduced (lbs) | 14,258 | 14,015 | 16,179 |
| Total VOC Emissions Reduced (lbs) | 4,752 | 4,672 | 5,393 |

Try Parking It Outreach

The purpose of commuter outreach events is to engage with the community and promote alternative transportation options, such as Try Parking It, to commuters. Through these events, we aim to increase awareness of the program, encourage individuals to join and highlight the benefits of choosing alternative means of transportation. Through our participation, we successfully augmented our overall membership, elucidated the utilization of Try Parking It, and provided outreach at **41 events**, to both private and public entities such as the University of North Texas (UNT) campus' in Denton and Fort Worth, Ericsson in Plano, and many partner agency events.

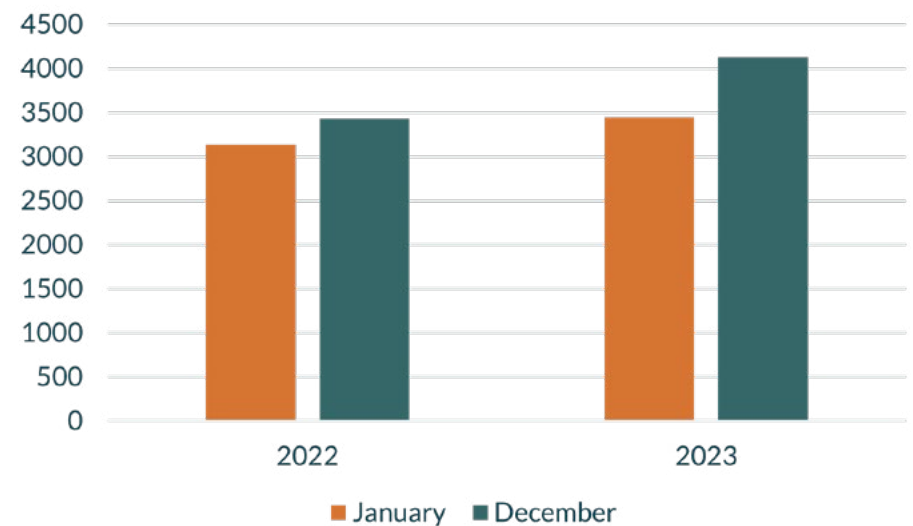
Through this active outreach engagement in 2023, Try Parking It **expanded its membership by 20%** (see **Figure 8**), showcasing the impactful outcome of community involvement efforts. Some objectives in engaging in outreach events include helping commuters find alternative travel options by using the 'Find Rides' feature on www.TryParkingIt.com, be rewarded for taking current greener trips, and to share how switching to a new commute can better impact the environment.

We strive to empower North Texans to make informed decisions about their commuting habits and contribute to a more sustainable and efficient transportation landscape.



“Working at outreach events is my favorite part of my job. These events are not only fun, but they are also great learning experiences. I’ve been able to hone my interpersonal communication skills, gained logistical knowledge of what goes into these events, and learned about the vast number of other transportation outreach programs. Additionally, I’ve helped spread the word about our many other transportation-related efforts. These events are very important to connect directly with the local community, and one of the most effective ways of spreading awareness. I wouldn’t trade this experience for the world.” -Joaquin, Intern

Figure 8: Try Parking It Annual Membership Rates



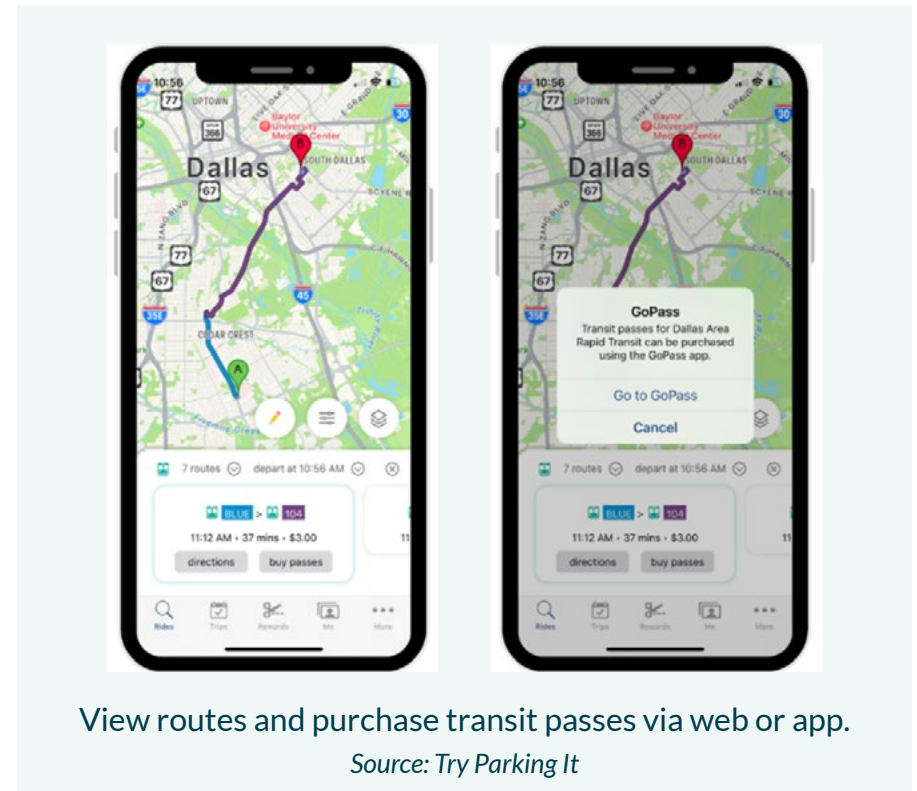
Try Parking It Updates

The North Central Texas Council of Governments (NCTCOG) solicited bids for a host website and application solution for www.TryParkingIt.com. The procurement aims to elevate the Regional Trip Reduction Program by improving the website, which facilitates commute tracking and ride-matching for alternative transportation modes. Agile Mile, Inc. and subconsultants were chosen following the issuance of a Request for Proposals by the Consultant Selection Committee (CSC). The proposed three-year contract is subject to Executive Board approval.

Try Parking It Enhancements

Try Parking It ensures a personalized and seamless experience. Several enhancements occurred for the Try Parking It platform in 2023. Software upgrades completed by the Try Parking It website and application consultant, Agile Mile, created a more robust experience for users which included:

- All DFW-area Via programs added to the trip planner
- Upgrading to Open Trip Planner 2.0 to support GTFS-Flex 2.0
- Improved trip planner matching for non-GTFS transit and volunteering options
- Updated EV charging locations to use National Renewable Energy Laboratory (NREL) data to show a more complete list of EV charging locations on the trip planner map
- Improved Android notifications
- Updated Garmin trip syncing
- Added an icon to the Rewards section to distinguish mobile-only coupons.



The Try Parking It app was updated to integrate with DART's GoPass on the web, iOS, and Android apps. Try Parking It members who search and find transit trips can click the link to buy passes directly inside the GoPass app. By using this new feature, trips are automatically recorded. Members can also search and save multiple transit options and make one lump sum payment on the GoPass app.

Try Parking It website can be accessed via Android Google Play or Apple App Store, or online at www.TryParkingIt.com.

REGIONAL TRANSIT AGENCY UPDATES

Dallas Area Rapid Transit

Established on August 13, 1983, DART was founded with the vision of delivering a cost-effective, safe, and efficient



transportation system. Four decades later, DART boasts a comprehensive multimodal network encompassing rail, transit, commuter rail, and paratransit services. In August 2023, DART commemorated

its 40th anniversary with a series of events spanning five months to express gratitude to the community. DART now facilitates approximately **42.7 million** passenger trips annually.

DART and Toyota Rideshare Pilot Program

DART and Toyota have partnered with Circuit to introduce a new **free rideshare service** to West Dallas residents called West Dallas Circuit Circulators (pictured right). The West Dallas Circuit Circulators assists residents with free rides within a 3-mile service area to doctor visits, grocery store shopping, essential errands, and even to connect between transit and rail stops. Circuits utilize 6 electric vans and sedans to transport residents which are owned and operated by RYDE. The West

Dallas Circuit Circulators averages 150 riders per day and an average of 3,700 rides per month. The West Dallas residents were required to download the Circuit app and request rides. The community thoroughly enjoyed the use of this program. Unfortunately, the program was only approved for a one-year pilot program and has been temporarily delayed to determine long-term goals and strategies for the area. Check out more information at: www.ridecircuit.com/dallas.



Source: DART

Denton County Transit Association

In 2023, Denton County Transit Association (DCTA) experienced a notable **33% rise in ridership**, attributed in part to the reintroduction of GoZone. Additionally, DCTA expanded its Connect Bus system, facilitating access to rail and transit services in neighboring cities. “Our Connect Bus system serving the City of Denton provided one of the highlights for the year, growing by 77% over last year due to our efforts to improve it with more bus frequency and faster intervals,” said Paul A. Cristina, President and Chief Executive Officer of DCTA. The Connect Bus now operates on three routes, Monday to Saturday.

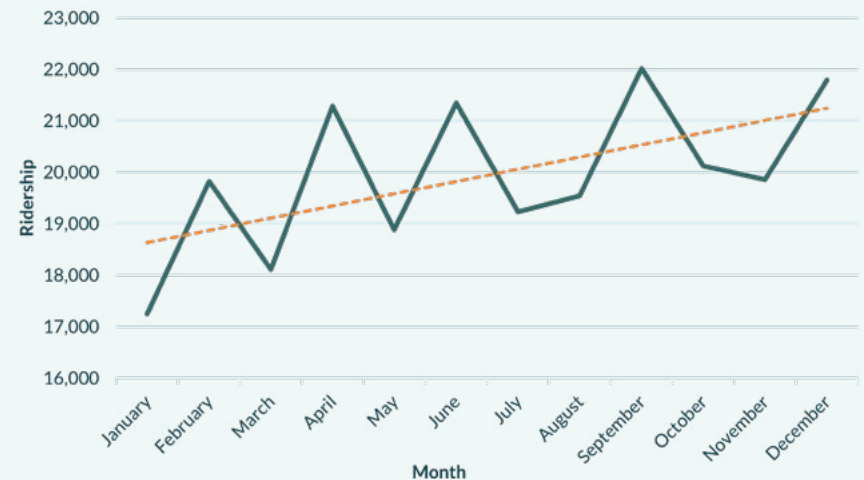


Commute with Enterprise Van contracted by DCTA.

Source: DCTA

DCTA's Vanpool Program accomplished significant growth by incorporating 14 additional vanpool groups from DART's previous service, facilitated by Commute with Enterprise. In response to a surge in ridership, DCTA increased their vanpools from 74 vans to 89 vans. This expansion thrived throughout 2023 in ridership, starting the year with 17,246 monthly riders in January and ending with a total of 21,795 riders in December 2023 (*Figure 9*).

Figure 9: DCTA Vanpool Ridership 2023



Source: DCTA Performance Dashboard

Trinity Metro



By June 2023, Trinity Metro witnessed a remarkable surge of nearly 90% in both bus and rail ridership. Trinity Metro’s commendable achievement in boosting ridership amidst the challenges posed by the pandemic is truly noteworthy (*Figure 10*).

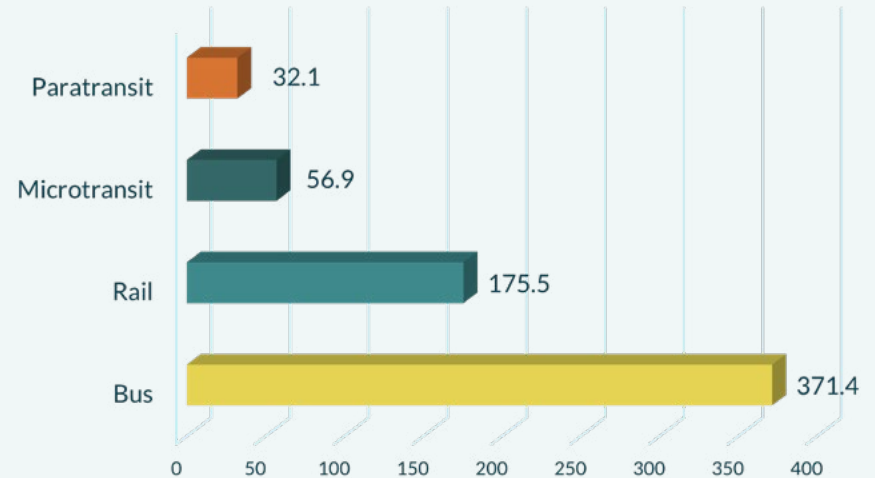
Trinity Metro commemorated *four decades* of transportation services, marking their 40th anniversary. Over the years, the agency has significantly enhanced transportation by linking communities across North Texas through various modes including buses, TEXRail, Fort Worth Bike Sharing, Vanpools, ZIPZONEs, ACCESS paratransit, and the Trinity Railway Express.

Erik “AJ” Arjanen, Vice President of Trinity Metro Rail said, “TEXRail’s success is attributed to the entire Trinity Metro family and is only one of the many reasons that our agency as a whole is on track to reach 100% recovery by the end of the year.”



Source: Trinity Metro

Figure 10: 2023 Trinity Metro Ridership by Service Type (in thousands)



Source: Trinity Metro

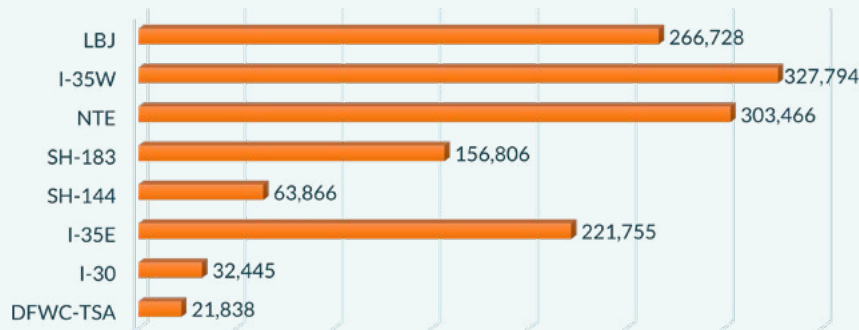
GO CARMA UPDATES



GoCarma is a smartphone app that enables North Texas commuters to receive a 50% toll discount when riding together on TEXpress Lanes during peak hours. The app uses Bluetooth technology to automatically verify when there are two or more people with the GoCarma app in the car. Peak hours are 6:30 a.m. - 9:00 a.m. and 3:00 p.m. - 6:00 p.m.

GoCarma experienced substantial utilization throughout 2023 across prominent TEXpress high-occupancy vehicle (HOV) lanes, including I-35W, North Tarrant Express (NTE), LBJ, I-35E, and SH183, with I-35W emerging as the highest performer with 327,794 transactions (*Figure 11*). Overall, there was 1,394,698 transactions processed in 2023.

Figure 11: 2023 GoCarma TEXpress Lane Transactions



Source: TEXpress

Social Media Engagement

In 2023, the GoCarma app welcomed **11,541 new users**, marking a 30% increase from the previous year. This growth can be attributed to various strategic communications and outreach efforts, including:

- DFW Vanpool Partnerships
- Participating in outreach events
- Hosting Workplace lunch and learn sessions

GoCarma has established a strong online presence, with a sizable following across various social media platforms. These platforms measure reach and impact through two key metrics: impressions and engagement. An impression is the total number of times a social media post has been viewed online. An engagement measures the number of interactions with posts, including likes, shares, comments.

In 2023, GoCarma’s social media content generated significant engagement and impressions across three major platforms: Facebook, Instagram, and X (formerly Twitter). Facebook emerged as the leading platforms, with the highest number of followers, impressions, and engagement. The efforts yielded a notable expansion of the user base and enhanced online presence:

| Facebook: | X: | Instagram: |
|-------------------------|-------------------------|------------------------|
| 3190 Followers | 2455 Followers | 640 Followers |
| 4616 Impressions | 3722 Impressions | 675 Impressions |
| 172 Engagement | 67 Engagement | 40 Engagement |

TRANSIT-ORIENTED DEVELOPMENT AND PLANNING

Transit-Oriented Development (TOD) creates opportunities for North Texans to make more trips through rail transit by designing more destinations and housing to be walkable from transit stations. Non-automobile trips become more likely when walking, biking, and transit options are available in TOD neighborhoods.

In 2023 NCTCOG began work to advance TOD on Silver Line Rail under construction. NCTCOG also continues to advance parking management that can impact travel demand.

In 2023 NCTCOG began detailed work on a Silver Line Corridor TOD Planning Study. The goal of the study is to develop insights and plans that advance TOD along the DART Silver Line regional rail project leading to increased ridership and economic development. The study has three focus areas. First is evaluating parking requirements for development through a sample study of existing buildings. Second, needed pedestrian and bicycle improvements to better connect neighborhoods to the Silver Line



Stations will be identified. Finally, the study will recommend land use policies and changes to increase jobs and housing opportunities at the transit corridor level. Data collection and analysis for the Silver Line TOD Planning Study is ongoing with a goal of completion in 2025. Details on NCTCOG TOD initiatives can be found at www.nctcog.org/TOD.

Throughout 2023 NCTCOG performed a study on parking use and management in Deep Ellum in partnership with the Deep Ellum Foundation and City of Dallas to improve district parking conditions and efficiency. This study combines data collection, stakeholder feedback, and review of parking management best practices locally and nationally. The

report makes eight recommendations aimed at improving parking management at the district level.

A significant part of managing parking at the district level is managing travel demand. The parking study recommends the district continue supporting ride share, DART transit service, and coordination with city and regional transportation partners to offer pedestrian and bicycle options. More details on the parking study can be found at: www.nctcog.org/parking.

REGIONAL TRANSIT MANAGEMENT

In 2023, NCTCOG persisted in advancing regional transit planning through two significant studies: Transit Study and Multimodal Study. These initiatives were geared towards formulating a holistic strategy for planning and executing transit service alternatives beyond transit authority jurisdictions (DART, DCTA, and Trinity Metro). The Denton County Transit Study was completed in May, while activities continued for the Eastern Dallas, Kaufman, and Rockwall Counties (EDKR) Transit Study.

The Transit Study analyzed transit requirements, pinpointed avenues for enhancing transit services, and crafted service options through thorough analysis and substantial community and stakeholder engagement. Implementation strategies were devised to propel transit recommendations forward and assist municipalities in aligning services with local and regional objectives. For further details on the Denton and EDKR Transit Studies, visit www.nctcog.org/transitstudies.

NCTCOG completed a multimodal study that had a significant transit focus. The purpose of the Intermodal Transportation Hubs for Colleges and Universities Study was to develop a comprehensive guide for planning and strategic implementation of mobility hubs at higher education campuses throughout the region. For more information visit [North Central Texas Council of Governments - Intermodal Transportation Hubs for Colleges and Universities Study](#).



Source: NCTCOG

Figure 12: FY23 NTD Reporting for Small Transit Providers

| Provider | Unlinked Passenger Trips (UPT) | Vehicle Revenue Hours (VRH) | Vehicle Revenue Miles (VRM) | Vehicles Operated in Max Service (VOMS) | Urban UPT (%) | Rural UPT (%) |
|---------------------------------|--------------------------------|-----------------------------|-----------------------------|---|---------------|---------------|
| City of Cleburne (DR-DO) | 21,301 | 15,348 | 226,731 | 13 | 80% | 20% |
| City of Cleburne (CB-DO) | 865 | 1,773 | 46,976 | 2 | 81% | 19% |
| Community Services (DR-DO) | 38,555 | 10,536 | 171,018 | 10 | 15% | 85% |
| Public Transit Services (DR-DO) | 56,148 | 26,232 | 547,289 | 14 | 15% | 85% |
| SPAN (DR-DO) | 51,275 | 32,000 | 631,322 | 29 | 63% | 37% |
| STAR (DR-DO) | 161,317 | 77,360 | 1,256,959 | 45 | 67.70% | 32.30% |
| STAR (Fixed Route-DO) | 31,802 | 8,205 | 151,808 | 3 | 100% | 0.00% |
| STAR (Compass Fixed Route-DO) | 556 | 210 | 3,283 | 1 | 100% | 0.00% |
| STAR (MTE 101 Fixed Route-DO) | 8,673 | 2,442 | 45,063 | 1 | 100% | 0.00% |
| STAR (Hutchins Fixed Route-DO) | 22,573 | 103,461 | 5,553 | 1 | 100% | 0.00% |

TRY PARKING IT G.R.E.E.N. REWARDS PARTNERS

As of December 2023, **347 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 **\$477,712.50** in amazing incentives have been donated to the Try Parking It Rewards Program during 2023. 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!



Amazing Jakes
Plano, TX



Amazing Lash Studio
Euless, TX



Amber D. Kyle
YOUR 3n1 STYLIST

Amber D. Kyle: Your 3n1
Stylist - Irving, TX



Bea's Catering Restaurant
African & Nigerian Soul Food



BERMUDA
GOLD & SILVER
Bermuda Gold & Silver
Grapevine, TX



Bicycles, Inc.
Arlington, Fort Worth,
Hurst, & Southlake, TX



Black Ship Little
Katana - Dallas, TX



Blue Mesa Grill - DFW
International Airport



BOI NA BRAZA
CHURRASCARIA
BRAZILIAN STEAK HOUSE



Bourbon Street Beverage &
Catering Co. - Dallas, TX



Brown Chiropractic Center
Brown Chiropractic Center
Grapevine, TX

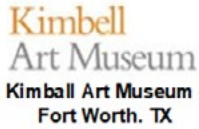




Kilwins Chocolate Grapevine, TX



Kilwins Chocolate Grapevine, TX



Kimball Art Museum - Fort Worth, TX



Krispy Kreme Doughnuts Arlington, Dallas, Grapevine, and Watauga, TX



LA Fitness - Hurst, TX



Monster Yogurt Scary tastes good!

Monster Yogurt Dallas & Richardson, TX



Marble Slab Creamery Irving, TX



McAlister's Deli Irving & Dallas Locations



Menchie's Frozen Yogurt Euless, TX



Messina Shoe Repair Carrollton, TX



Milan Gallery Fort Worth, TX



Modern Art Museum of Fort Worth - Fort Worth, TX



Museum of Biblical Art Dallas, TX



Music Institute at Carrollton Square - Carrollton, TX



Nutrition Nation Carrollton, TX



Ojos Locos Sports Cantina Fort Worth, TX



Origins Allen, Frisco, Dallas, Southlake, Plano TX



Pacific Table - Fort Worth, TX



Paul's Sweet Roasted Corn - Dallas, TX



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