

PROPOSED REGIONAL SINGLE-OCCUPANCY VEHICLE TRIP REDUCTION TARGET DEVELOPMENT RESOLUTION

Online Opportunity Input

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Travel Demand Management Program Area

April 12, 2021 – May 11, 2021



**North Central Texas
Council of Governments**



Background

- As a result of changes in traffic and commute patterns experienced during COVID-19 restrictions, our region recorded a decrease in traffic congestion and improvement in our region's air quality.
- In an effort to sustain the positive benefits of changes in travel behavior on congestion experienced during the COVID-19 restrictions, NCTCOG researched the impacts of establishing a regional trip reduction target to reduce single-occupancy vehicle or drive alone trips.
- A thorough analysis was conducted of travel demand management strategies utilized by both the private and public sectors in comparable sized regions throughout the US to assist in establishing a realistic regional target.



What is Travel Demand Management?

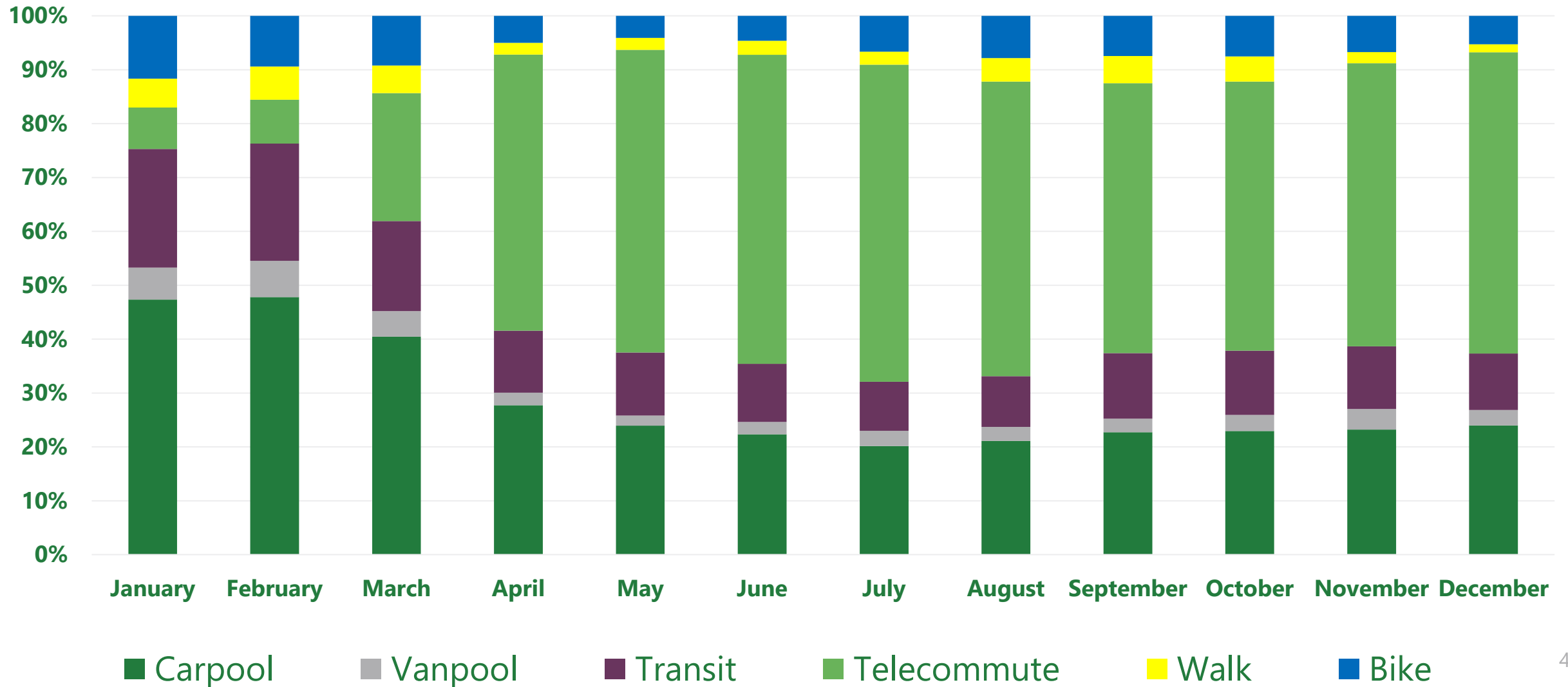
NCTCOG's Travel Demand Management (TDM) Goal:
Implementation of strategies that reduce the demand for Single-Occupancy Vehicle (SOV) travel on roadways by offering alternatives to driving alone.

- 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



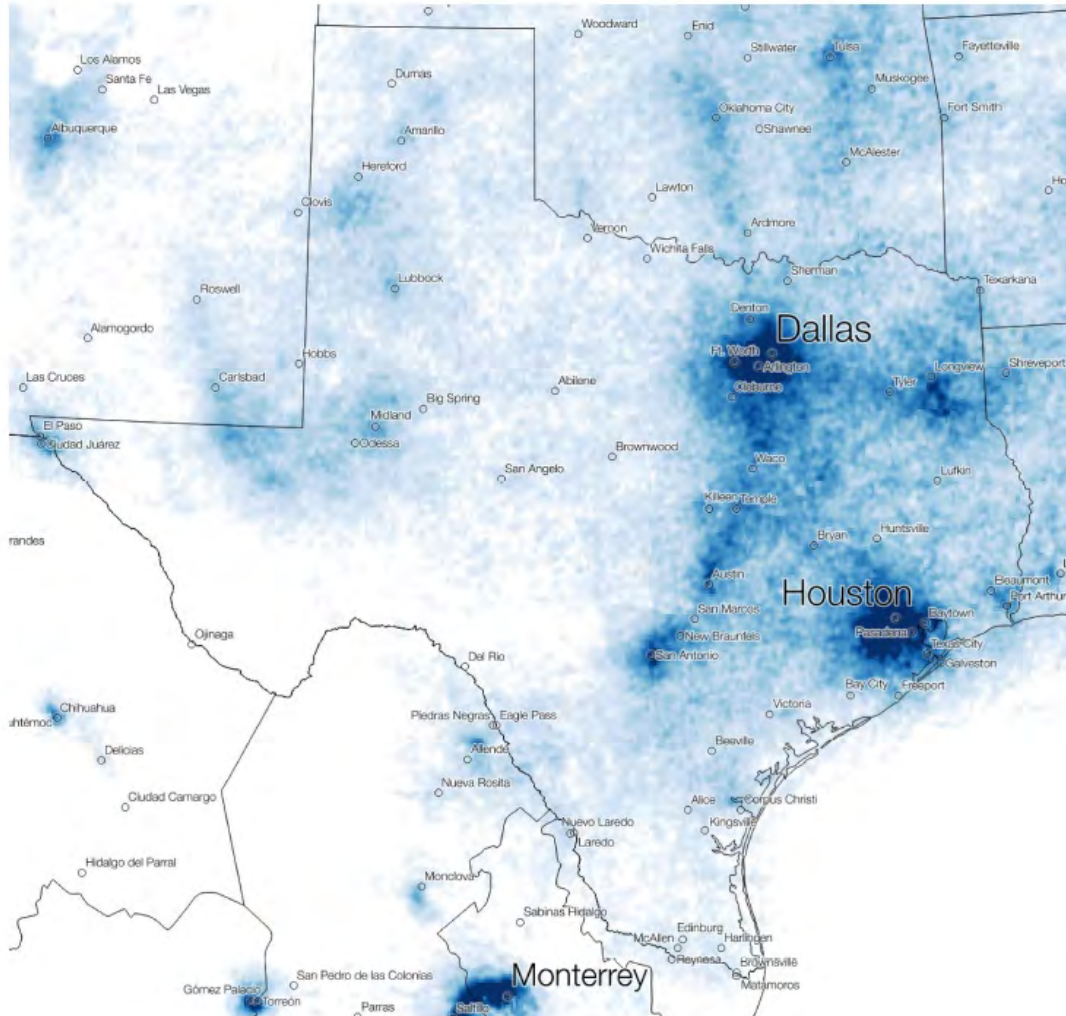
Commuter Behavior During COVID-19

2020 Try Parking It Commuter Tracking

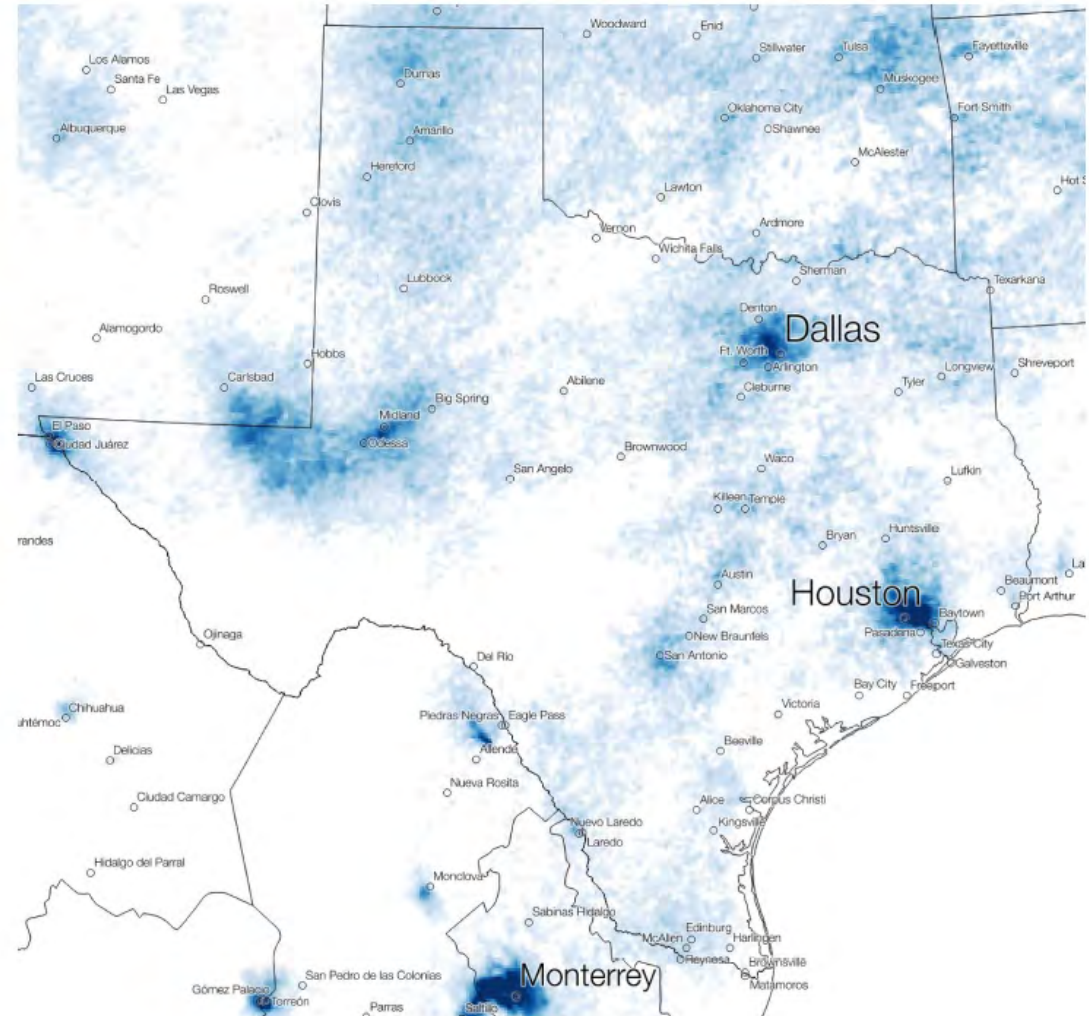




Impacts of COVID-19 on Air Quality



February 2020



Week of March 29, 2020




NCTCOG's Trip Reduction Perspective

- 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
- NCTCOG is taking a leadership position in establishing an agency-specific SOV trip reduction target



Trip Reduction Target Setting

Areas of Consideration

- 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
- Recommending a realistically achievable target that results in high benefits and reduced negative impacts

Proposed Regional Single-Occupancy Vehicle Trip Reduction Target Resolution

- Resolution Supporting the Establishment of a Regional Single-Occupancy Vehicle Trip Reduction Target
- Sustaining Benefits of Changes in Travel Behavior on Congestion Experienced During COVID-19





Proposed SOV 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.



Proposed SOV Trip Reduction Target Resolution

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.



Proposed SOV Trip Reduction Target Resolution

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 (i.e. transit passes, etc.)



Proposed SOV Trip Reduction Target Resolution

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.



Schedule

Date	Action
October 23, 2020	STTC (Information) – Presented Resolution Development Concept
December 10, 2020	RTC (Information) – Presented Resolution Development Concept
February 10, 2021	(Information) - NCTCOG Transportation Department Peer Review Presentation
February 24, 2021	(Information) - Bicycle & Pedestrian Advisory Committee Presentation
March 26, 2021	STTC (Action) – Approval of SOV Trip Reduction Resolution
April 12 – May 11, 2021	Public Input Comment Submittal Period
May 13, 2021	RTC (Action) – Approval of SOV Trip Reduction Resolution

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