

**PROMOTION OF CARPOOLING TO NAS
JRB FORT WORTH: TECHNICAL MEMO**

JOINING FORCES

NORTH TEXAS

PROMOTION OF CARPOOLING TO NAS JRB FORT WORTH

MARCH 2024

INTRODUCTION

The 2018 Joint Land Use Study recommended connecting NAS JRB Fort Worth's Community Planning Liaison Officer (CPLO) with a regional carpooling program to facilitate ridesharing to NAS JRB Fort Worth. Carpooling to the base would help decrease both traffic congestion (especially on drill weekends) and emissions that contribute to the creation of the pollutant ozone, for which 10 counties in the Dallas-Fort Worth region have been designated as being in nonattainment by the Environmental Protection Agency under the National Ambient Air Quality Standards.

The North Central Texas Council of Governments hosts the ride-matching program Try Parking It, a travel demand management strategy that addresses the demand side of travel behavior by reducing the number of vehicles that travel on roadways through the promotion of alternatives to driving alone. Try Parking It is also an incentive program that allows users to receive points when they log their alternative trips in the platform, and user can then earn prizes with their points.

OUTREACH EFFORTS

Project staff introduced the Try Parking It program and staff to the CPLO. Try Parking It staff followed up with the CPLO, but it was explained that the primary need for carpooling to the base is on drill weekends, and the base is not able to communicate directly with reservists. Therefore, the CPLO recommended project staff identify the largest tenant commands and introduce Try Parking It to each individual command as an alternative for reservists who drive to the base alone.

NEXT STEPS

Project staff will continue to look for opportunities to connect with the tenant commands about carpooling, with the goal of finding ways to regularly share information about Try Parking It with reservists. In addition, staff can discuss the possibility of providing information about Try Parking It with future CPLOs in case there are new avenues to encourage carpooling among base personnel or reservists.