

North Texas 2050 Action Package

Issue	Transportation	
Action Tool Title	Travel Demand Management	
Description of the tool:	Transportation System Management (TSM) and Intelligent Transportation Systems (ITS).	
How Well Does It Work?		
How valuable is this tool? How important is its contribution to achieving North Texas' vision for the future?		
<p>The NCTCOG is currently implementing various Travel Demand Management (TDM) strategies that help in decreasing traffic congestion and improving air quality in the region. The NCTCOG conducts its work on TDM as part of its Congestion Management Process (CMP) Program, which also includes Transportation System Management (TSM) and Intelligent Transportation Systems (ITS). The Employer Trip Reduction (ETR) Program is a cooperative program between NCTCOG, Dallas Area Rapid Transit (DART), the Fort Worth Transportation Authority (The T), Denton County Transportation Authority (DCTA), and other public and private-sector organizations that market alternatives to driving alone on a commute to employers with 100 or more employees.</p>		
How does it actually work?		
<p>The implementation of rideshare programs (such as carpooling and vanpooling), telecommuting, flexible work hour programs, transit pass subsidies, and bicycle facilities are examples of TDM programs that are encouraged through this marketing effort. At least 596 major employers in the region offer some sort of ETR Program or alternative commute incentive. Ridesharing programs are key elements of any region's TDM effort. The Vanpool Program is one type of ridesharing alternative that is popular among commuters. The expected operating cost for the Vanpool Program at full implementation is projected to be \$11.9 million per year (2006 dollars). At full implementation, with the possible participation of 4,254 employers and over 1.3 million commuters, the program is anticipated to reduce travel by over 39,160 vehicle trips per day.</p>		
What are the costs and who will they affect?	What are the benefits and who will they help?	
Federal and State Funds	Local Governments in travel demand management Improve air quality of the North Texas Region	
What are the biggest stumbling blocks?	How can they be addressed?	
Ongoing Funding	Seek Federal and State Funds Innovative Partnerships	

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Who Would be Responsible?			
Primary (lead) responsibility		NCTCOG	
Secondary responsibility		Local Governments	
Need for coordination		Employers	
How Should it be Funded?			
Primary (lead) responsibility		Regional Transportation Council (RTC)	
Secondary responsibility		Employers	
How Does It Connect?			
What other VNT issues are helped by this tool?		Diverse, Distinct Communities and Green Region through better management of travel demand	
What other VNT issues could be hurt by this tool?		list or briefly describe the linkage	
How Should It Be Implemented?			
What will be done?		When will it happen?	
<ul style="list-style-type: none"> • First step for action • Following steps for action add additional steps as appropriate		Under Implementation	
What Examples Can We Follow?			
North Texas Case Studies		http://www.nctcog.org/trans/cmp/tdm/	
Other Texas Case Studies			
Other U.S. Case Studies			
Supporting Research			
Related Information			
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