

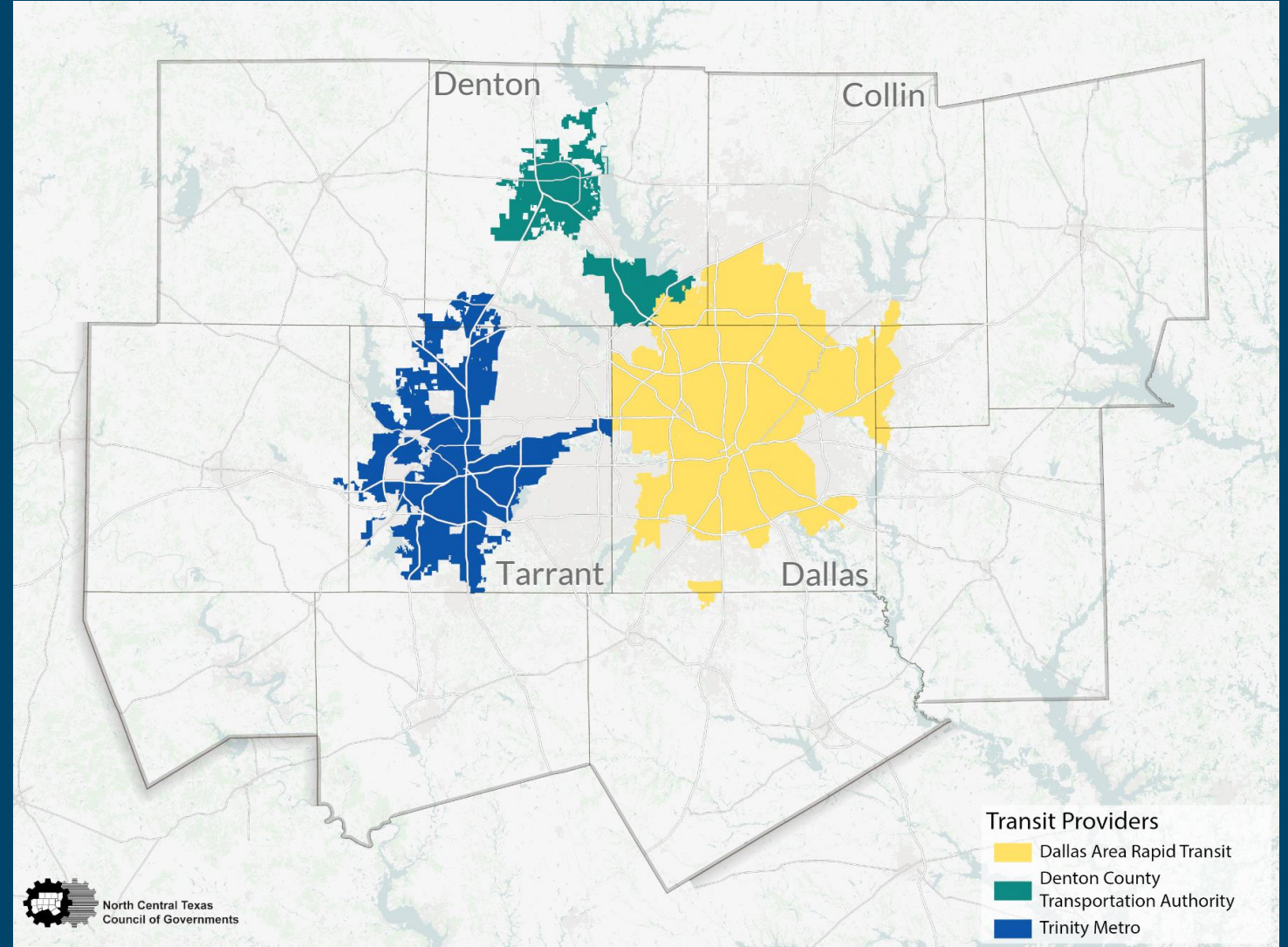
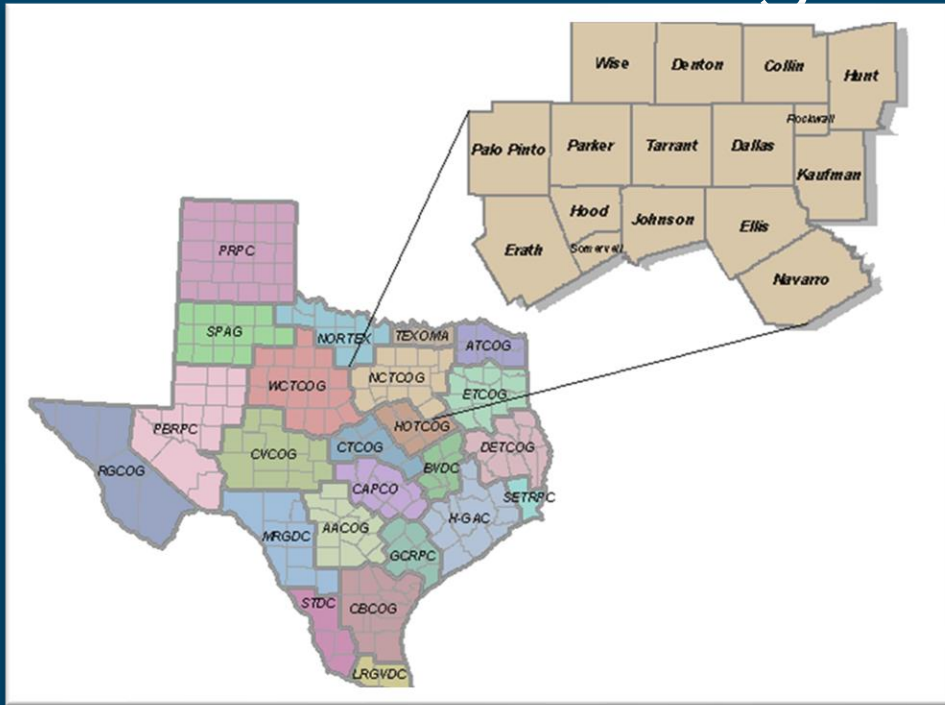


NCTCOG TRANSPORTATION DEPARTMENT  
**A SURVEY OF  
MOBILITY ON-DEMAND IN THE  
DALLAS-FORT WORTH REGION**

Kathy Yu

2025 Mobility Modeling Conference  
9.16.2025

# North Central Texas Council of Governments (NCTCOG) Region



# SURVEY COLLABORATION

The 2022-2023 Regional Transit On-Board Survey was a collaborative effort between NCTCOG and the major transit agencies in the region. The agencies previously worked together on the 2014 Regional Transit Travel Survey.



North Central Texas Council of Governments



Dallas Area Rapid Transit (DART)



Denton County Transit Authority (DCTA)



Trinity Metro



# SURVEY COVERAGE

## FIXED ROUTE SURVEY

154 Routes/Lines

- 145 Bus Routes
- 3 Commuter Rail Lines
- 4 Light Rail Lines
- 2 Streetcar/Trolleys



## ON-DEMAND SURVEY

40 On-Demand Zones



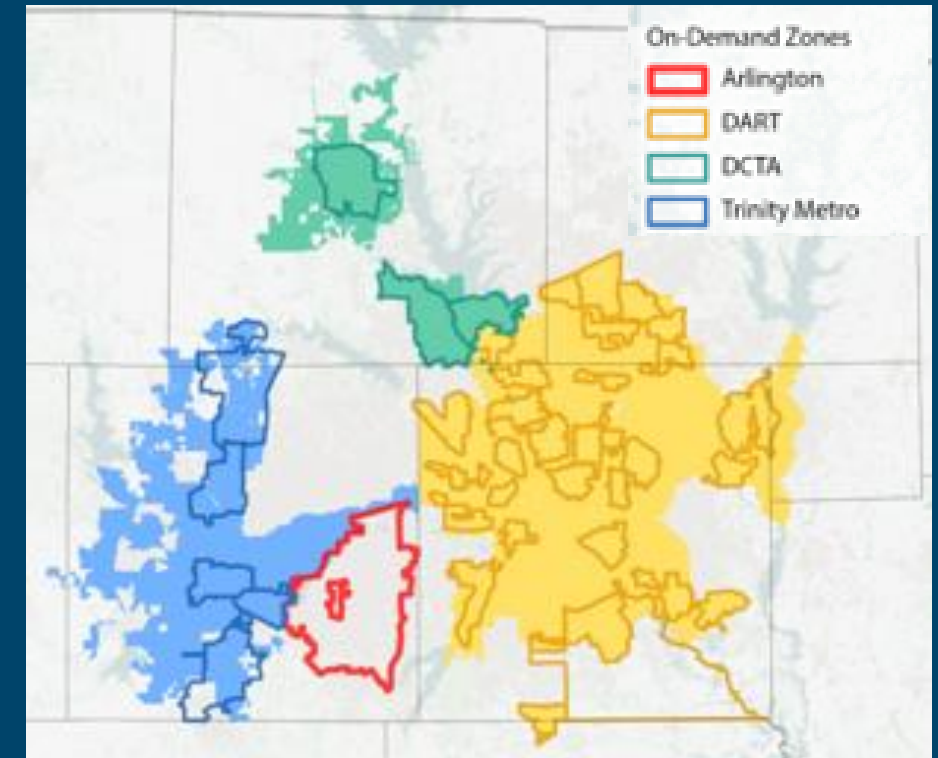


# 2022-23 ON-DEMAND SERVICES

At the time of the survey, all the services only offered On-Demand and did not allow prebooking. The table and maps shows the zones and ridership during the survey period.

| Mobility On-Demand Service                   | # Zones   | Avg Weekday Ridership (Boardings) |
|--|-----------|-----------------------------------|
| Arlington On-Demand (formerly Arlington Via) | 1         | 2,578                             |
| DART GoLink                                  | 33        | 3,864                             |
| DCTA GoZone                                  | 2         | 2,015                             |
| Trinity Metro On-Demand (formerly ZIPZONE)   | 4*        | 376                               |
| <b>Regional Total</b>                        | <b>40</b> | <b>8,833</b>                      |

\* Only 4 of 5 Trinity Metro ZIPZONES were surveyed.



# SURVEY INSTRUMENT

## *One-Way Trip Details*

Home Location  
Origin Location  
Destination Location  
All Routes/Lines/Zones  
used in the One-Way Trip  
Trip Purpose  
Mode of Access & Egress  
Fare/Payment  
Wait Time

## *Demographics*

Household  
Demographics including  
Household Income,  
Household Size, # Adults,  
# Workers, # Vehicles

Person Demographics  
including Age, Gender,  
Race/Ethnicity, Disability,  
Employment Status,  
Student Status

## *Service & Transit Use Questions*

How did you plan this trip?  
OD Transit Trip Frequency  
Did you make Opposite Trip?  
Public Transit Use  
Frequency

### *On-Demand Questions:*

*If did not use app to book, what  
is the main reason?*

*Do you need Special Assistance?*

*Would you recommend this  
service?*



# ON-DEMAND DATA COLLECTION



## SAMPLE SIZE

10% of Weekday Mobility On-Demand



## SURVEY PERIOD

*Fall 2022:*

- Arlington On-Demand
- DCTA GoZone
- Trinity Metro On-Demand (ZIPZONE)

*Spring 2023:*

- DART GoLink



## METHODS

- Self-administered online survey
- On-Board Face-to-Face Interviews with the survey on Tablet PCs



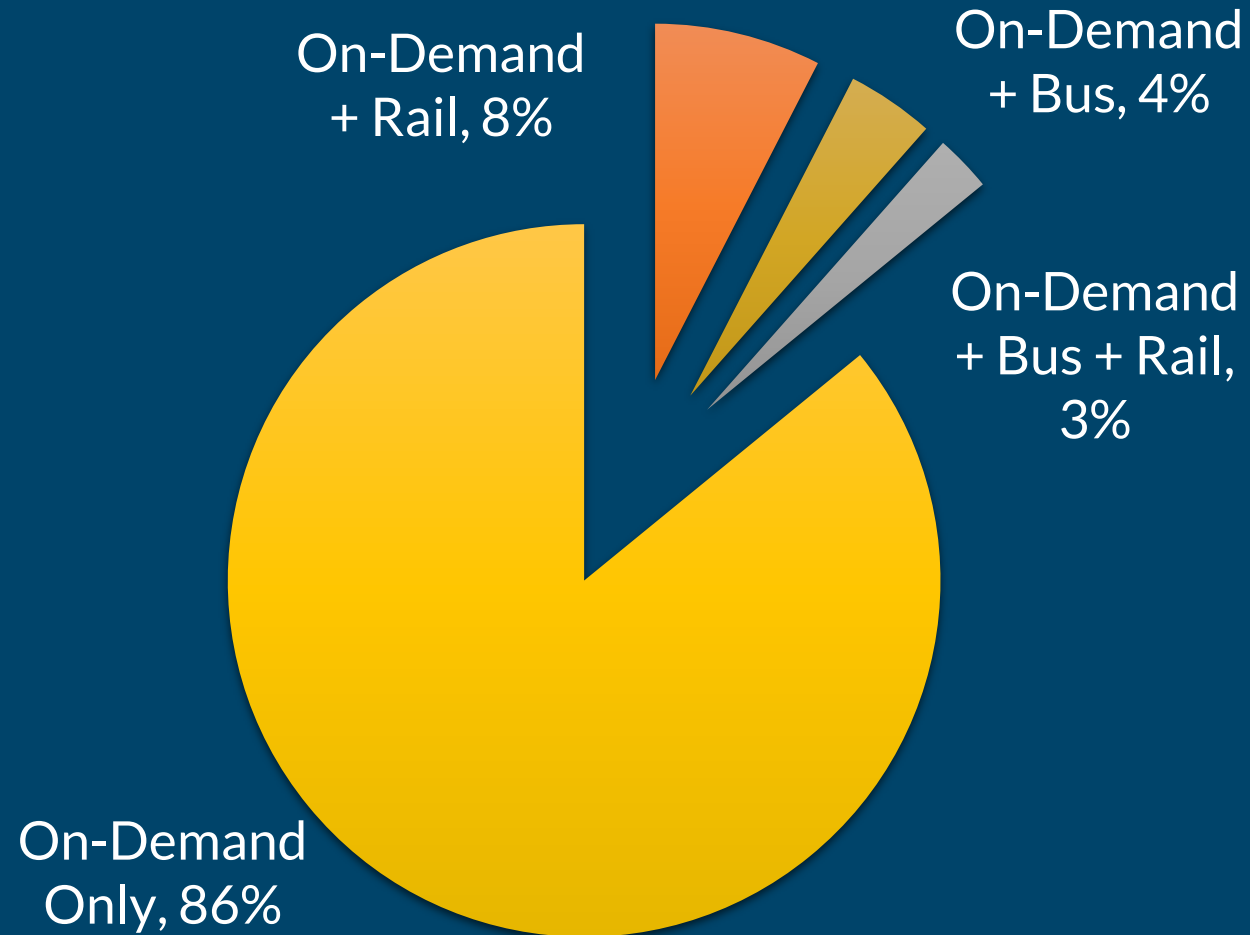
# 2022-23 FIXED ROUTE & ON-DEMAND WEEKDAY SURVEY SUMMARY

| Measure              | Fixed Route Survey | On-Demand Survey |
|----------------------|--------------------|------------------|
| # Routes/Lines/Zones | 154                | 40               |
| Surveys Collected    | 32,976             | 1,534            |
| Unlinked Trips       | 173,094            | 8,333            |
| Linked Trips         | 131,320            | 7,309            |



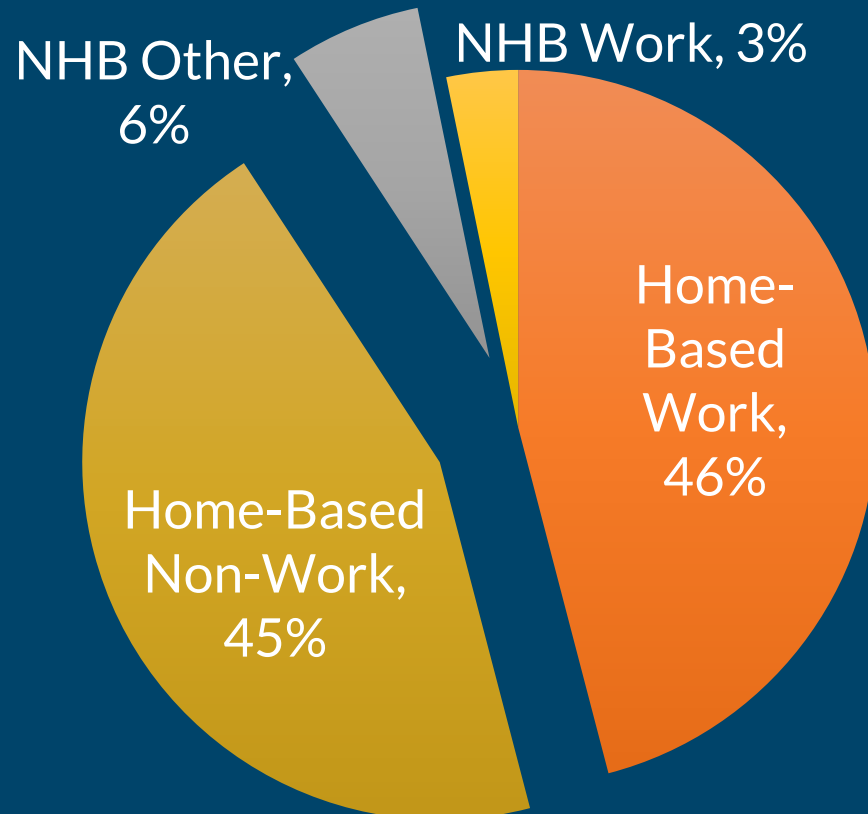


# MOBILITY ON-DEMAND TRANSIT MODES USED IN ONE-WAY TRIP



# TRIP PURPOSE

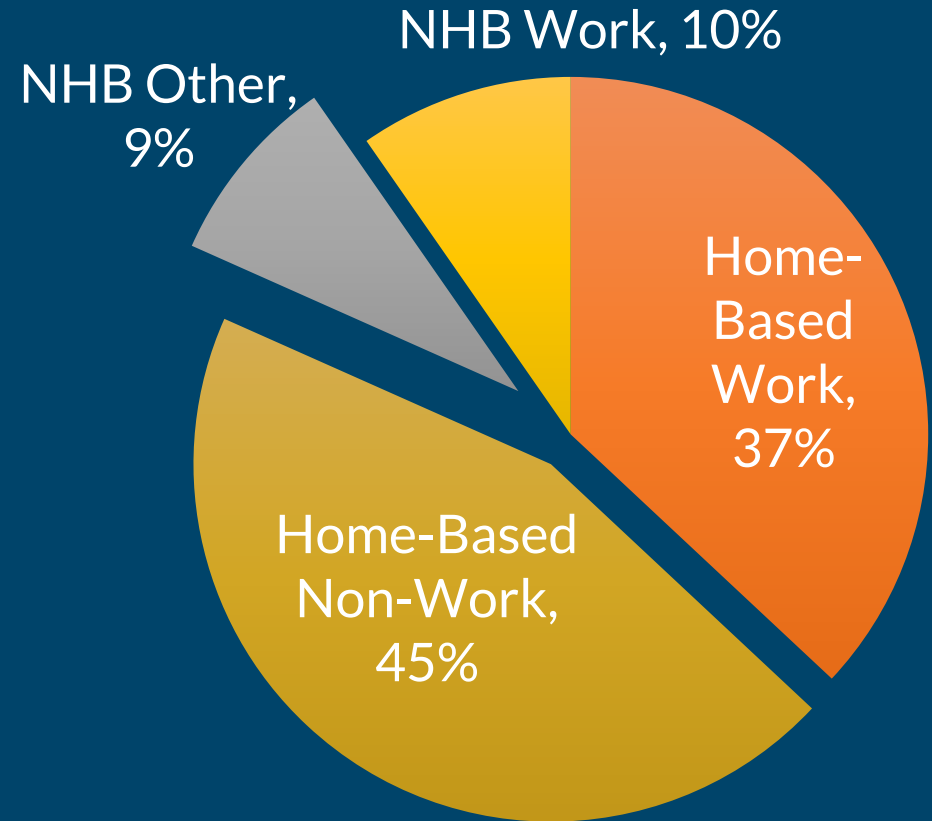
## Fixed Route Survey



*91% home-based trips*

*49% work trips*

## On-Demand Survey



*82% home-based trips*

*47% work trips*

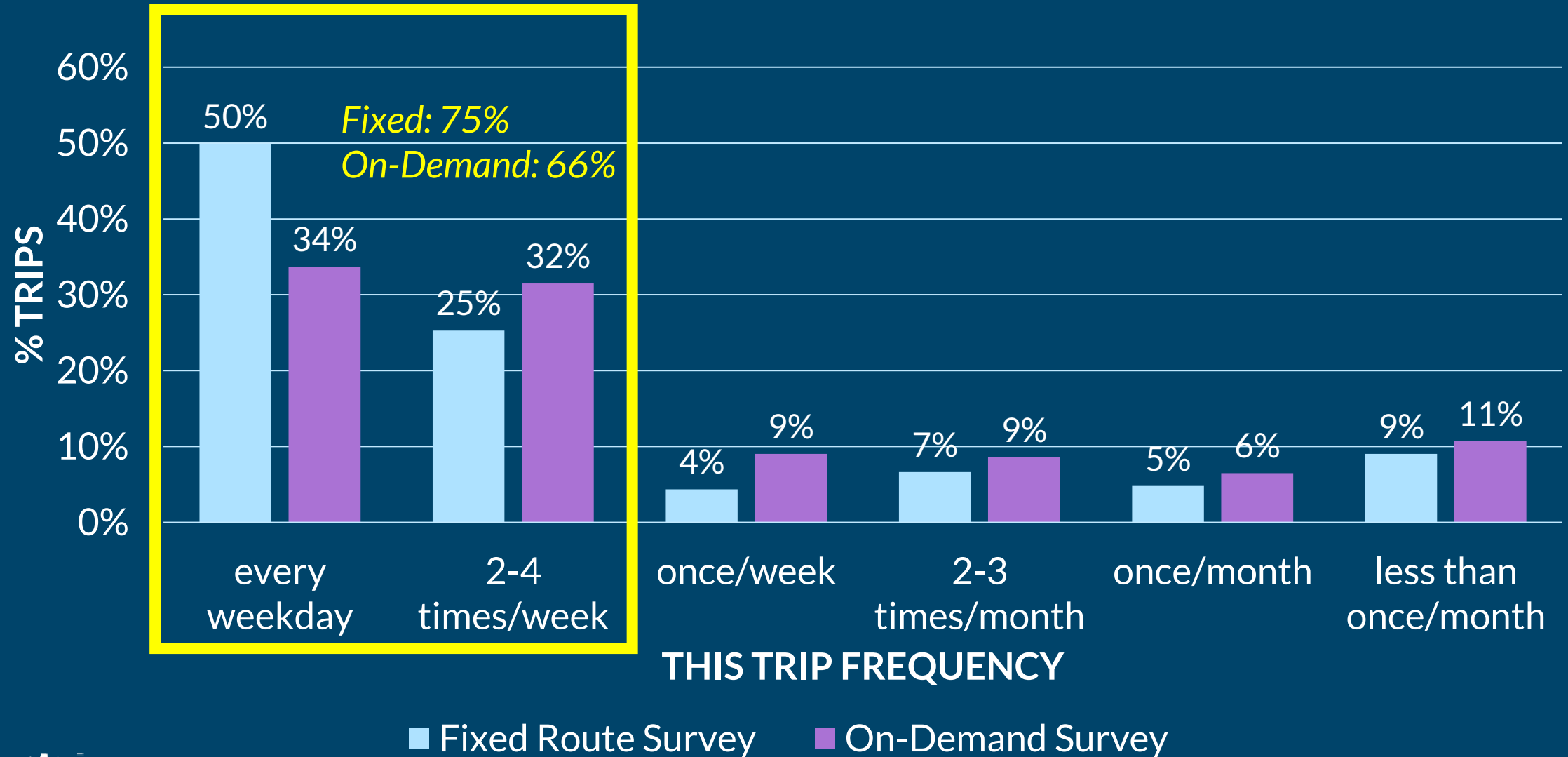


# Top Home-Non-Work Trip Purposes

| Trip Purpose               | Fixed Route Survey | On-Demand Survey |
|----------------------------|--------------------|------------------|
| HB Shopping                | 6%                 | 11%              |
| HB Personal Business/Other | 9%                 | 11%              |
| HB Education College       | 12%                | 10%              |
| HB Social-Recreation       | 10%                | 6%               |

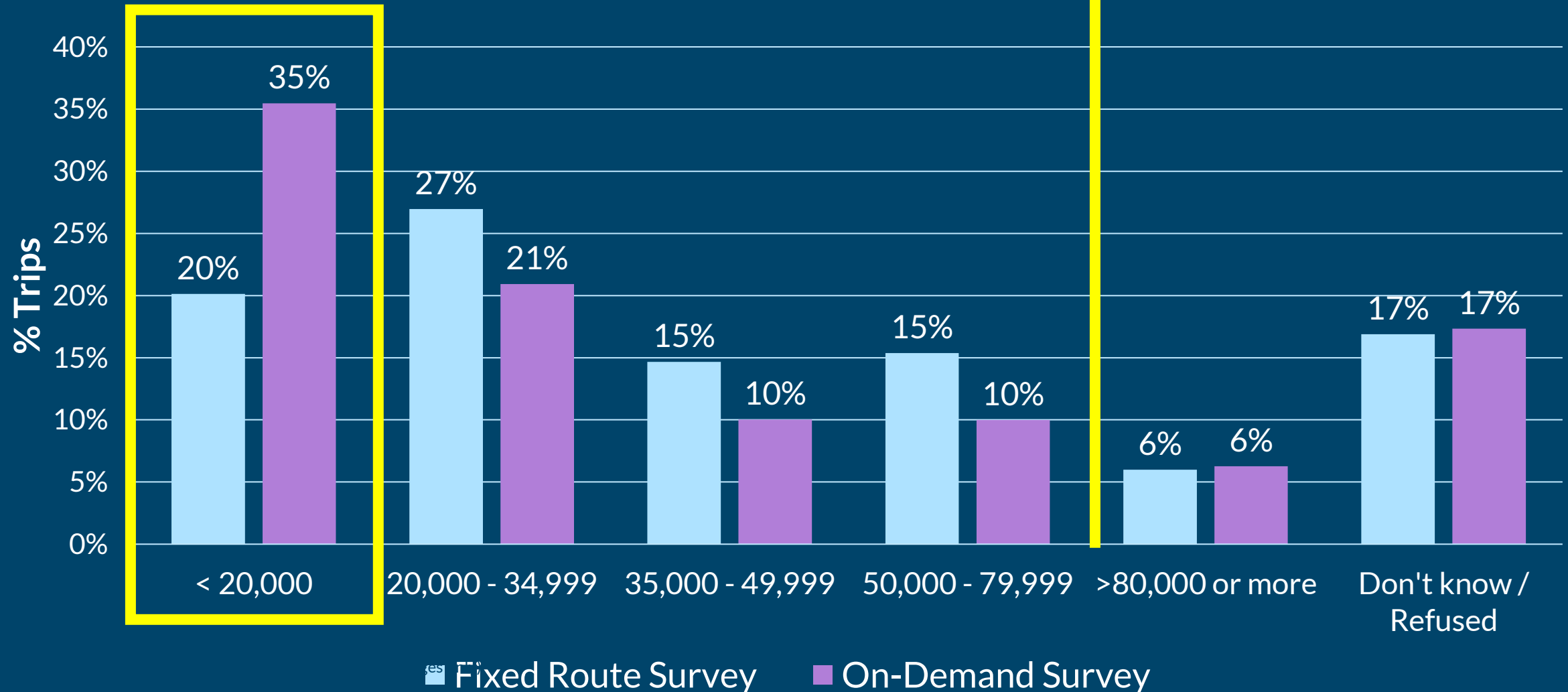


# HOW OFTEN MAKE THIS TRANSIT TRIP BETWEEN OD



Median HH Income = 86,860K  
Dallas-Ft Worth-Arlington Metro (2023)

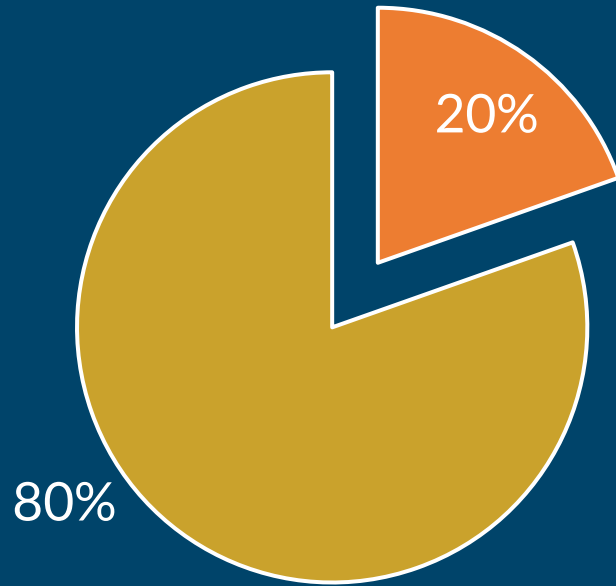
# HOUSEHOLD INCOME





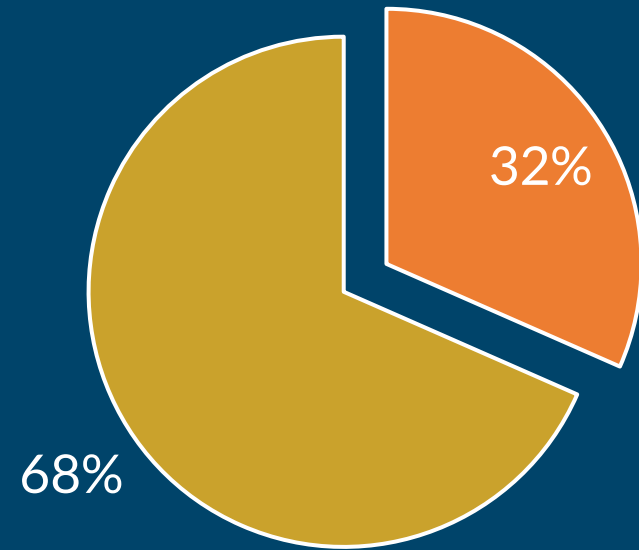
# STUDENT STATUS

Fixed Route Survey



- Student (College/Univ/ K-12/Vocation/ Tech)
- Not a Student

On-Demand Survey

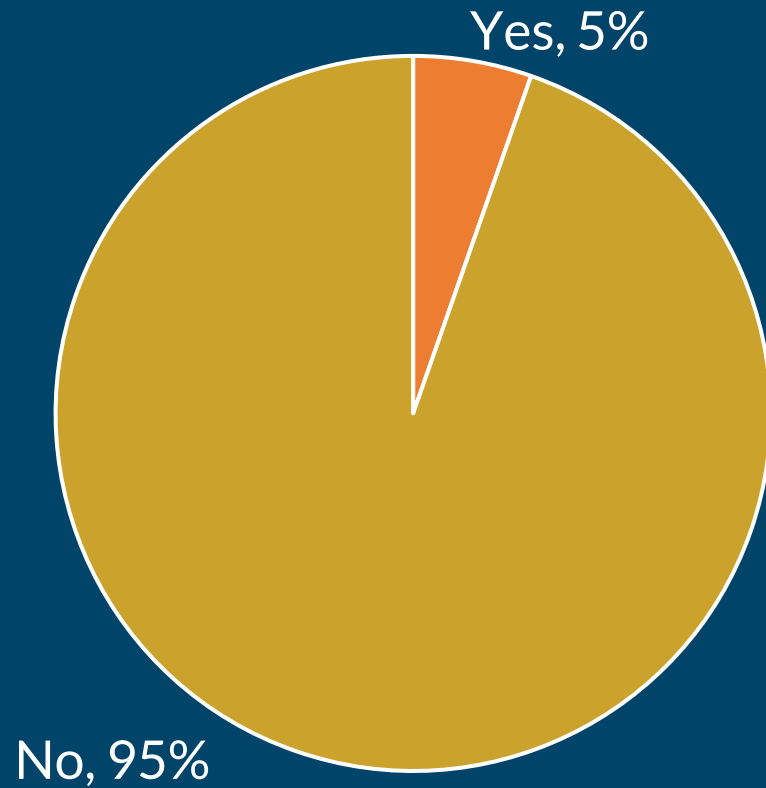


- Student (College/Univ/ K-12/Vocation/ Tech)
- Not a Student

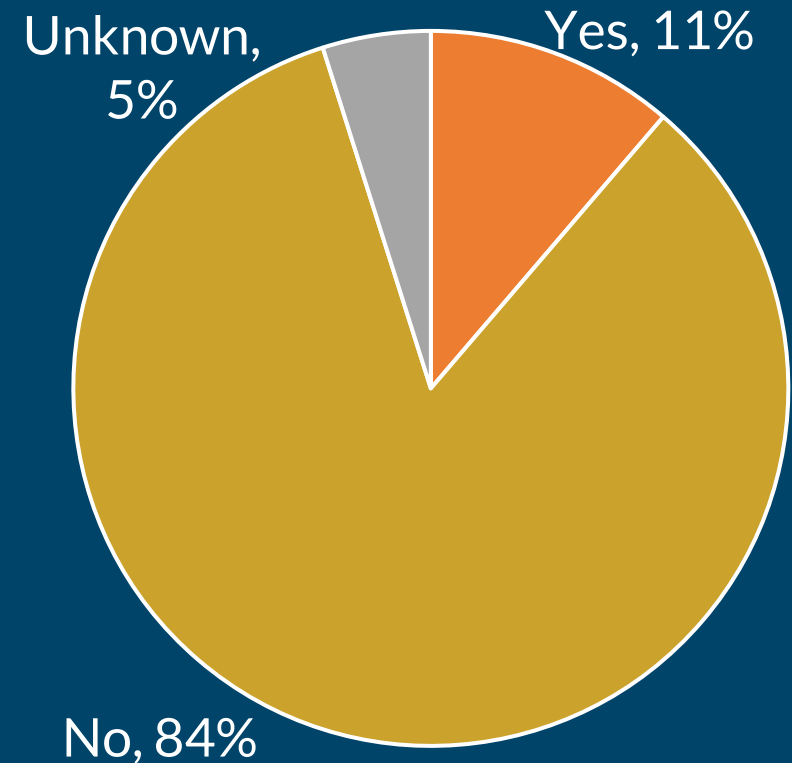


# DISABILITY THAT AFFECTS MOBILITY?

Fixed Route Survey



On-Demand Survey



# KEY TAKEAWAYS



Limited Use of Fixed Route: 86% of one-way trips only used Mobility On-Demand service.



Fewer Home-Based Trips: 82% of Mobility On-Demand trips are HB compared to 91% of Fixed Route trips.



Fewer Habitual Trips: 66% of Mobility On-Demand trips will be made 2 or more times a week, compared to 75% of Fixed Route trips.



More Student Trips: 32% of Mobility On-Demand trips are made by students compared to 20% of Fixed Route trips.



# CONTACT US



Kathy Yu

Principal Transportation System Modeler  
Model & Data Development

[kyu@nctcog.org](mailto:kyu@nctcog.org) | 817-608-2343



Arash Mirzaei, P.E.

Senior Program Manager  
Model & Data Development

[amirzaei@nctcog.org](mailto:amirzaei@nctcog.org) | 817-695-9261

