

## Travel Demand Forecast Models

“...they are more than just really, really, ridiculously good looking”

Before you leave for work



On your way to work




When you arrive at work



**Is this how you feel today?**

If so, imagine how your daily trips will be impacted when more people and jobs locate to the Treasure Valley.



*This is what we use models for – to forecast travel demand under various scenarios – 1 million or 3 million people, what if we add or widen roads and bridges, what about buses or rail?*

