

Instructions



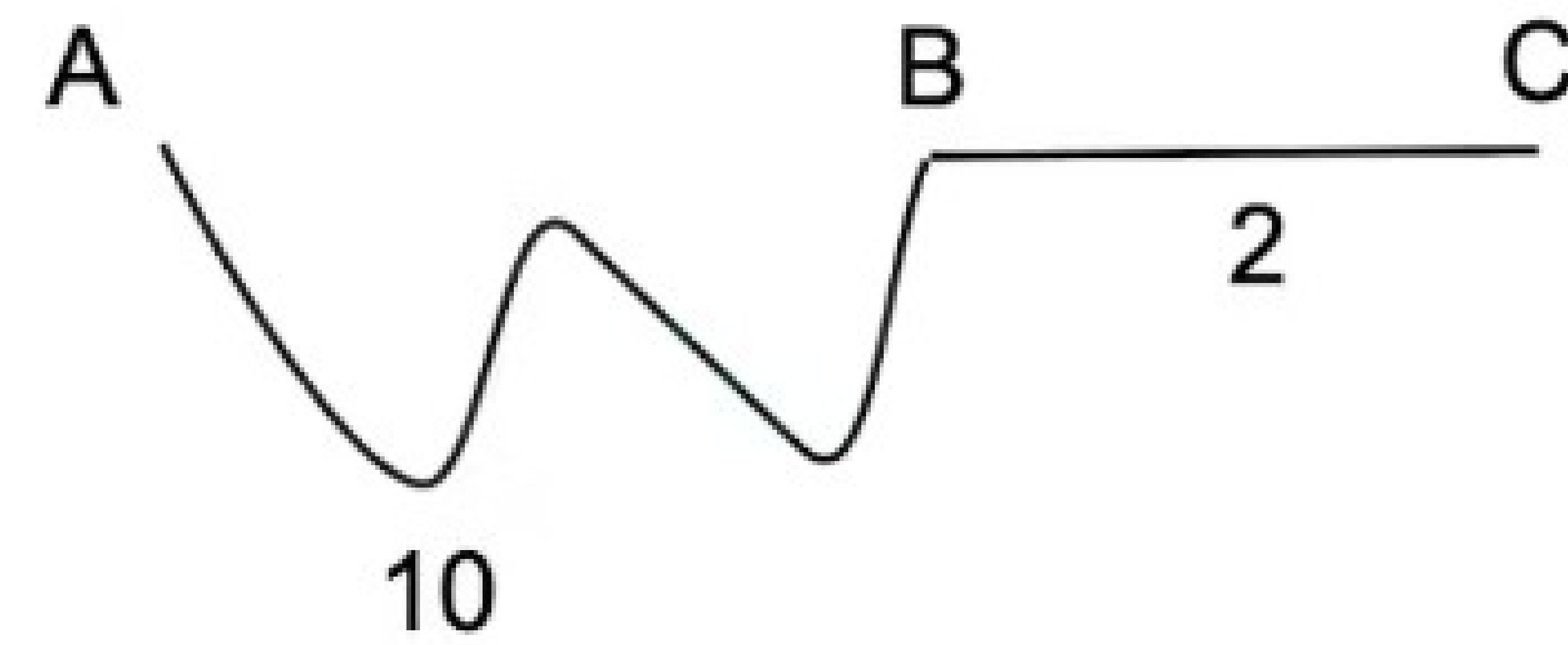
Let's start with a simple network.

...How much induced demand?

1

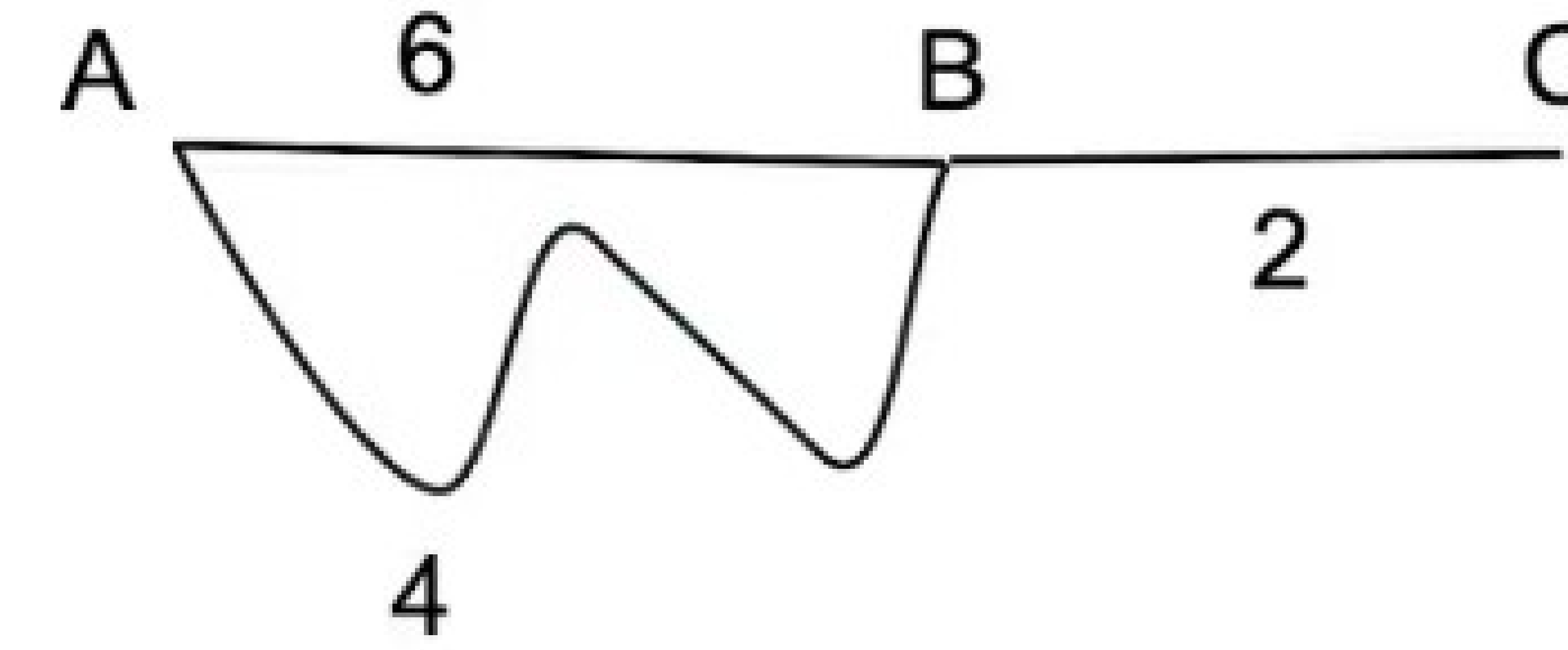
Now – circuitous road between A & B, and straight road between B & C.

Counts on the ground:



Future – new road between A & B.

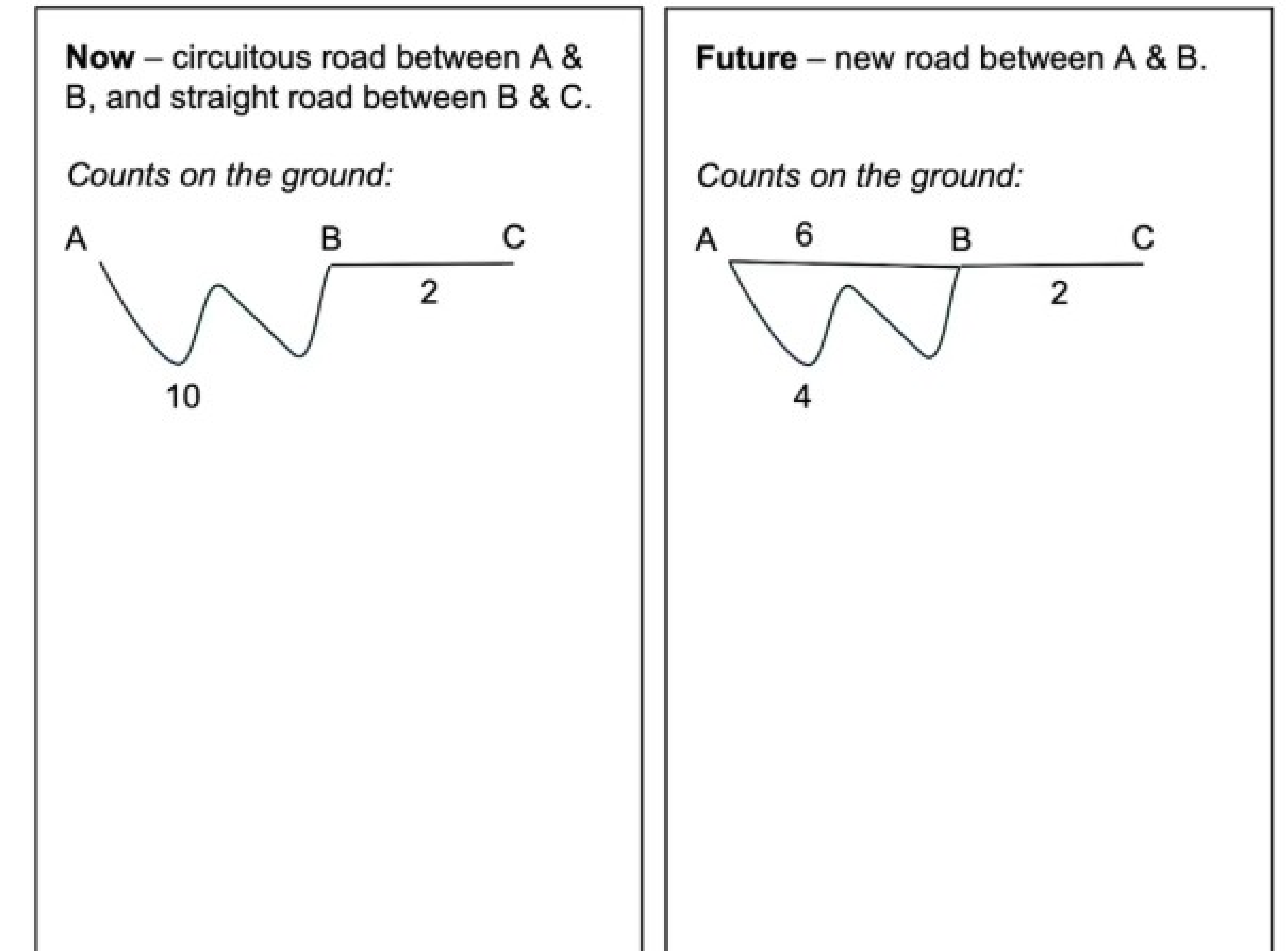
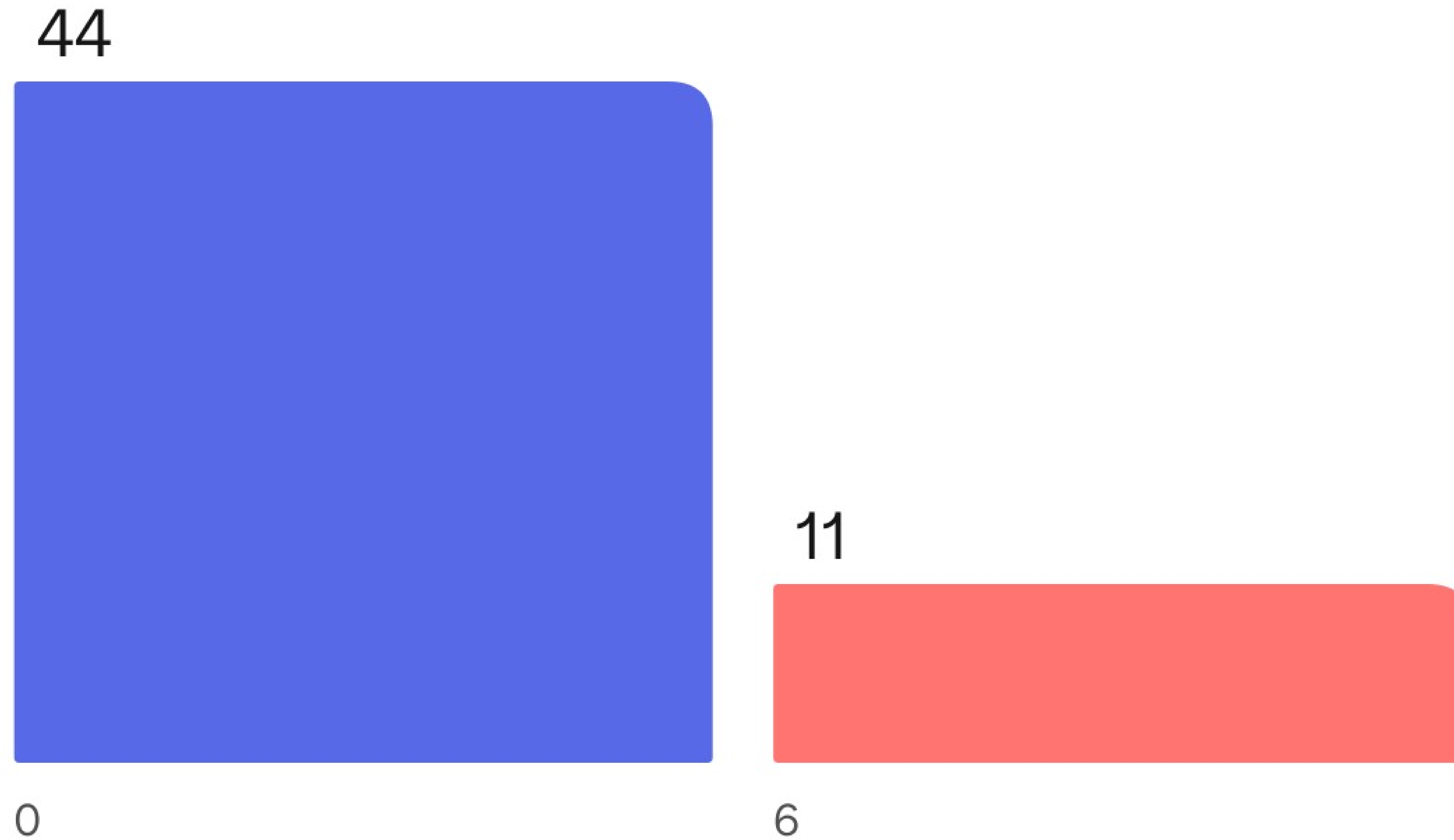
Counts on the ground:



How much induced demand?

- ☐ 0
- ☐ 6

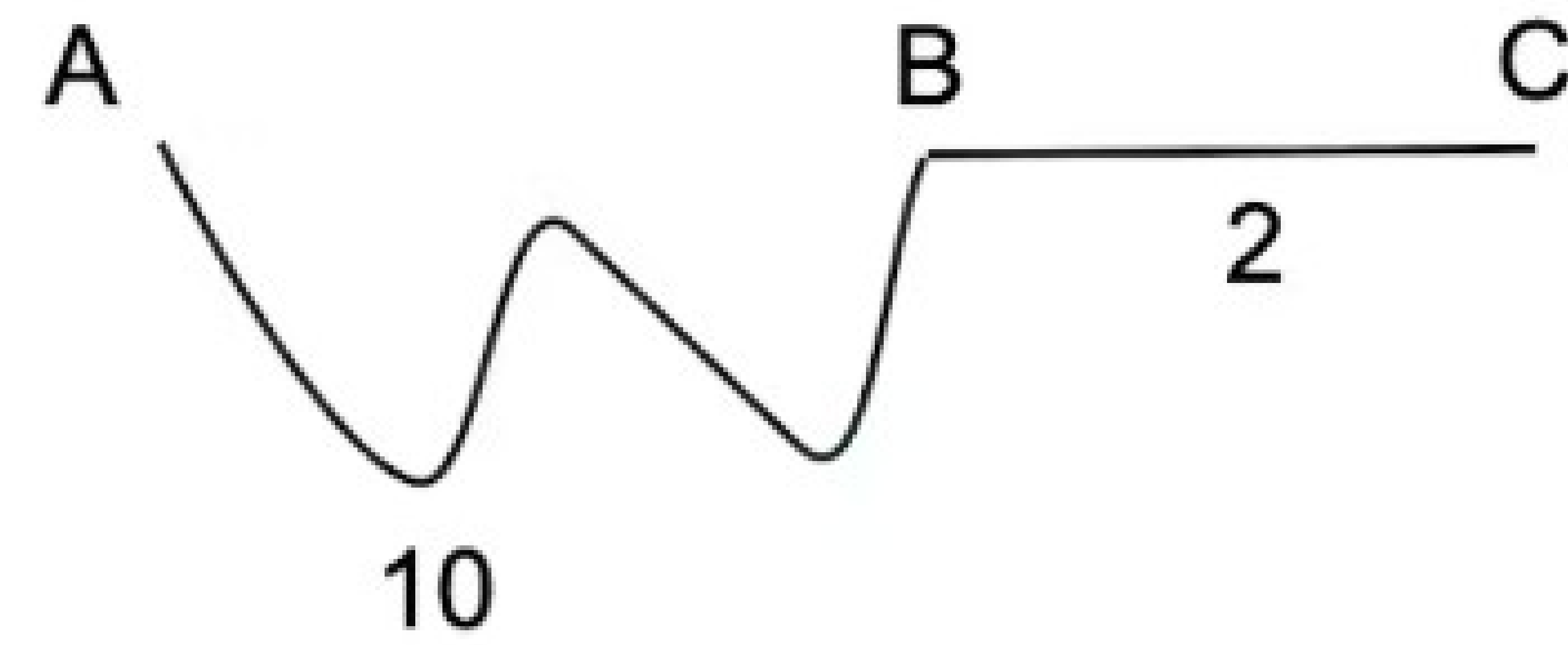
How much induced demand?



2

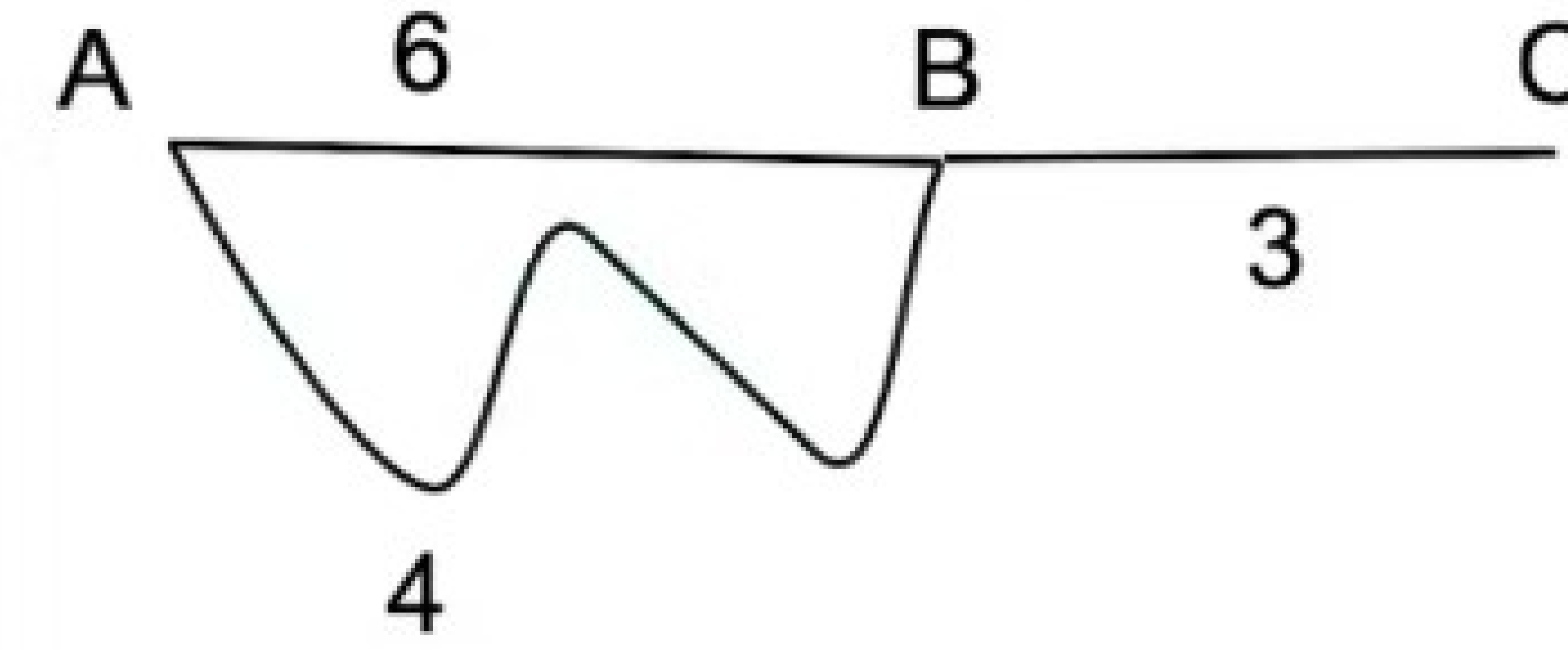
Now – circuitous road between A & B, and straight road between B & C.

Counts on the ground:



Future – new road between A & B.

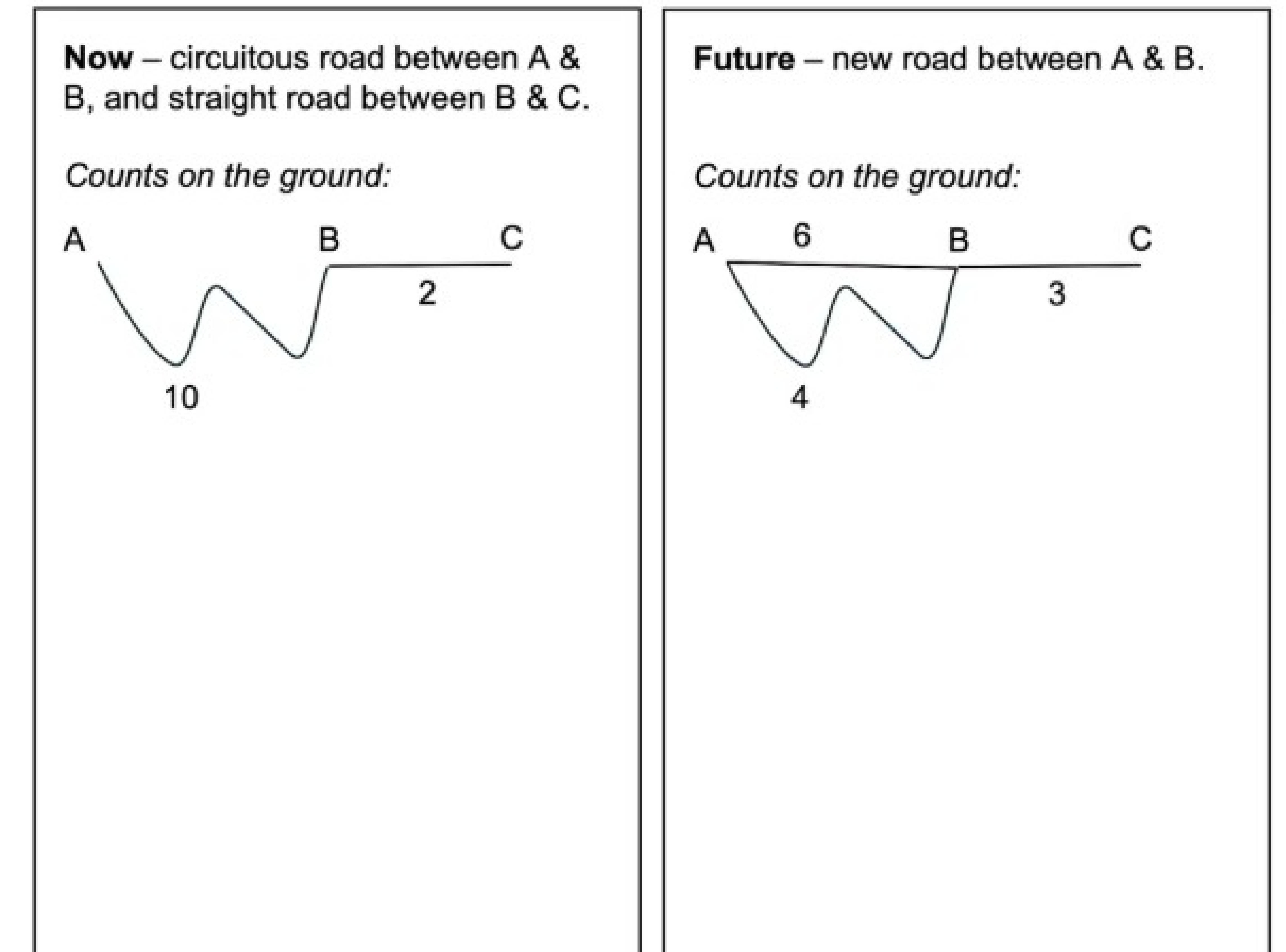
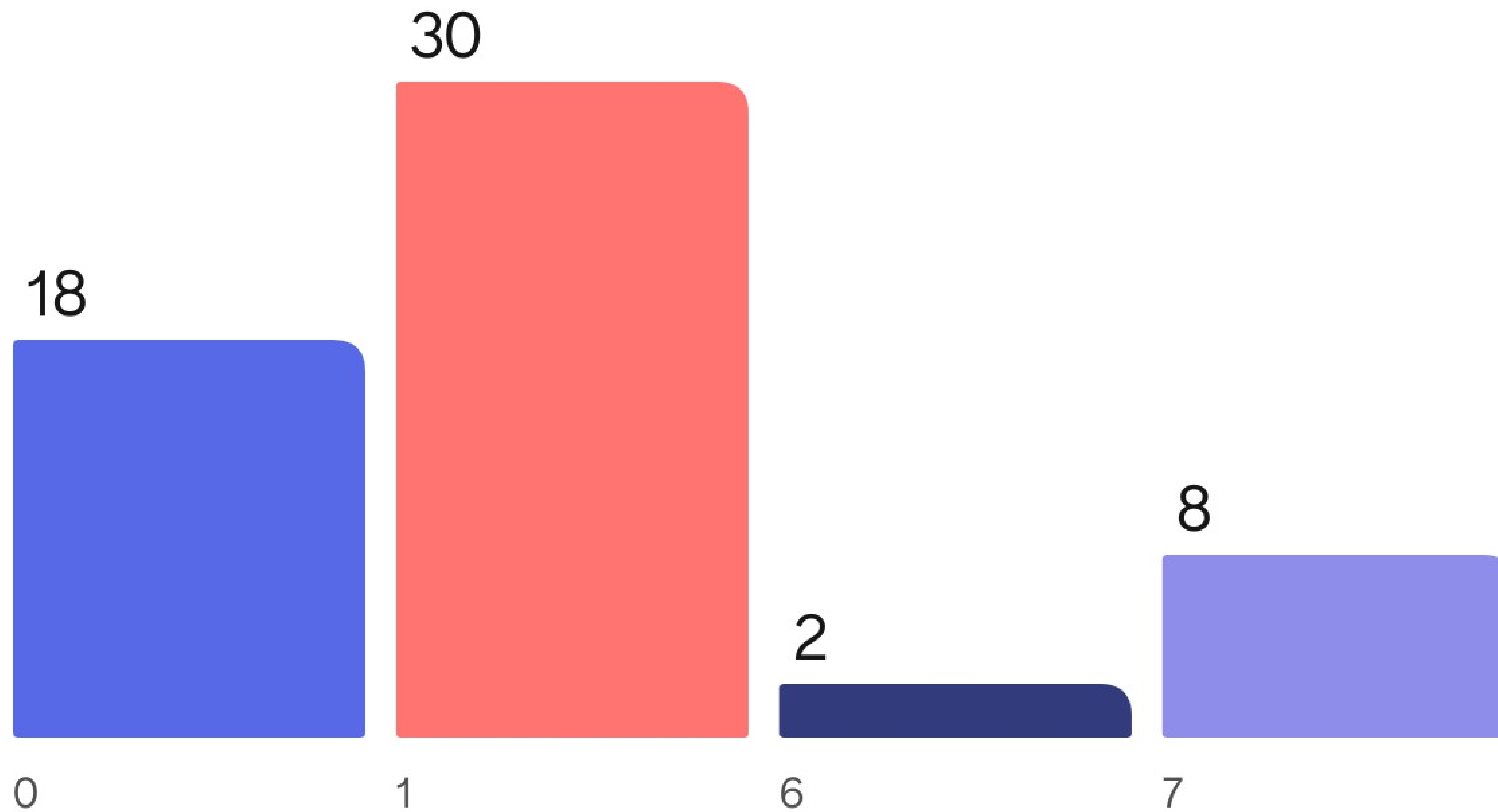
Counts on the ground:



How much induced demand?

- ☐ 0
- ☐ 1
- ☐ 6
- ☐ 7

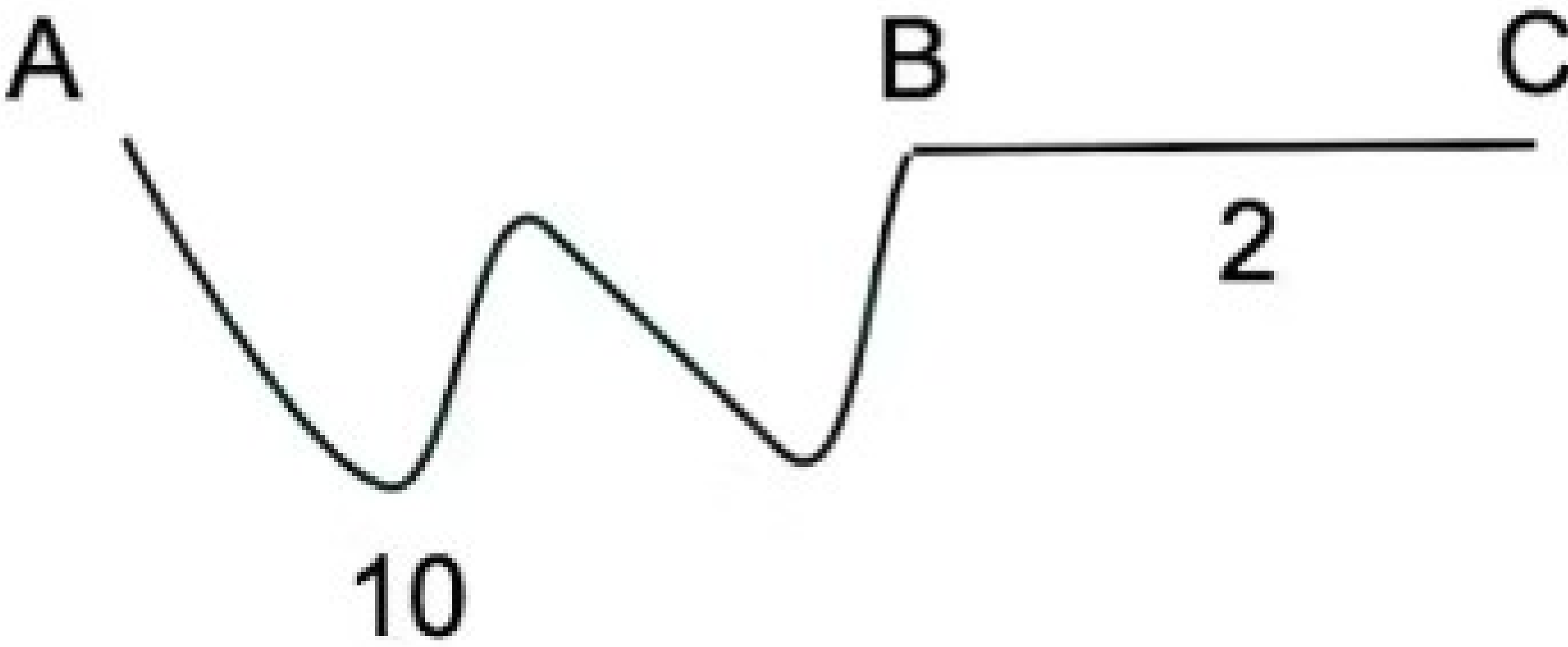
How much induced demand?



3

Now – circuitous road between A & B, and straight road between B & C.

Counts on the ground:

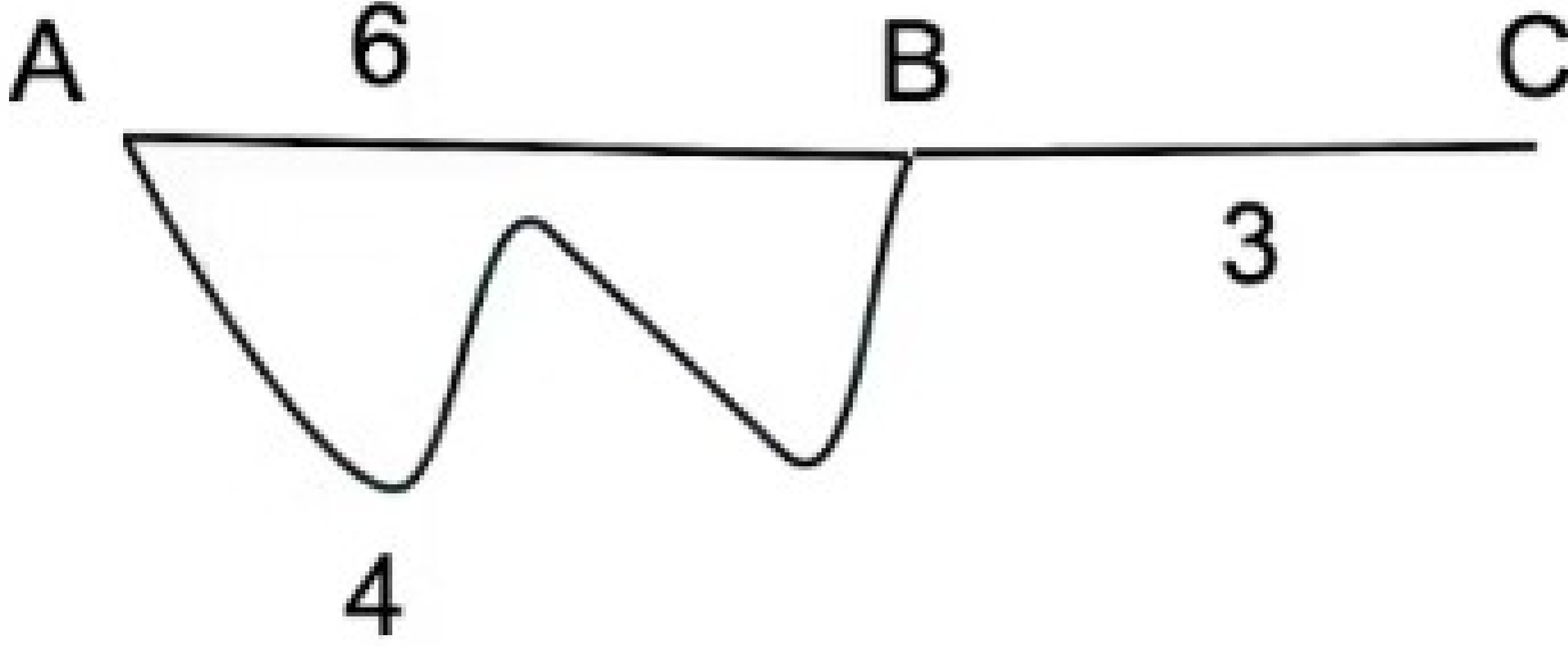


Demand matrix:

	To B	To C	Total
From A	8	2	10

Future – new road between A & B.

Counts on the ground:



Demand matrix:

	To B	To C	Total
From A	7	3	10

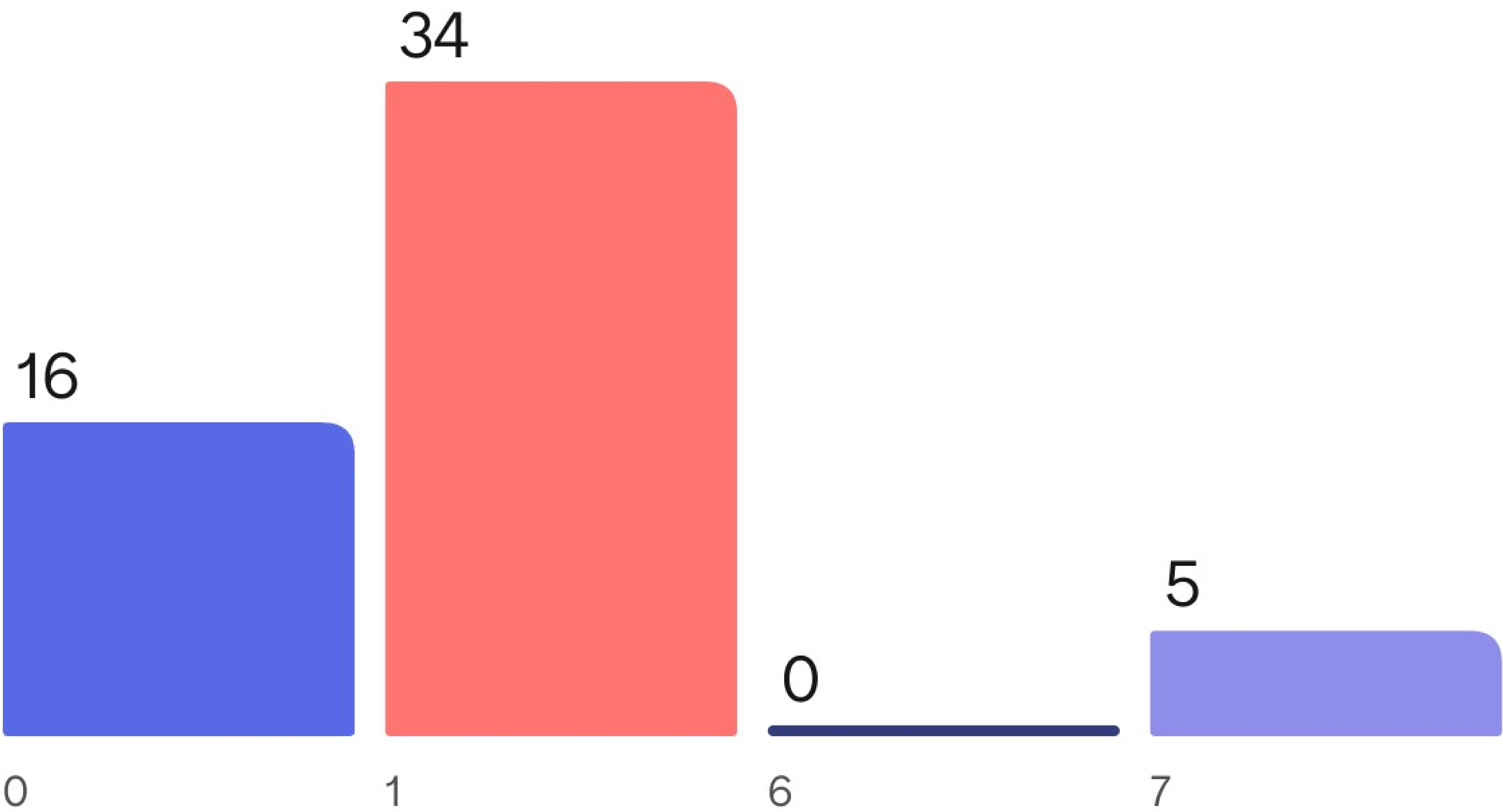
Demand response:

- ☐ Route choice
- ☐ Trip redistribution

How much induced demand?

- ☐ 0
- ☐ 1
- ☐ 6
- ☐ 7

How much induced demand?



Now – circuitous road between A & B, and straight road between B & C.

Counts on the ground:

Demand matrix:

	To B	To C	Total
From A	8	2	10

Future – new road between A & B.

Counts on the ground:

Demand matrix:

	To B	To C	Total
From A	7	3	10

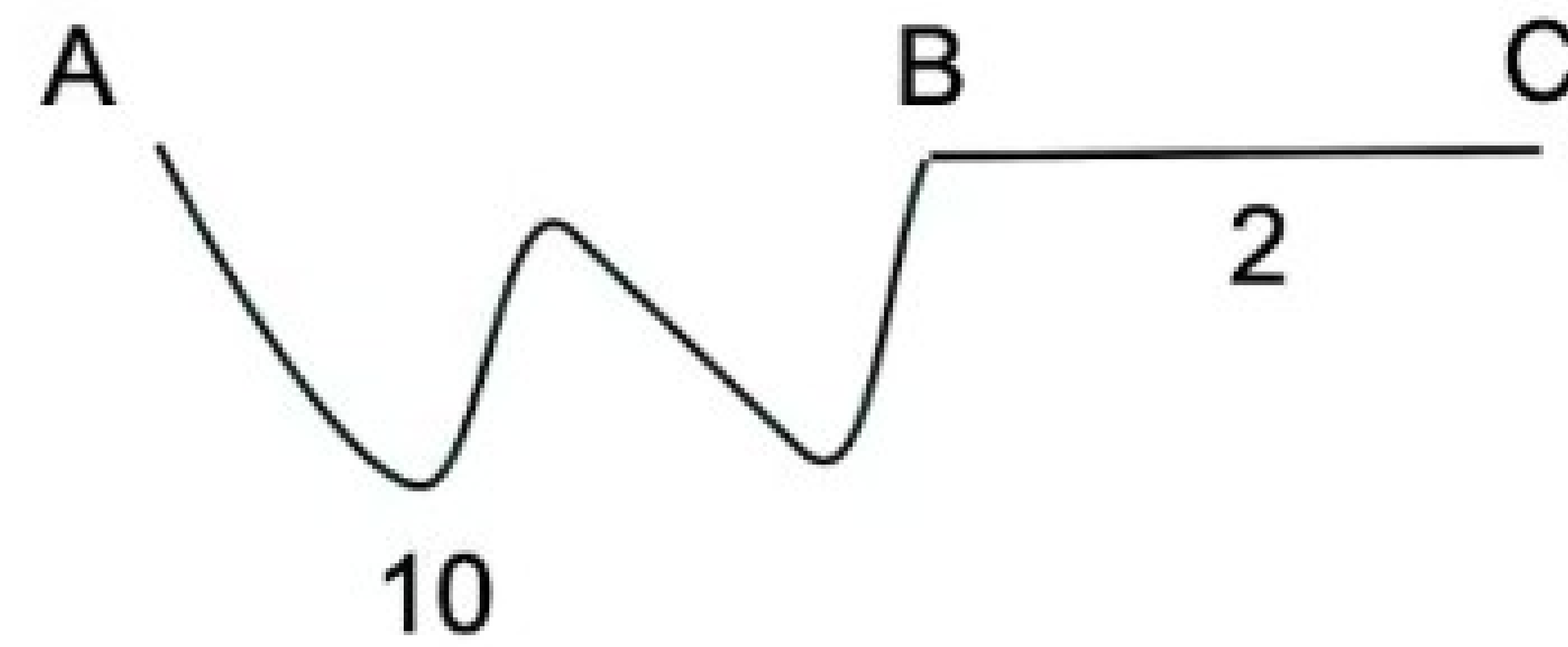
Demand response:

- ☐ Route choice
- ☐ Trip redistribution

4

Now – circuitous road between A & B, and straight road between B & C.

Counts on the ground:

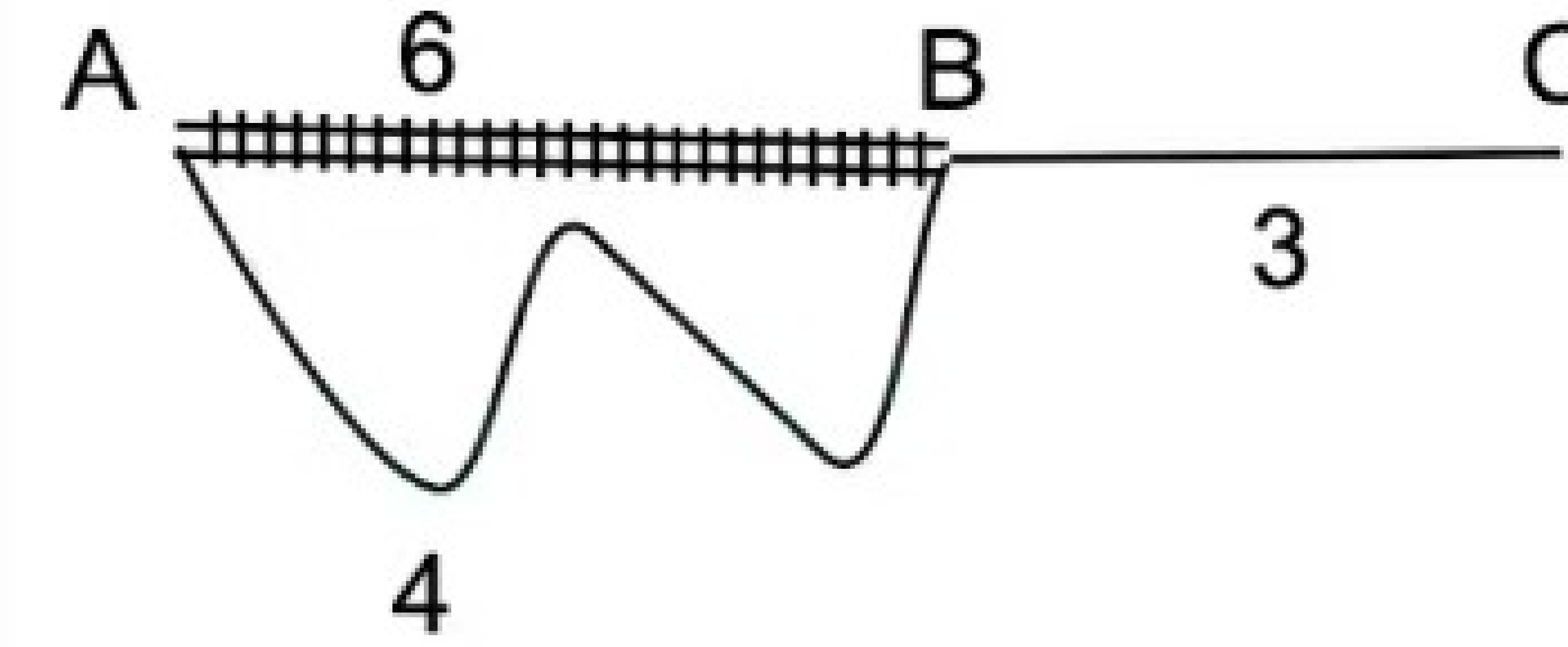


Demand matrix:

	To B	To C	Total
From A	8	2	10

Future – new trainline between A & B.

Counts on the ground:



Demand matrix:

	To B	To C	Total
From A	7	3	10

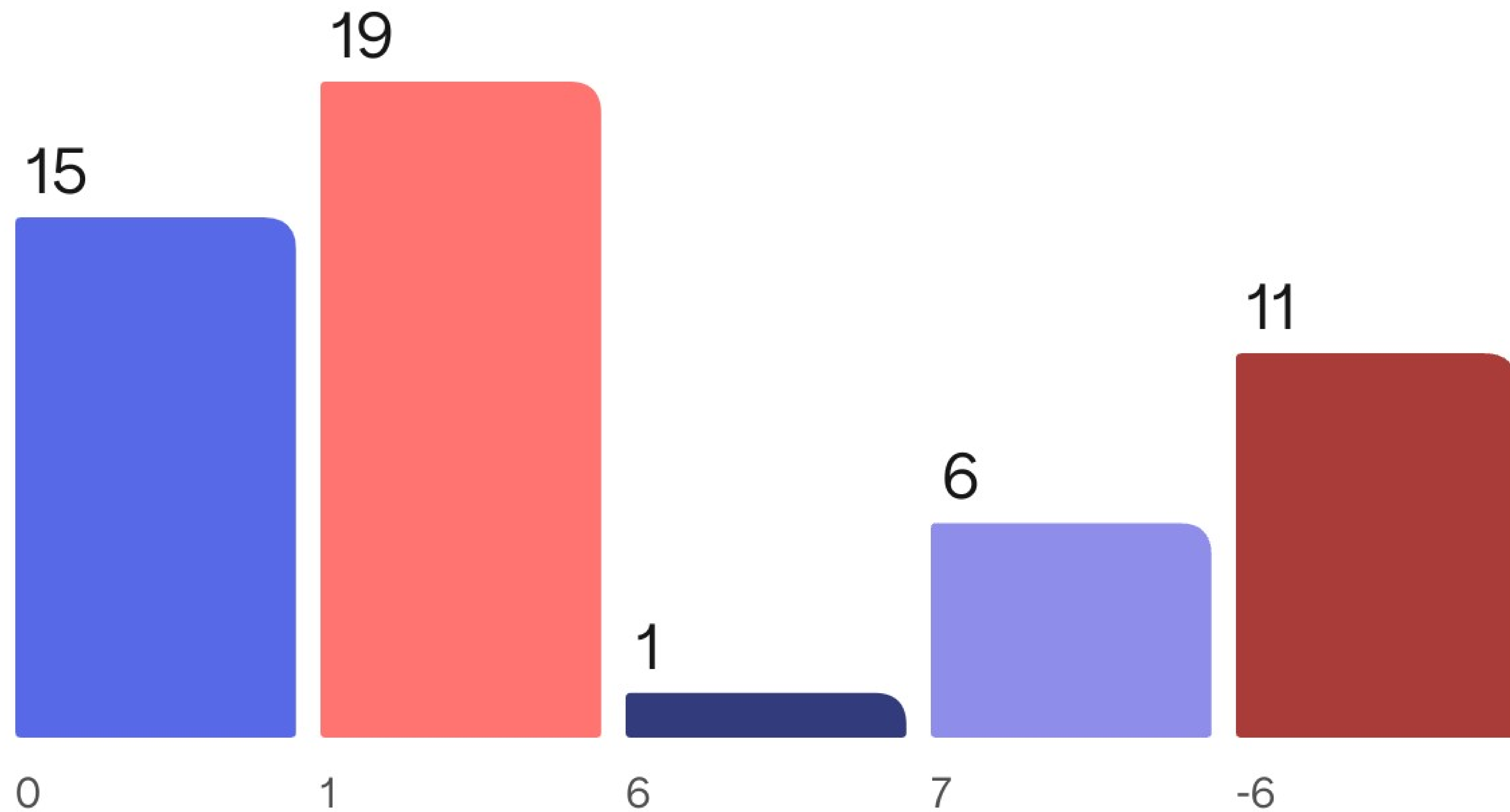
Demand response:

- ☐ Route choice
- ☐ Trip redistribution
- ☐ Mode shift

How much induced demand?

- ☐ 0
- ☐ 1
- ☐ 6
- ☐ 7
- ☐ -6

How much induced demand?



Now – circuitous road between A & B, and straight road between B & C.

Counts on the ground:

Demand matrix:

	To B	To C	Total
From A	8	2	10

Future – new trainline between A & B.

Counts on the ground:

Demand matrix:

	To B	To C	Total
From A	7	3	10

Demand response:

- ☐ Route choice
- ☐ Trip redistribution
- ☐ Mode shift

Now let's consider a mega project built in a city of 5 million population, with 7 potential demand responses, represented by a 5,000 x 5,000 zone demand matrix, and counts recorded on the ground at 300+ locations.

...How much induced demand?