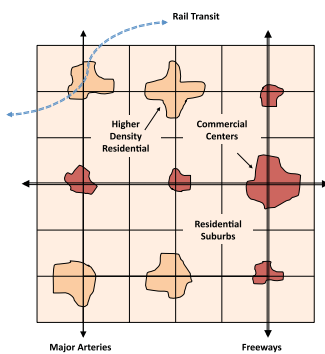


Transportation modeling

You've probably seen or heard about models throughout your life – whether physical models such as a train or a building or more abstract models like those used to give us weather forecasts. What they have in common is that they represent real world objects or processes.



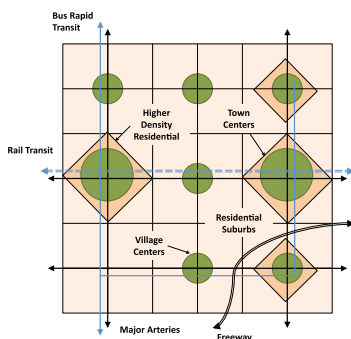
HOW DO THEY KNOW?

Ever heard that new transit service will take X number of cars off the road? Or that building a new road will cut travel time by X minutes? Ever wondered how planners know that?

It all comes from a model...



We also use models in transportation planning. These models are a series of complex mathematical equations that represent the choices, decisions, and behavior of thousands (or millions) of individual travelers.



MODELS HELP US:

- Know where, when and how people are traveling
- Understand what and where our transportation needs are now and in the future
- Evaluate different strategies and investments to meet those needs
- Determine the impacts of strategies and investments on system performance, air quality, travel time, and land use, just to name a few