

**COURSE NUMBER**

FHWA-NHI-152054

COURSE TITLE**Introduction to Urban Travel Demand Forecasting**

Through classroom lectures and interactive workshops, this introductory course covers the traditional four-step modeling process of trip generation, trip distribution, mode choice, and trip assignment. The course includes presentations on land use inputs, network and zone structures, time of day factoring, and reasonableness checking.

In order to ensure that participants have a basic overview of travel demand forecasting, each registered participant will receive a Self-Instructional CD--entitled Introduction to Travel Forecasting--in advance of a scheduled session. To ensure that these CDs are shipped, we request that the Host provide the instructor coordinator with names and mailing addresses of their registrants. Participants are expected to complete the CD in advance of the session

A half day computer lab exercise is included to reinforce the concepts presented in the classroom. The hosting organization is responsible for providing MS Windows microcomputers with color graphics, color monitors, and at least 10 megabytes of hard disk space. There should be no more than two participants per computer station.

Prerequisites: Computer experience and an understanding of college-level algebra. Participants must bring scientific calculators to the session.

OUTCOMES

Upon completion of the course, participants will be able to:

- Describe the role of travel forecasting within transportation planning
- Explain the principles of the four-step model: trip generation, trip distribution, mode choice, and trip assignment
- Demonstrate how input data is used in each step of the four-step model
- Identify reasonableness checks for model inputs, outputs, and equations
- Interpret the outputs from each step

TARGET AUDIENCE

Federal, State, local planners, and engineers, and consultants who wish to gain a better understanding of the principles and applications of travel demand forecasting models.

TRAINING LEVEL: Intermediate

FEE: 2018: \$1000 Per Person; 2019: N/A

LENGTH: 4 DAYS (CEU: 2.4 UNITS)

CLASS SIZE: MINIMUM: 20; MAXIMUM: 30

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