



Episode 26 Downloadable: 5 Steps to Estimating Planning Level Transit Ridership

Why Do We Need to Estimate Planning Level Transit Ridership?

Transit ridership forecasting is the basis of understanding the type and frequency of transit services, both for building new projects and modifying existing service. Evaluating different options helps planners to make the best use of available funding to maximize impacts in their community.

5 STEPS TO ESTIMATING PLANNING LEVEL TRANSIT RIDERSHIP

Vision

What is the goal of the new transit development?



Initial Analysis

Forecast ridership for a baseline scenario. This is a good opportunity to test the methodology.



Reality Test

Do the results seem appropriate? Are there other scenarios to consider?



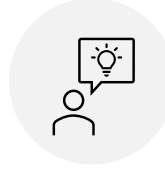
Gather Data

Collect the necessary data depending on your vision, methods, and availability.



Scenario Evaluation

Consider alternative scenarios, such as high/low demand scenarios and different assumptions.



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