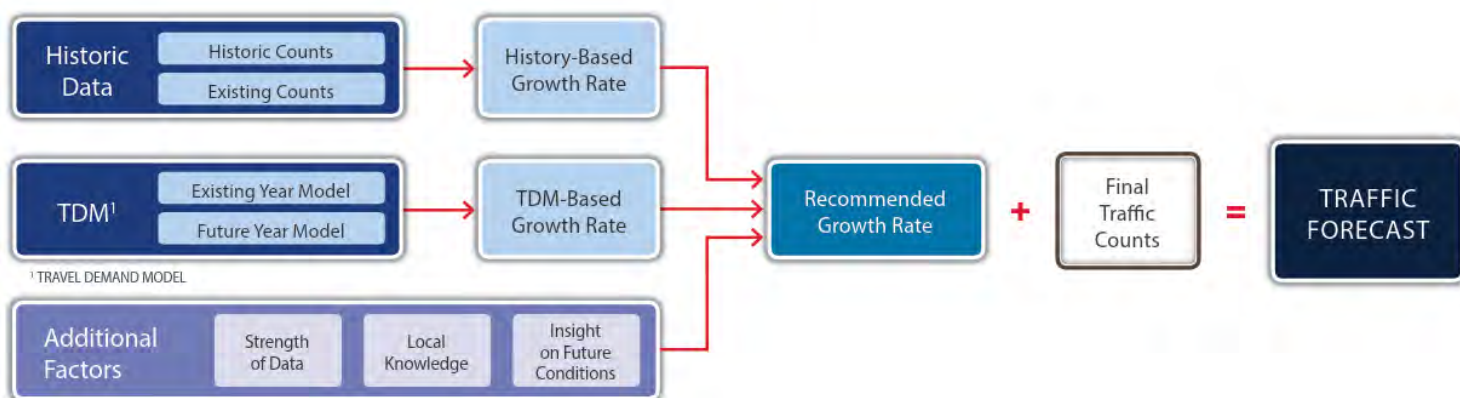


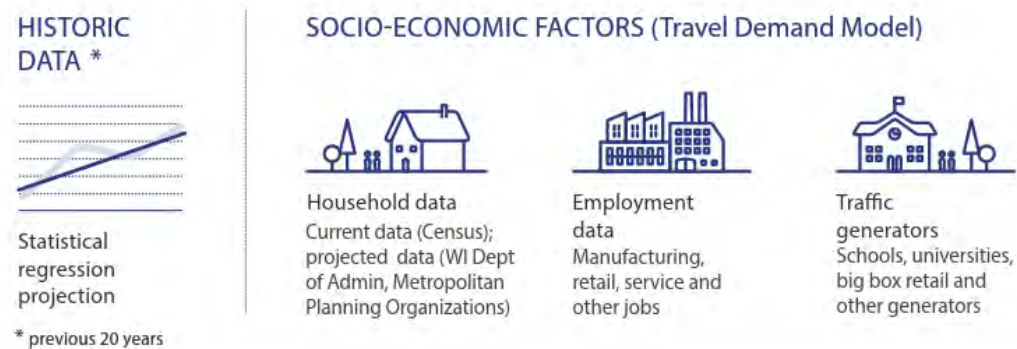
## How WisDOT develops and uses traffic forecasts

Traffic forecasts are fundamentally important for planning and engineering any transportation project. Forecasts explain what the traffic needs of the future will more likely be and provide benchmarks for proper design and efficient transportation system operation. While each traffic forecast is unique to a specific project, all forecasts are built around WisDOT's standard forecasting process.

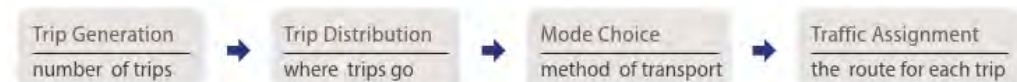
### THE TRAFFIC FORECASTING PROCESS



### WHAT GOES INTO THE FORECAST



### FOUR-STEP MODEL PROCESS (Travel Demand Model)



### ADDITIONAL FACTORS

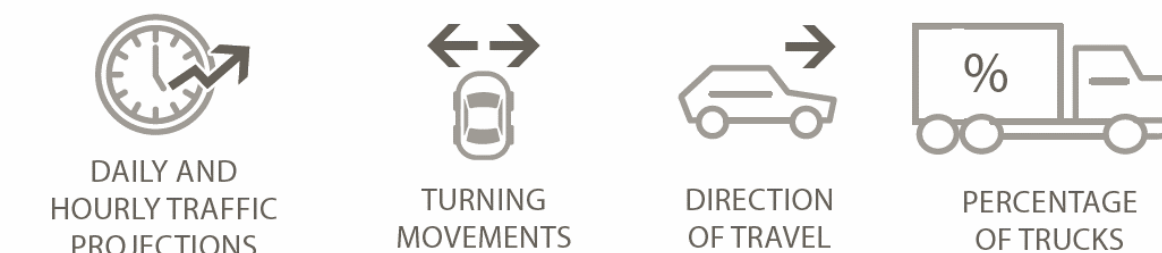


### EXPERTS AT EVERY STEP

**FORECASTING DECISIONS**  
Forecasting experts incorporate the calculated results from the various available sources, including historical data and the Travel Demand Model (TDM). They then follow WisDOT's forecasting process to develop the final traffic forecast.

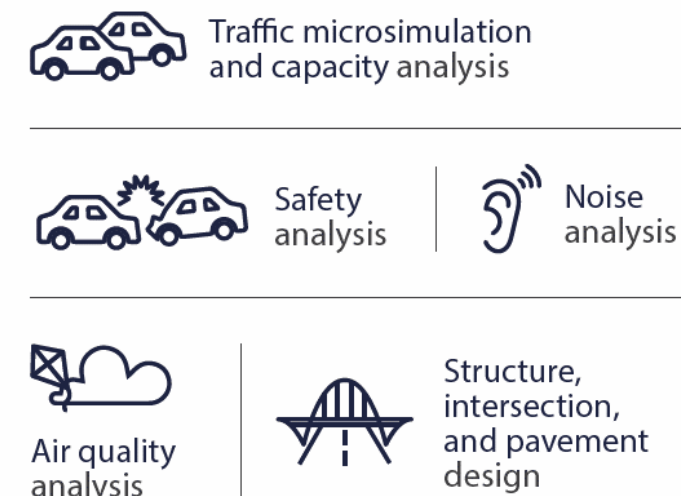
**REFINING THE FORECAST**  
Transportation projects evolve during the planning and design phases, and traffic forecasts are subsequently refined periodically with updated data and detailed design aspects.

### WHAT COMES OUT OF THE FORECAST



### USING THE FORECAST

WisDOT uses the traffic forecast volumes for several study analyses:



For more information  
WisDOT Transportation Planning Manual  
[wisconsindot.gov/Documents/projects/data-plan/plan-res/tpm/9.pdf](http://wisconsindot.gov/Documents/projects/data-plan/plan-res/tpm/9.pdf)  
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