Latent demand for walking and cycling

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What is latent demand?

Latent demand is suppressed or constrained demand

it can be present within

Existing walkers and cyclists

Infrequent or ‘non’ walkers and cyclists

Latent demand for walking and cycling

Research purpose & approach

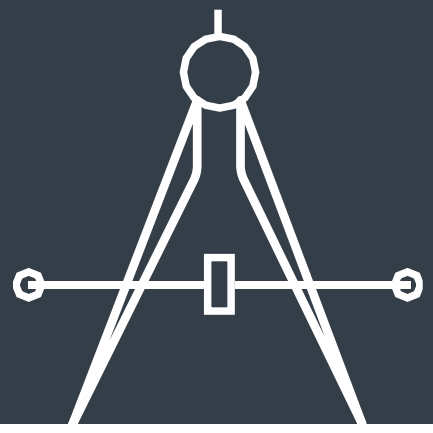
1. Stock take
2. Decision tree
3. Demand database

Conceptual framework

What goes in

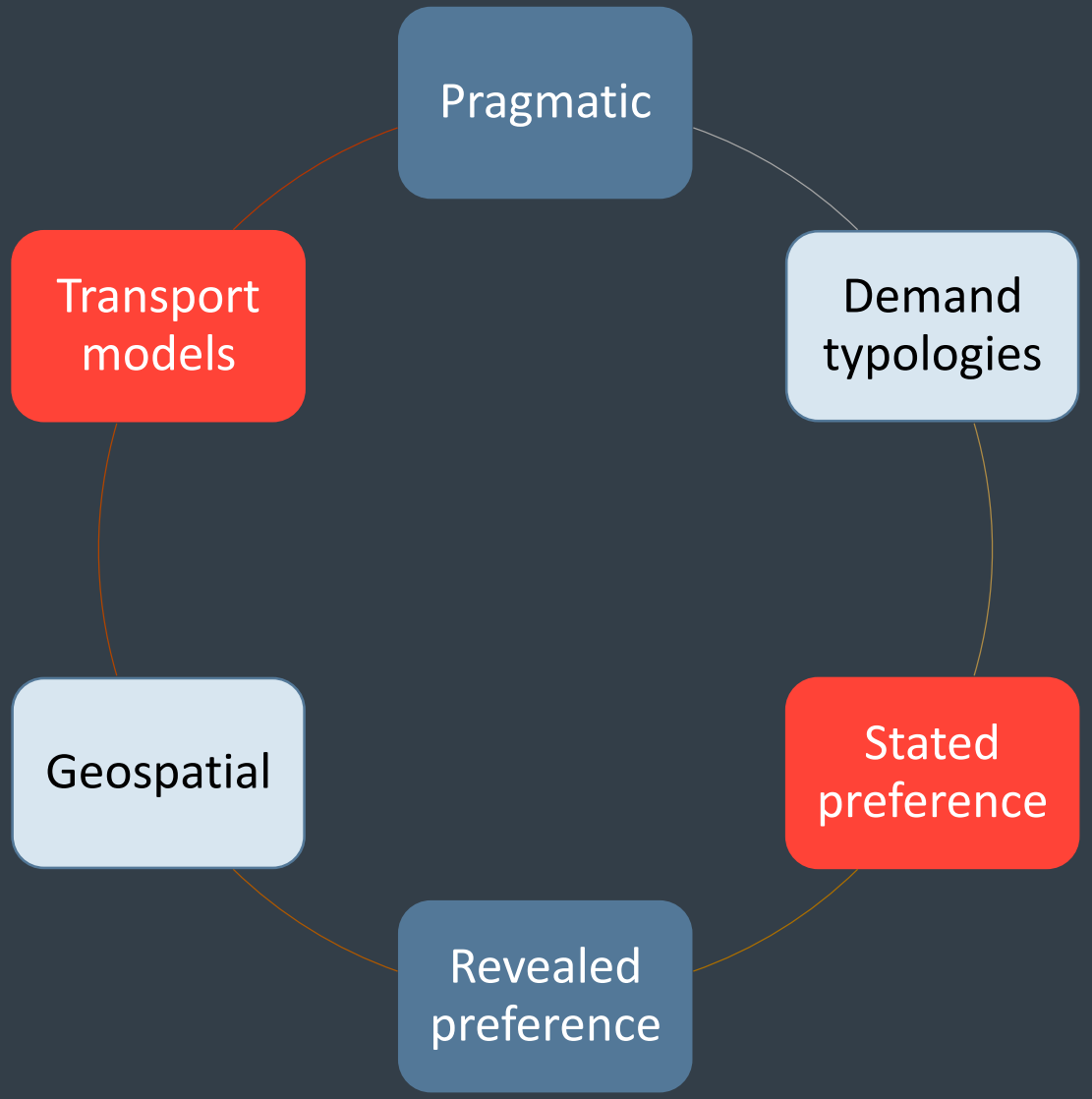
The process it goes through

What comes out



Adapted from the work of Lovelace et al. (2017)

Latent demand methods



Limitations and cautions for latent demand forecasts

Walking or cycling project demand estimation decision tree framework

STEP 1

Determine project scale

STEP 2

Determine project cost

STEP 3

Use demand method selection matrix

STEP 4

Shared paths or structures?

STEP 5

Growth?

STEP 6

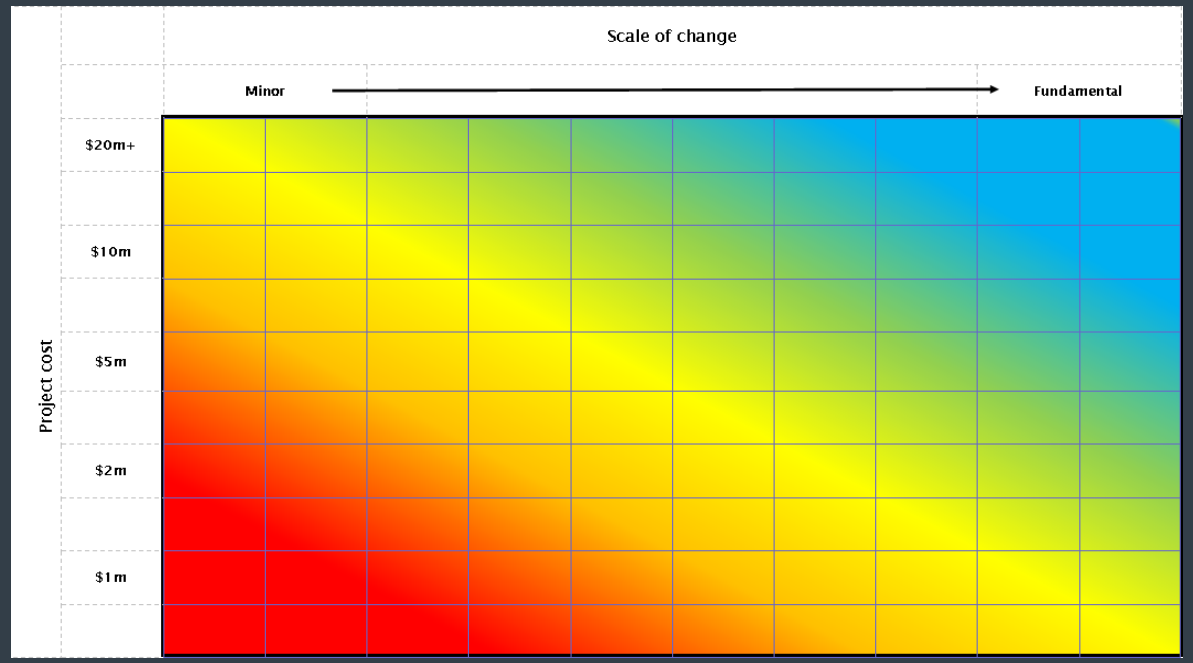
Modifying factors, local data?

STEP 7

Peer-review

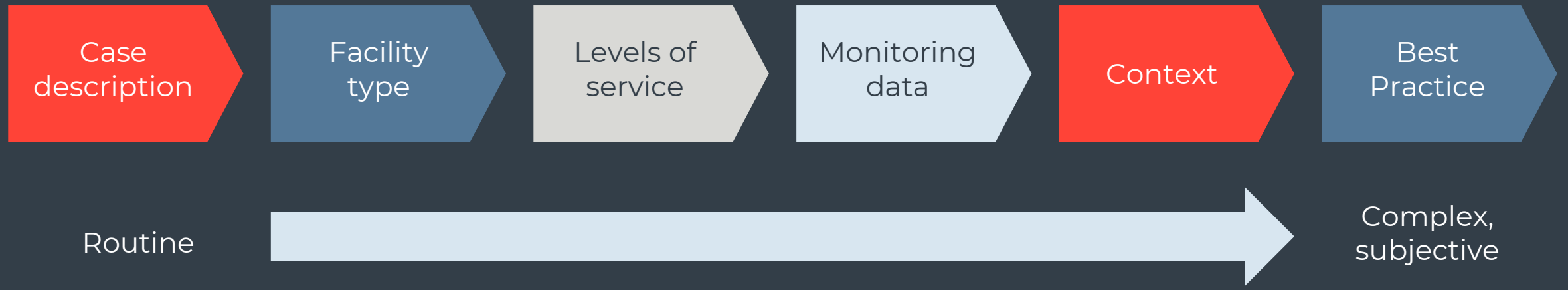
Walking and cycling demand method selection matrix

Method 1	Method 2	Method 3	Method 4	Method 5
Sketch plan equation (cycling). Informed expert estimation (walking).	Sketch plan equation with informed expert calibration (cycling). Informed expert estimation (walking).	Comparison approach combined with an evaluation of level of service and potential use. Employ modifying factors based on the local context.	Geospatial assessment combined with an evaluation of level of service and potential use. Employ modifying factors based on the local context.	Transport model with locally specific data and factors.

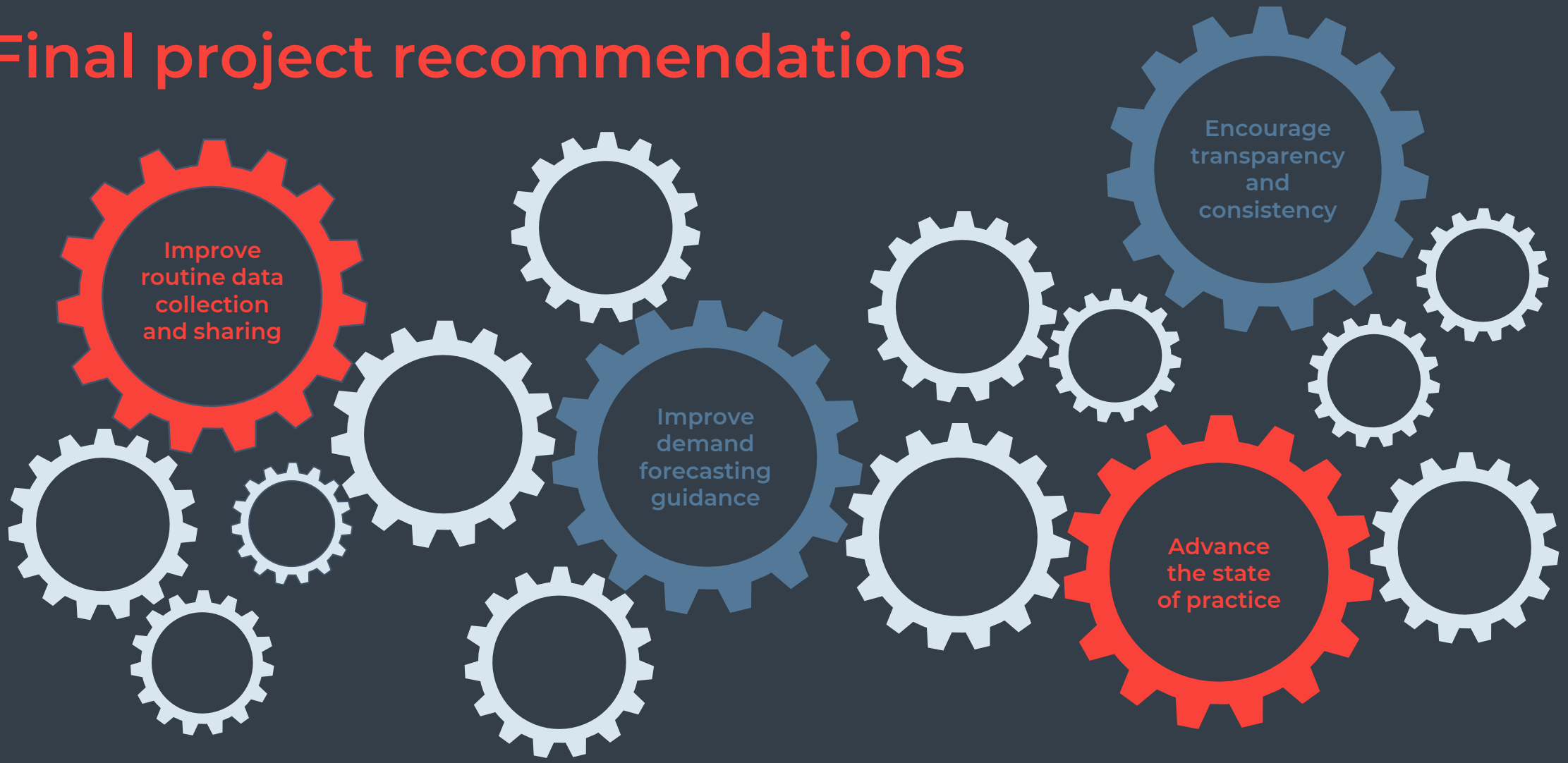


Walking and cycling demand case study database

Database fields



Final project recommendations



Thank you

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