# Latent demand methods for walking and cycling

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| This research investigated the range of methods used to evaluate latent demand for walking and cycling, in New Zealand and overseas. We assessed what is known about the accuracy of the various methods, and how well they account for the factors associated with walking and cycling behaviour and behaviour change. The project initiated the development of a walking and cycling demand case study database which can be used to improve latent demand forecasting in an accessible, affordable and timely way. A decision tree was also produced, to guide practitioners toward the demand forecasting methods which may be most suitable to use for walking and cycling projects at various levels of planning and investment. |