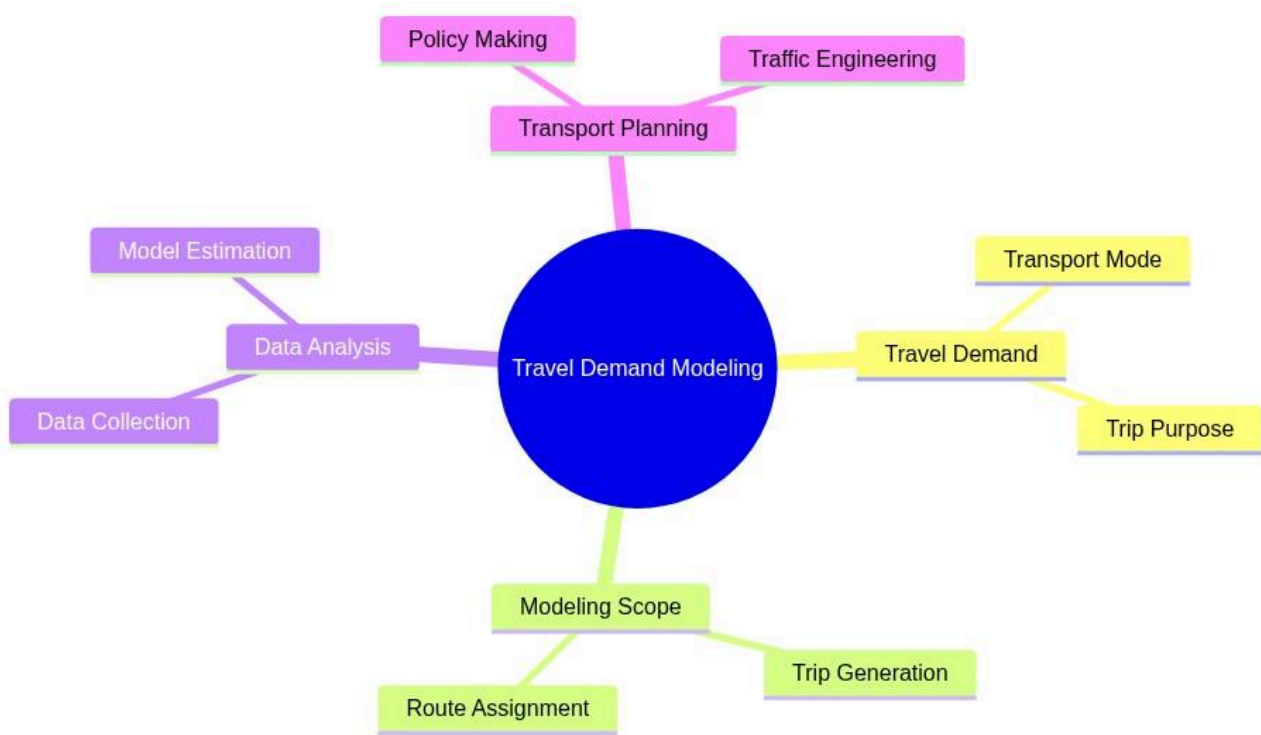


Transportation Planning and Policy

# Travel Demand Modeling



```
mindmap
  root((Travel Demand Modeling))
    Travel Demand
      Transport Mode
      Trip Purpose
    Modeling Scope
      Trip Generation
      Route Assignment
    Data Analysis
      Data Collection
      Model Estimation
    Transport Planning
      Policy Making
      Traffic Engineering
```