

WHY DO WE CARE ABOUT FREIGHT DEMAND FORECASTS?	WHAT VARIABLES DO WE NEED TO FORECAST?	WHAT SHOULD FORECASTS OF TRENDS AND CONDITIONS BE SENSITIVE TO?	WHAT SHOULD WHAT-IF FORECASTS BE SENSITIVE TO?	VALUE OF GETTING THE FORECAST RIGHT, COSTS OF GETTING IT WRONG	WHAT KINDS OF MODELS ARE USED FOR THE FORECAST?	HOW WELL DO THE MODELS WORK?
Allocation of resources for capacity management (construction, maintenance, operations, abandonment)	Commodity flows by facility, vehicle / vessel volumes, vehicle / vessel use					
Revenue forecasts to meet expenses and pay off debt	Vehicle / vessel volumes, vehicle / vessel use	General economic conditions, carrier productivity	General economic conditions, carrier productivity, carrier costs, availability / cost of competing facilities / services	Credit rating, financial solvency		
Cost allocation to establish equity among users or identify sources of costs	Vehicle / vessel volumes, vehicle / vessel use					
Manage environmental consequences (air quality, noise, invasive species, etc.)	Vehicle / vessel volumes, vehicle / vessel use, vehicle / vessel O-D					
Manage exposure and risk, plan responses to security and safety threats (including planning for pandemics)	Commodity O-D, commodity flows by facility, vehicle / vessel volumes, vehicle / vessel use, vehicle / vessel O-D					

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Manage energy consequences (energy consumption and demand for transport of energy)	Vehicle / vessel use, commodity O-D					
Promote economic development (transport as a direct employer, transport to serve logistics and keep or attract employers)	Commodity O-D, commodity flows by facility					
Identify targets for marketing places and companies	Commodity O-D, commodity flows by facility					
Understand trade and transportation policy (can we deliver when deals are made?)	Commodity O-D, commodity flows by facility					