

# Traffic & Revenue Forecasting for P3's

An Owner's Perspective

Christopher  
Mwalwanda

*November 10, 2016*



**CDM  
Smith**

# Presentation Overview

- Traffic and Revenue (T&R) Services Basics
- Major Areas of Focus
- Public versus Private Support
- Critical Activities/Roles
- Best Practices/Lessons Learned



# T&R Overview – What?



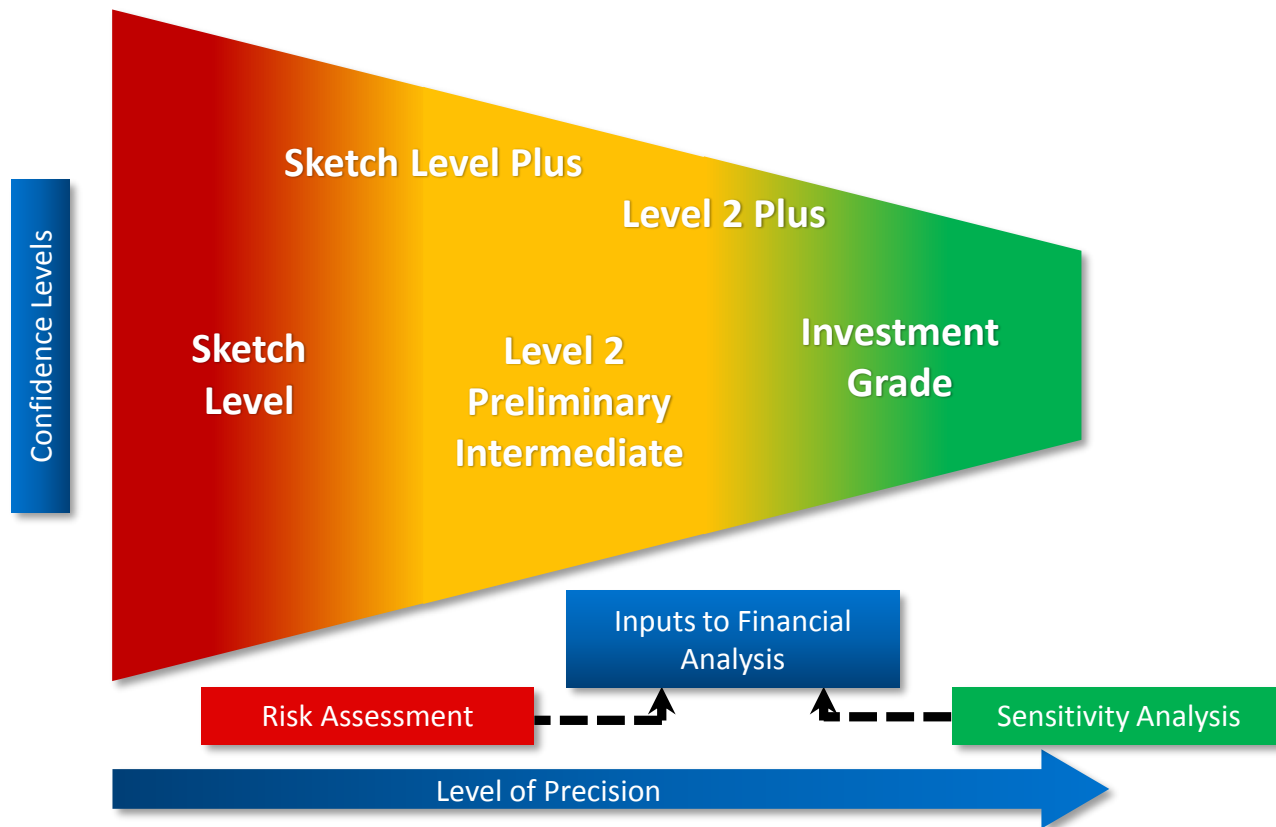
# T&R Overview – When?



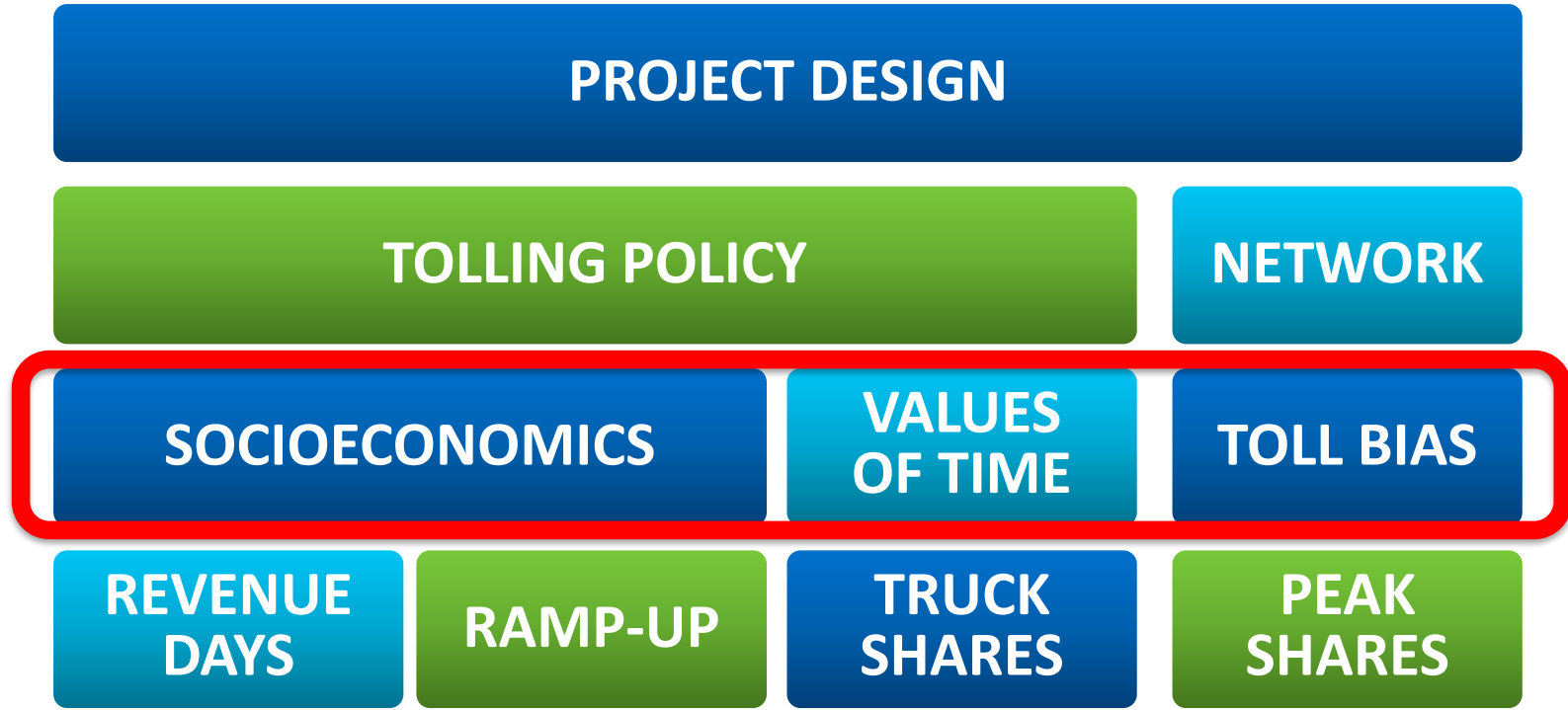
# T&R Overview – How?



# T&R Study Levels

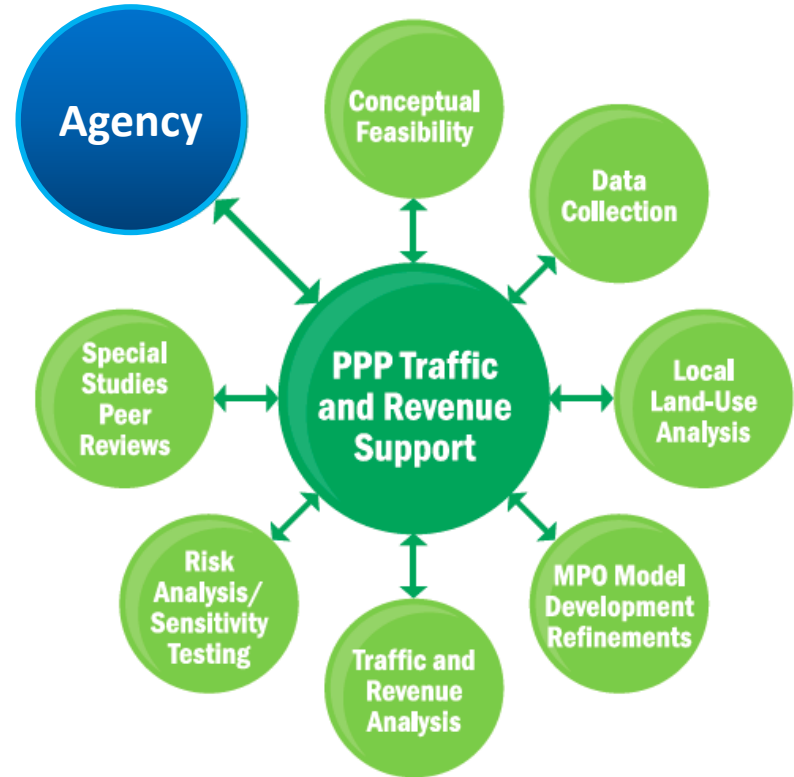


# Major Areas of Focus



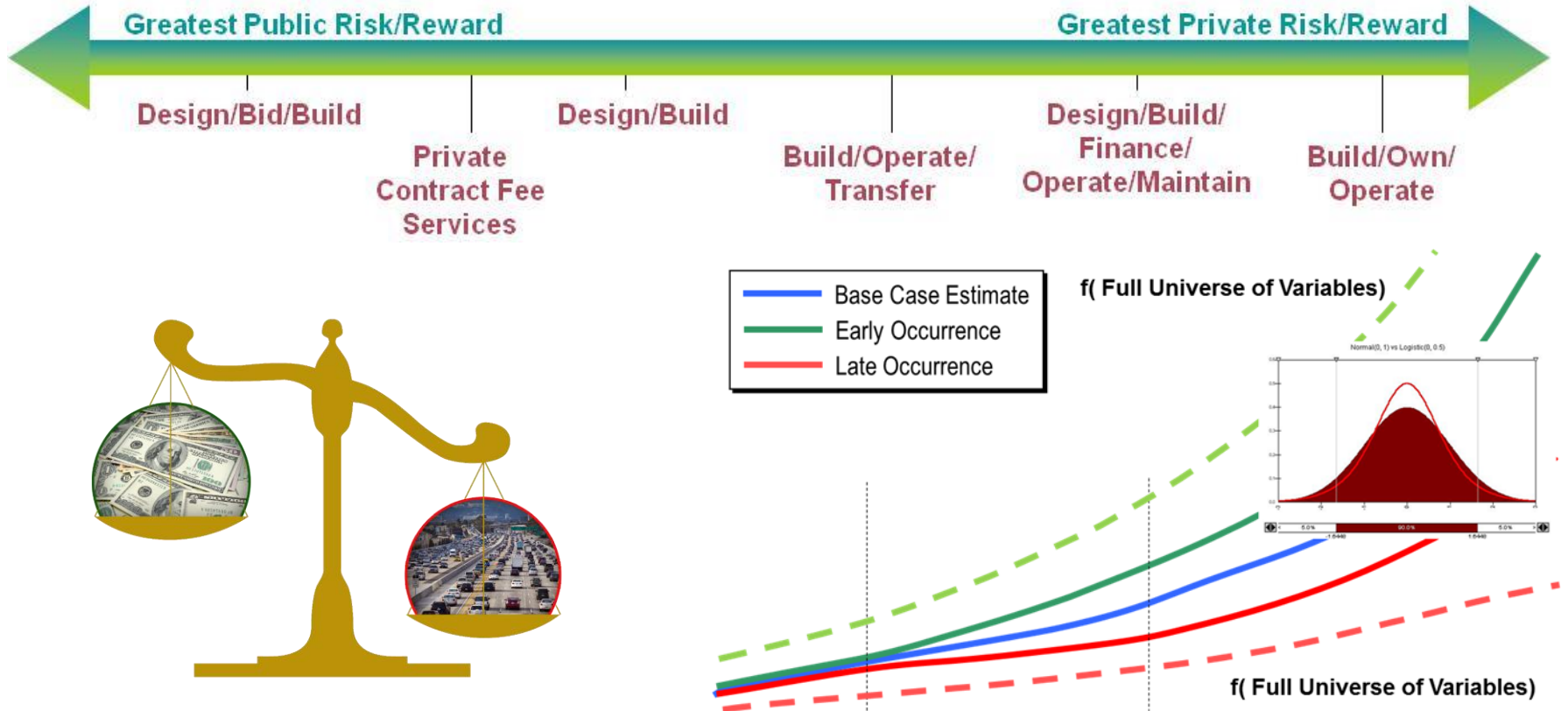
# Private versus Public

- Independence and Objectivity Regarding Foundation Factors
- Ranges for Assumptions and Operational Considerations
  - Project Phasing/Configuration
  - Levels of Adaptation

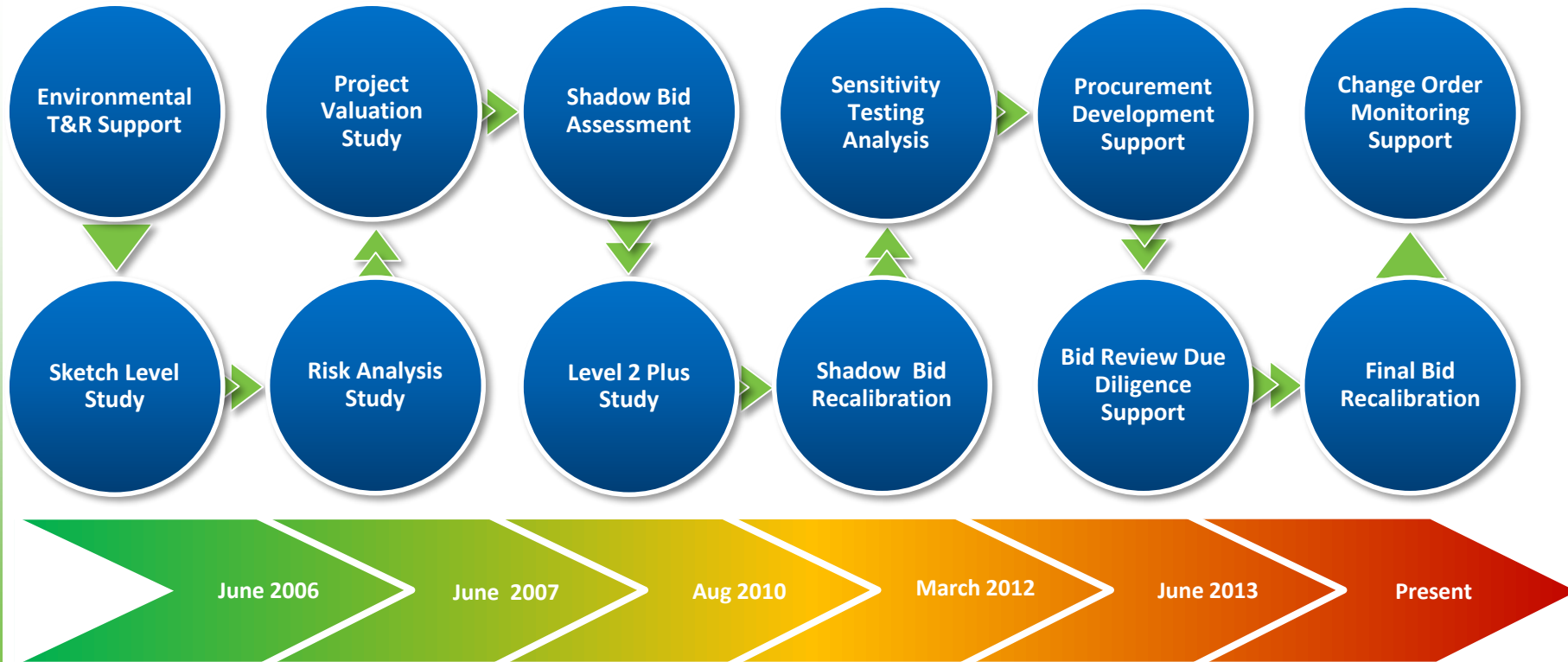




# Private versus Public

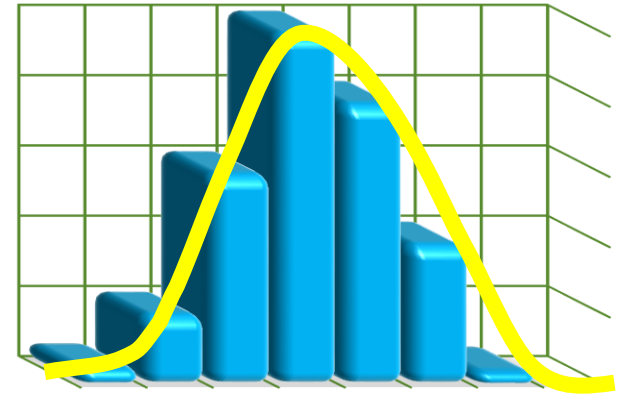
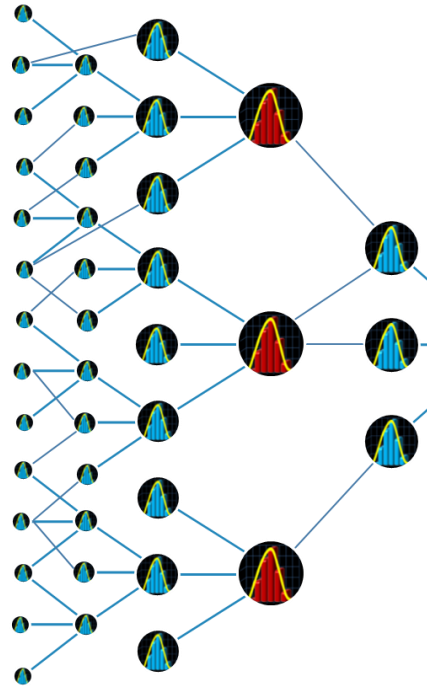


# T&R Typical P3 Support Evolution



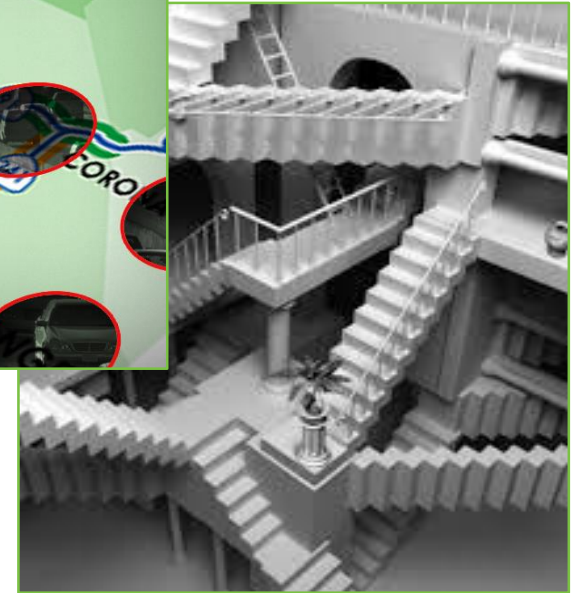
# Critical Activities/Roles

- Memorializing the “Line in the Sand”
- Extensive “What if” Scenario Testing
- Early and Often Coordination
- Leave No Stone Unturned...



# General T&R Best Practices/Lessons Learned

- Technological Changes are Here!
- Systems are becoming more Complex
- Economic/Generational Shifting Trends
- Expect the Unexpected



# P3 Support Best Practices/Lessons Learned

- Plan for Flexibility
- Understand “the Deal”
- Consistency in Versions/Assumptions
- Archive Everything at Key Milestones
- More Documentation/Detail is Better
- Periodic Recalibration to Geography and Economic Conditions is Essential





# Thank You

**Christopher Mwalwanda**  
[mwalwandace@cdmsmith.com](mailto:mwalwandace@cdmsmith.com)

