

Services Provided: Demand forecasting, toll analysis, economic impact study.

Description of Project: TEMS' staff undertook a detailed traffic study of a fixed link bridge proposed between Prince Edward Island and New Brunswick for the Borden Bridge Company. The demand analysis estimated the likely growth of traffic resulting from improved service offered by the bridge in terms of both induced and diverted demand. Using the traffic forecasts, revenue estimates were generated including the likely change in revenue resulting from social and economic changes over the life of the bridge. The results of the study, which include a 125 percent induced demand and a 90 percent diversion of traffic from alternative ferry services, fitted well with similar fixed link experience with the Mackinaw Island Bridge in Michigan, the Chesapeake Bay Bridge, and island bridges in Florida, Britain, Sweden and Hong Kong. Using the *RENTS*® Model, a financial and economic analysis was completed of a build versus a no-build option.



Project Start Date

January 1991

Similar Issues

- Traffic Forecasting
- Toll Pricing
- Financial Analysis
- Economic Impact Analysis