

Traffic Congestion and Behavior Change

October 27, 2026

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DENVER REGIONAL COUNCIL OF GOVERNMENTS

Civic Academy Transportation Panel



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Agenda

1. Traffic Congestion in the DRCOG region – now and projected
2. What's being done to address traffic congestion
    1. Infrastructure investments
    2. Transportation demand management
    3. Importance of behavior change efforts
3. Way to Go and many regional partners
4. Moderated questions
5. Group questions and discussion

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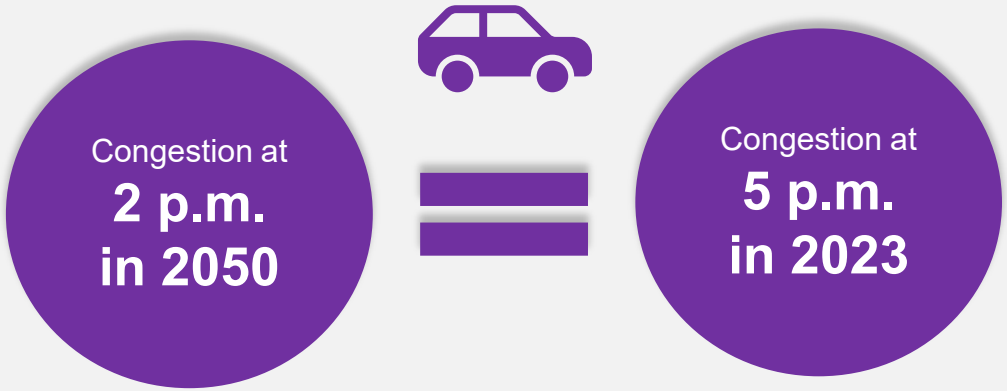
Denver traffic

- DRCOG annual roadway traffic report (will post on portal)
- 54 annual hours of delay annually per drive
- 10 million vehicle trips per day, 85 million miles
- Cost of delay - $3.9 million per day
- **Region will grow from 3.5 million people today to 4.4 million in 2050**

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2050 congestion projections

- Vehicle miles traveled is projected to grow by **43%** on the average 2050 weekday.
- The cost of congestion in the region is expected to increase by **123%** between 2023 and 2050.
- Over **one third** of lane miles are expected to be congested for **three hours or more** in the region in 2050.



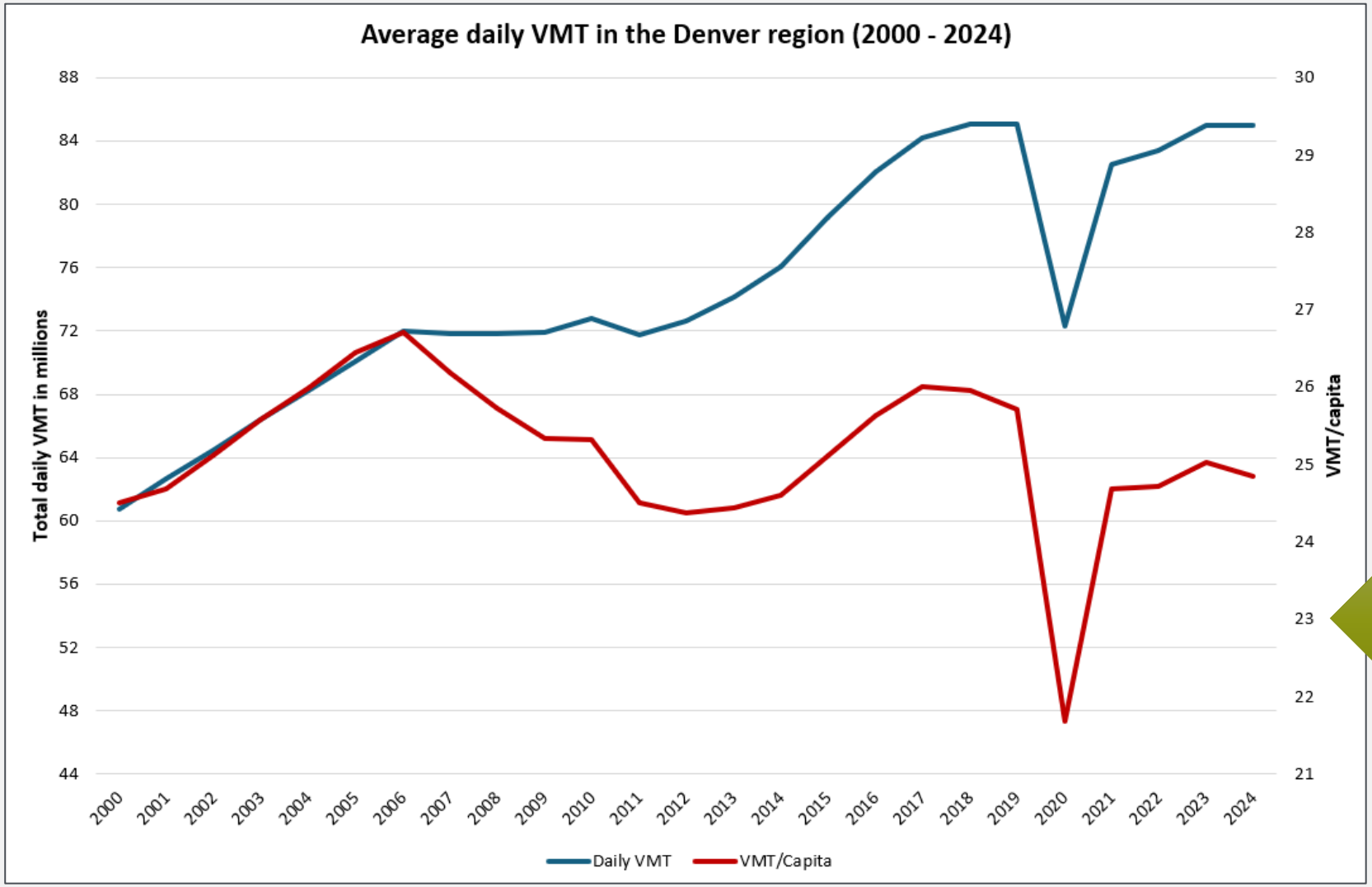
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Relevant performance measures

Measure	Our baseline	Where we want to be
Non-SOV mode share to work	25.1%	35%
Daily VMT per capita	25.0	23.0
Average TTV	1.22	Less than 1.30
Daily person delay per capita	6 minutes	Less than 9 minutes
Number of traffic fatalities	254	0

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Vehicle miles traveled (VMT)



Metro Vision Target (23)

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Approaches to reduce traffic congestion

- **Infrastructure improvements**
  - More and better active transportation options
  - Expand and improve transit system
  - Technology – traffic signal and sensors, intelligent systems
- **Land use and community design**
- **Transportation demand management**
  - the use of strategies to **inform and encourage travelers to maximize the efficiency of a transportation system**, leading to improved mobility, reduced congestion, and improved air quality -, includes programs, operations, policies, marketing, communications, incentives, pricing, data, and technology.

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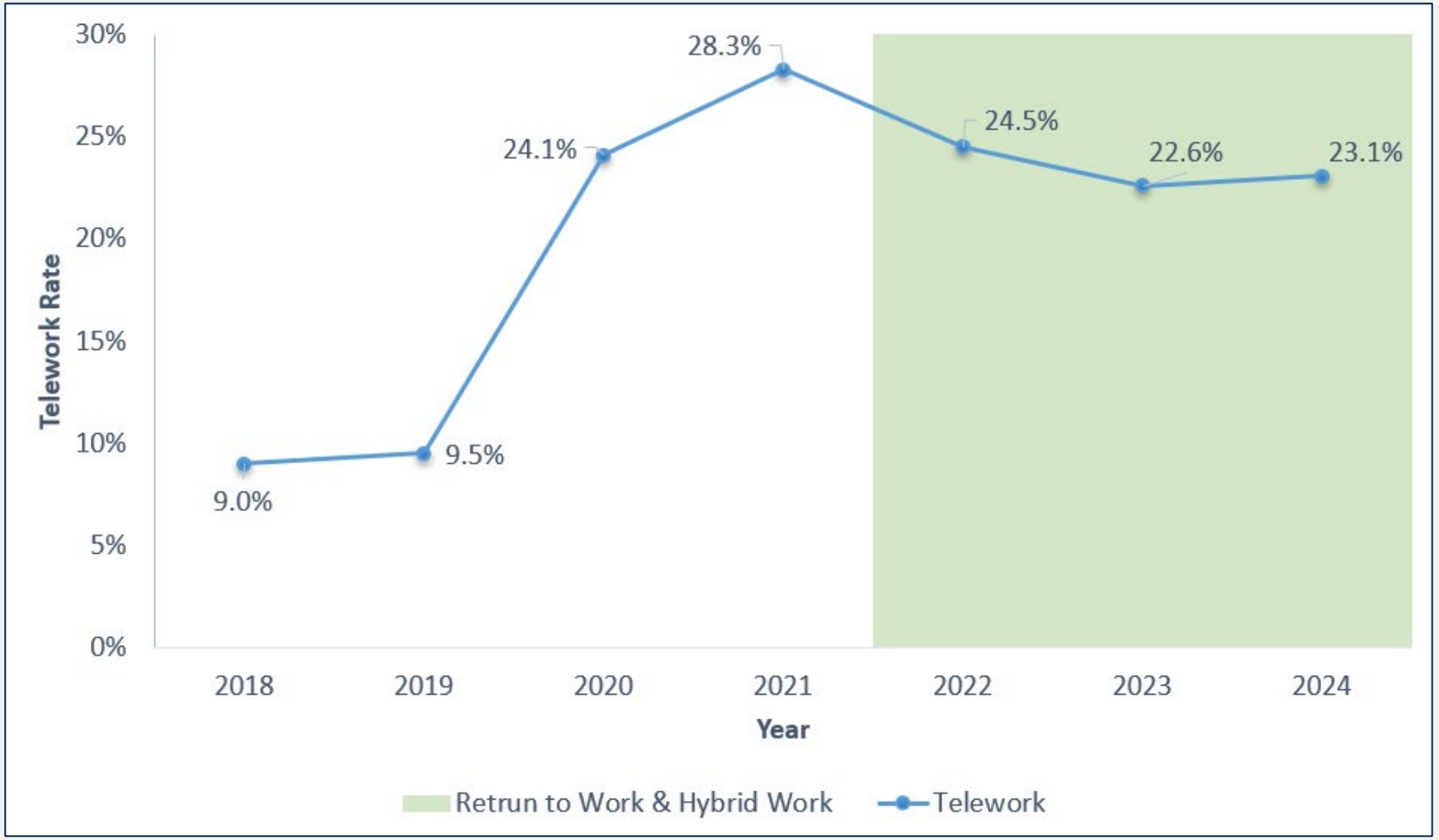
Transit ridership



Source: National Transit Database

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Telework



Source: American Community Survey 2018-2024 one-year estimates

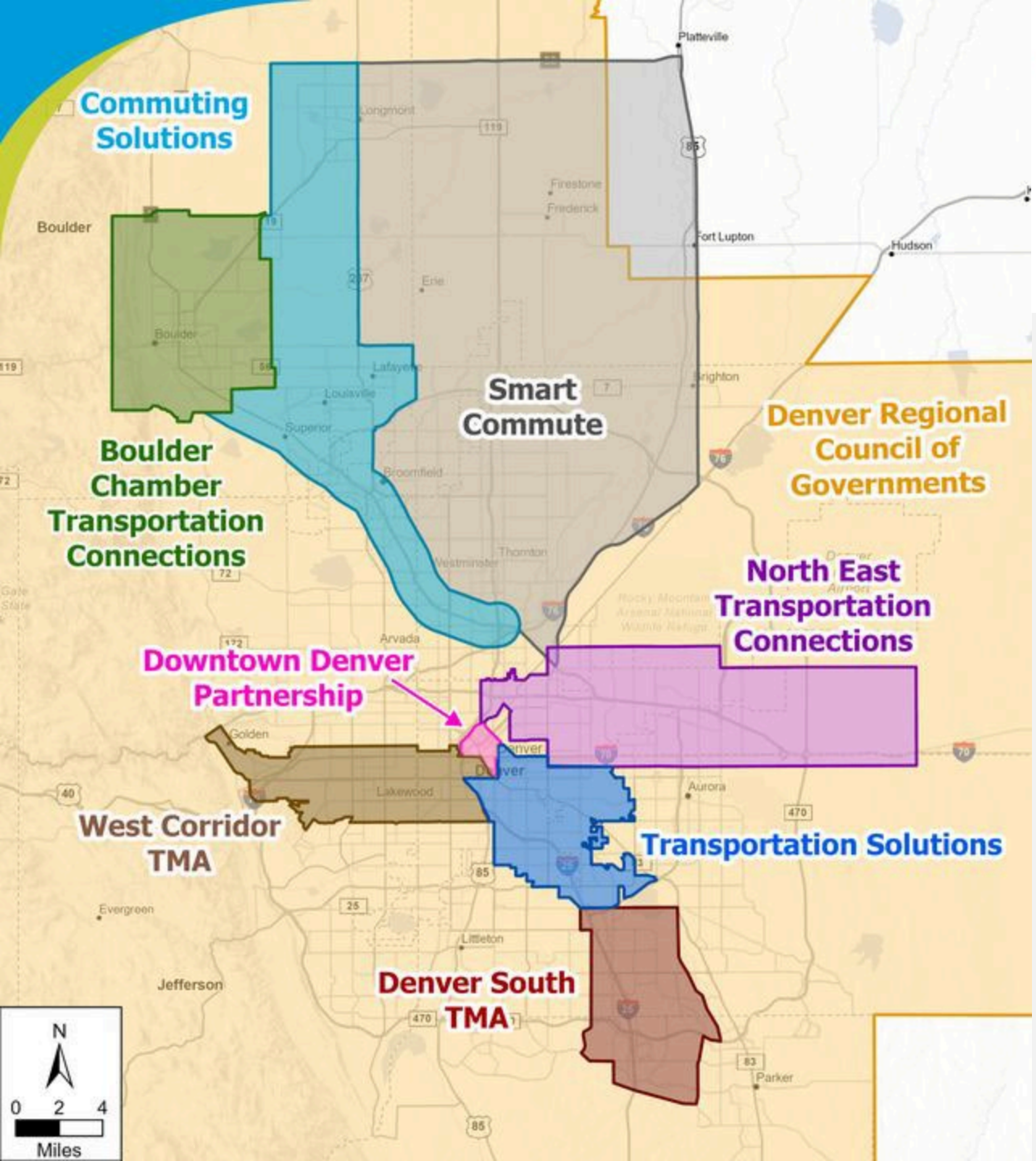
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Way to Go program

- Partnership between DRCOG and 8 transportation management associations
- Cooperative marketing and outreach to reduce traffic congestion and improve air quality
- Promote biking, walking, transit, vanpool, carpool, Schoolpool, telework

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Program of DRCOG

- **Marketing, advertising** and promotional campaigns.
- **Employer and community outreach**
- **Events** and focused campaigns:
  - Bike to Work Day.
  - Go-Tober.
- Commuter **trip planning**.
- **Incentives.**
- **Monthly challenges.**

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A concerted effort with many partners

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RTD

COLORADO
Department of Transportation

denver STREETS PARTNERSHIP

COMMUNITY CYCLES

RAQC
Regional Air Quality Council

DENVER
TRANSPORTATION & INFRASTRUCTURE

COMMUTE with enterprise

Downtown Denver Partnership

DENVER SOUTH

Link on demand

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Let’s talk with our experts



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Thank you!

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