



# Commute Game Plan

## Reporter's Playbook

### Data & Fact Sheet



A Regional Travel Planning Initiative Led by Commute Solutions, a Program of the Houston Galveston Area Council and the Regional Metropolitan Planning Organization

### Travel Planning for the 2026 Summer Event Season

The greater Houston-Galveston region will experience an extended period of elevated travel demand during the summer of 2026 as major international matches, sporting events, and July 4th holiday celebrations draw large crowds to the region. CommuteGamePlan.com was created to help residents and employers plan ahead and reduce congestion during this busy period.

### The 50/500/39 Rule

A quick snapshot of the potential travel impact.

#### 50% More Congestion Risk

Travel demand during major event days may increase congestion levels by as much as 50% in key corridors, particularly near event venues and downtown activity centers.

*Source: Houston-Galveston Area Council Data Analytics & Research Department, FIFA World Cup Scenario Planning, 2026*

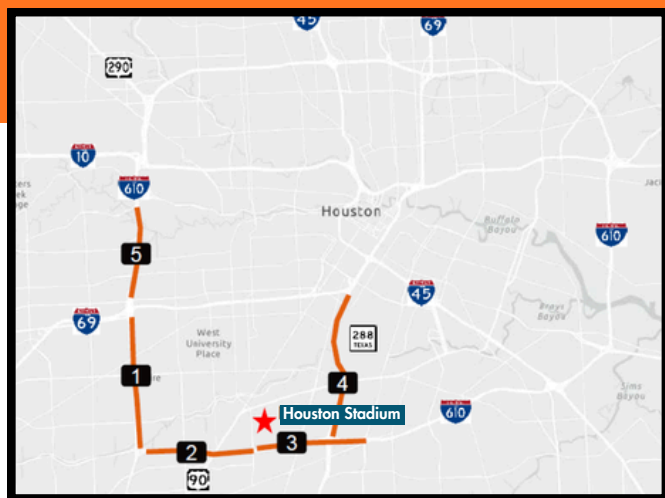
#### 500,000+ Visitors Expected

Regional tourism estimates anticipate more than half a million visitors during the peak event period, increasing demand on roadways, transit systems, and parking facilities.

*Source: Houston World Cup Host Committee, Houston Public Media, January 14, 2026*

#### 39-Day Impact Window

The travel impact is expected to span approximately 39 days, covering major matches, surrounding celebrations, and overlapping summer events.



### High Travel Demand Corridors

1. **I-610 West Loop** (I-69 to S. Post Oak Rd.)
2. **I-610 South Loop** (S. Post Oak Rd. to Kirby Dr.)
3. **I-610 South Loop** (Kirby Dr. to Scott St.)
4. **SH 288** (I-610 South Loop to I-69)
5. **I-610 West Loop** (I-69 to Woodway Dr.)

## Your Game Plan for a Smarter Ride | [CommuteGamePlan.com](http://CommuteGamePlan.com)

### When Congestion is Most Likely

Traffic impacts may increase during periods when multiple large events occur on the same day, including:

- International soccer matches at Houston Stadium
- Houston Astros home games
- Downtown fan festivals and celebrations
- Independence Day events and fireworks displays

These overlapping activities may create the highest travel demand during late June and early July.

### Travel Planning Tools

CommuteGamePlan.com provides resources to help residents and employers plan ahead.



#### Employer Toolkit:

Guidance for businesses implementing telework, flexible schedules, or staggered shifts to reduce peak congestion.



#### Park & Ride Maps:

Transit options that allow commuters to avoid driving into high-traffic areas.



#### Match-Day Impact Calendar:

An interactive calendar highlighting days when travel demand is expected to be highest.

### About Commute Game Plan

Commute Game Plan is a regional initiative designed to help the Houston area prepare for periods of increased travel demand by encouraging proactive commute planning and flexible travel options.

The program provides planning resources for residents, employers, and visitors to help keep the region moving during major events.

