

News Release

FOR IMMEDIATE RELEASE

October 6, 2026

Traffic changes across Cochise County highways

BENSON — According to recently released data from Arizona Department of Transportation, traffic increased across most of Cochise County's highway system in 2025, while projections point to additional growth through 2045.

Of 112 roadway segments analyzed, 94, or 83.9%, carried more traffic than in 2024. The remaining 18 segments, or 16.1%, declined. The median segment added approximately 58 vehicles per day, an increase of 1.3%.

Interstate 10 in the Benson area remained the county's busiest corridor. The segment between Exit 299 at Skyline Road and Exit 302 at State Route 90 carried 34,617 vehicles per day, the highest 2025 count countywide. That was 309 more vehicles per day than in 2024, an increase of 0.9%.

Twenty of the 21 Interstate 10 segments through Cochise County, or 95.2%, recorded increases. Most were modest, however, with a median gain of about 0.9%.

The most dramatic year-over-year increases occurred along SR-90. Between North Moson Road and SR-80, traffic jumped from 3,928 vehicles per day in 2024 to 7,509 in 2025—an increase of 3,581 vehicles, or 91.2%.

Between Martin Luther King Jr. Parkway and SR-92 in Sierra Vista, the count rose from 18,376 to 21,706 vehicles per day. That represented 3,330 additional vehicles, an increase of 18.1%. From SR-92 to Avenida del Sol, traffic increased by 1,196 vehicles per day, or 8.3%, reaching 15,537.

SR-80 in the Bisbee area also produced a notable increase between West Hidden Meadow Lane and the Exit 341 B-Ramp. Traffic climbed from 3,188 to 4,594 vehicles per day—a gain of 1,406 vehicles, or 44.1%.

The clearest area of weakness was SR-92, where nine of 13 segments declined. Traffic between East Glenn and East Ramsey roads in unincorporated Sierra Vista Southeast fell from 22,239 to 18,958 vehicles per day—a loss of 3,281 vehicles, or 14.8%.

The section from SR-90 to Foothills Drive in Sierra Vista lost 2,635 vehicles per day, a decline of 9.4%. Avenida Cochise to East Buffalo Soldier Trail decreased by 2,714 vehicles, or 11.6%, while Snyder Boulevard to Avenida Cochise lost 2,360 vehicles, or 9.2%.

The steepest individual decrease countywide occurred on US-191 Business Route between Douglas Port of Entry and East Fifth Street in Douglas. The count fell from 10,816 vehicles per day in 2024 to 7,317 in 2025—a loss of 3,499 vehicles, or 32.4%.

ADOT's 2045 projections add another dimension. Traffic is projected to increase on all 112 segments, or 100% of those analyzed. The median segment is expected to gain approximately 458 vehicles per day, an increase of 11.6% from 2025.

The highest projected count remains on I-10 between Skyline Road and SR-90 in Benson. That segment is expected to rise from 34,617 vehicles per day in 2025 to 35,041 in 2045—an increase of 424 vehicles, or 1.2%.

Some of the largest projected gains are on SR-92 in Sierra Vista, the same corridor that recorded widespread declines in 2025. Between Foothills Drive and Snyder Boulevard, traffic is projected to climb from 26,115 to 29,817 vehicles per day—an increase of 3,702 vehicles, or 14.2%.

From SR-90 to Foothills Drive, ADOT projects a gain of 3,582 vehicles per day, or 14.2%, reaching 28,858. Snyder Boulevard to Avenida Cochise is expected to add 3,305 vehicles, also 14.2%, reaching 26,616.

For more information on the Cochise County economy, including current and historical data, visit CochiseEconomy.com, a partnership project of Southeast Arizona Economic Development Group, Arizona G&T Cooperatives, and community sponsors.

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