



MISSOULA IN MOTION

ANNUAL REPORT 2025

SEE COMMUTING DIFFERENTLY.



REPORT OVERVIEW

MISSION

Who we are

SUSTAINABILITY

Advancing community wide goals

MOTIVATION

Incentivizing behavior change

COMPETITION

Sustainable transportation for the win

EMPLOYER SUPPORT

The power of information

EQUITY

Mobility options for all

SAFETY

By the numbers

YOUTH EDUCATION

Investing in our future

PLACEMAKING

Parking spaces become people places

CONNECTION

Sunday Streets Missoula

TRANSFORMATION

Public art for safer streets

POP-UP SOLUTIONS

Prioritizing bike parking

COMMUNITY

Moving Missoula forward together



MISSION

Founded in 1997, Missoula In Motion (MIM) is dedicated to increasing the use of sustainable transportation in the Missoula valley through education and encouragement programs.

When it comes to getting around town, many people hop in their vehicles without even considering they have options – options that can save money, reduce parking stress, and help cut emissions.

That's where MIM comes in. By helping individuals navigate their options and offering incentives programs that reward sustainable choices, the sustainable choice becomes the easy choice!



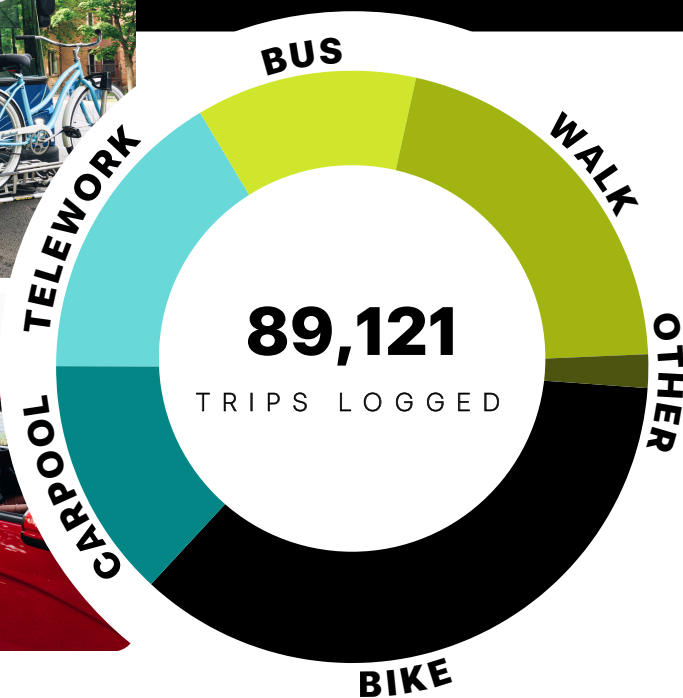
LEFT TO RIGHT: Claire Bonino-Britsch, TDM Specialist
Staci Ristau, TDM Specialist
Katherine Auge, TDM Program Manager

SUSTAINABILITY

ADVANCING COMMUNITY GOALS

In 2025, Missoula's Long Range Transportation Plan recommitted to reducing the drive alone rate by over half (from 72% to 34%) not only to lower emissions, but also to increase the capacity of existing infrastructure.

MIM's trip logging platform, Way to Go Missoula, helps move the needle in our community's transportation habits one bus, bike, walk, or carpool trip at a time!



152.7
METRIC
TONS

CO₂
DIVERTED

1,488

ACTIVE USERS

80,336

COMMUTES

8,584

ERRANDS

201

REC. TRIPS

MOTIVATION

INCENTIVIZING BEHAVIOR CHANGE

Offering even a small reward is the nudge many need to continue choosing to drive less. This year 25 local businesses offered monthly rewards to sustainable commuters.

Supporting sustainability efforts while driving new customers. It's a win-win.

RAFFLE PRIZES FOR

Winter Clean
Commute Day
Bike to Work Day
One Less Car Day

Basal
Basecamp
Big Dipper
Bitterroot Flower Shop
Clark Fork River Market
Clyde Coffee
Double K Ranch
Draught Works
Fact & Fiction

Frame of Mind
Funk It
Gary's Local
Golden Yolk Griddle
Great Harvest
Home Resource
Hunter Bay Coffee
Lake Missoula Tea Co

Missoula Butterfly House
Morning Birds Bakery
Pelz
Soup Farm
Tagliare Delicatessen
UM Golf Course
Western Cider
Western Montana Fair

2,400
vouchers redeemed



COMPETITION

SUSTAINABLE TRANSPORTATION FOR THE WIN

"I only tried it because of the Challenge and I can say I will absolutely add sustainable commuting to my regular schedule from now on."

-Commuter Challenge Participant

CLEAR THE AIR CHALLENGE

Inspiring clean commute habits during the month of January: the time of year when we need the most motivation to choose sustainable options!

4.98

TONS CO₂
DIVERTED

162

PARTICIPANTS

15,178

MILES
TRAVELED

5,283

SUSTAINABLE
TRIPS

COMMUTER CHALLENGE

For 2 weeks each spring, employers compete to catalyze change within their workplace's commuting culture.

18.1

TONS CO₂
DIVERTED

893

EMPLOYEES

77

WORKPLACES

10,728

SUSTAINABLE
TRIPS



EMPLOYER SUPPORT

LEVERAGING WORKPLACES

Workplace Partner Meetings

MIM hosted quarterly guest speakers to educate workplace partners on local efforts to improve sustainable transportation and share ideas among peers.

Employee Presentations

MIM offered lunch & learn style presentations to educate staff about transportation options, safety, and the resources available to them.

Pop-Up Commuter Breakfasts

MIM empowered workplaces to host their own pop-up commuter breakfasts as a fun, easy way to incentivize employees to choose sustainable commute options.





EQUITY

OPTIONS FOR EVERYONE

Villagio Affordable Housing Complex

MIM convened partners to provide Villagio residents with transportation resources. Neighbors worked on bikes with Free Cycles staff and planned routes with Mountain Line.

60

WELCOME BAGS
& FREE HELMETS



Missoula Senior Center

MIM connected with older adults this winter to assist in navigating bus routes and answering their questions about sustainable options.

50

CONVERSATIONS
WITH SENIORS



Project Community Connect

In collaboration with over 65 Missoula organizations, MIM set up shop in the Library to help connect folks to all their transportation options.

70

INTERACTIONS

SAFETY

BY THE NUMBERS

Helmets

41 DISTRIBUTED AT
PROJECT COMMUNITY CONNECT

20 DISTRIBUTED AT
LOLO SCHOOL

20 DISTRIBUTED AT
VILLAGIO HOUSING COMPLEX

38 SOLD AT
CLARK FORK RIVER MARKET



836
SAFETY RADIO ADS

375
BIKE LIGHTS TO
PARTNER AGENCIES

HELMETS PROVIDED BY PROVIDENCE ST. PATRICK TRAUMA SERVICES

YOUTH EDUCATION

INVESTING IN OUR FUTURE

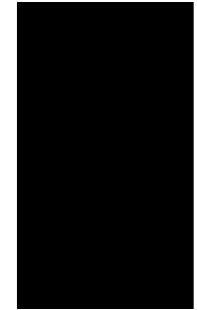
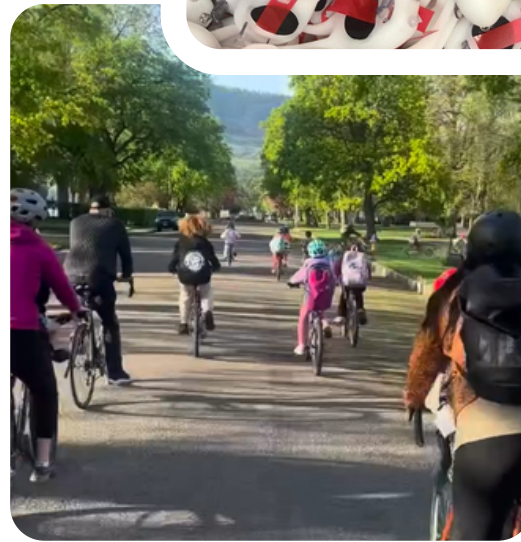
Lights to Middle Schoolers

Supplied middle school students with 50 rechargeable bike lights for their early morning commutes.



Bike Bus to Paxson

MIM supported Paxson Elementary in starting a "Bike Bus" where students and parents rode together every day for 2 weeks in May.



Walk & Roll Day at Lolo School

150 students of all ages gathered to learn about helmet safety and the rules of the road.



PLACEMAKING

PARKING SPACES BECOME PEOPLE PLACES

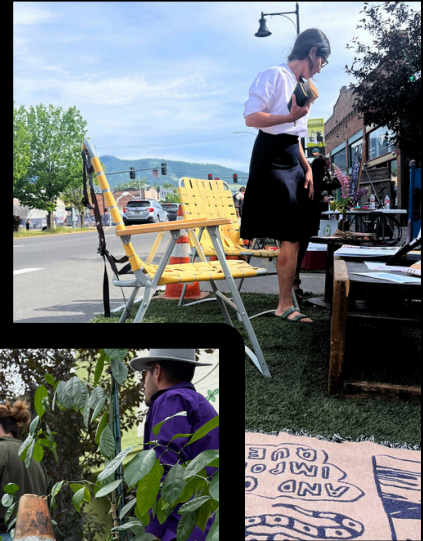
First Friday Parklets

Supported by the Missoula Parking Commission, parklets transform parking spaces into temporary public parks enhancing the walkability of our streets. They also offer local organizations a unique and meaningful way to connect with the community.

15 PARKLETS HOSTED MAY
THROUGH SEPTEMBER

2025 Parklet Hosts

- Community Foundation
- Holy Spirit Church
- Missoula Community School
- Missoula County
- Missoula Housing Authority
- Missoula Parking Commission
- Missoula Redevelopment Agency
- Missoula Symphony Orchestra
- Missoula Urban Demonstration
- Montana Gift Corral
- Slow Spokes
- Upcycled



CONNECTION

SUNDAY STREETS MISSOULA

WAVERLY

COOLEY

MITCHELL

Sunday Streets Missoula activated 1-mile of streets in the Northside, highlighting recent improvements to the neighborhood's greenway network and connecting community members to 50 local organizations.

DEFOE

HOLMES

HOWELL

1464

ATTENDEES

32

VOLUNTEERS

10

FOOD VENDORS

2

TRAFFIC CIRCLES

39

ACTIVITY HOSTS

Closing the street to vehicles encourages active transportation and empowers Missoulians to experience our streets in a whole new way!

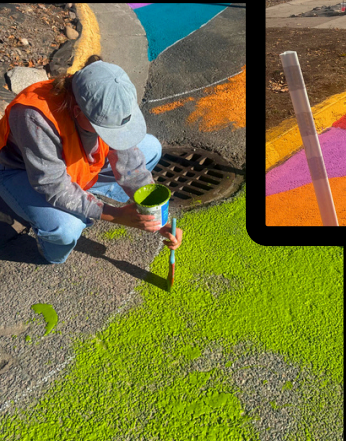


TRANSFORMATION

PUBLIC ART FOR SAFER STREETS

Hawthorne & Phillips

A new mural enhanced safety at this dangerous crosswalk serving Lowell Elementary. Fifth graders joined local Kiwanis Club members in painting the street!



1,600 SQUARE FEET OF
NEW PUBLIC ART

125 VOLUNTEERS

2 LOCAL ARTISTS



Cooley & Holmes

A roundabout mural beautified the newly installed traffic calming circle on the Northside. Installation took place during Sunday Streets Missoula!



AARP awarded MIM a Community
Challenge Grant to install
2 traffic calming murals.



POP-UP SOLUTIONS

PRIORITIZING BIKE PARKING

MIM manages a fleet of temporary bike parking options that can be rented out by local businesses and non-profits. The fleet includes both lockable bike racks as well as valet-style racks designed for quick setup and convenient bike valet service.



34 community events
utilized lockable bike racks



13 local organizations
borrowed lockable racks



342 individuals
used bike valet service
over **3 days** of Roots Fest
& Bike to the Fair Day



Fairgoer checks her bike in at the Western Montana Fair Bike Valet staffed by City Transportation employees.

COMMUNITY

Moving Missoula Forward Together

\$12,000

AARP COMMUNITY
CHALLENGE GRANT

\$1,000

CLEARWATER CREDIT
UNION SPONSORSHIP

\$44,360

LOCAL MATCH

ASUM TRANSPORTATION | CITY OF MISSOULA
MISSOULA COUNTY | MISSOULA PARKING
COMMISSION | MOUNTAIN LINE

\$17,670
IN KIND TOTAL

BASAL
BEDROCK SANDALS
BETTY'S DIVINE
BIG DIPPER
BIG SKY DOC FILM FEST
BUTTERFLY HOUSE &
INSECTARIUM
CAMBIE
CLARK FORK RIVER MARKET
DOUBLE K RANCH
DRAUGHT WORKS
FINN
FSK

FUNK IT COFFEE & THRIFT
GARY'S LOCAL
GOLDEN YOLK GRIDDLE
HELLGATE CYCLERY
HIDE & SOLE
HIGHLANDER BREWERY
HOME RESOURCE
HUNTER BAY COFFEE ROASTERS
IMPORT MARKET
LAKE MISSOULA TEA CO.
LOGJAM PRESENTS
MISSOULA BICYCLE WORKS
MISSOULA BROADCASTING CO

PATTEE CREEK MARKET
PELZ
PLONK
ROCKIN RUDY'S
SNACK BAGS
SOUP FARM
SUSHI HANA
TAGLIARE
THE CAMINO
THE GOOD FOOD STORE
THE GOOD STORE
THE OLD POST
THE RUNNERS EDGE
UM GOLF COURSE
WESTERN CIDER
WESTERN MT FAIR
WORDEN'S MARKET
ZOO THAI



Family enjoying traffic-free streets at Sunday Streets Missoula

THANK YOU, MISSOULA