

MISSOULA IN MOTION

SEE COMMUTING DIFFERENTLY



ANNUAL REPORT 2019

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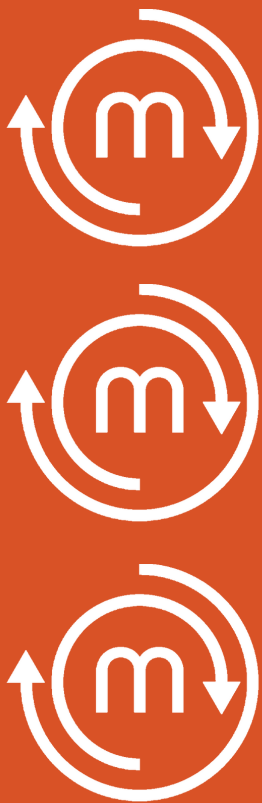
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"When it comes to mode choice... 'attitude' appears to be one factor that has particular explanatory power. While infrastructure is, of course, important, it always works in concert with community beliefs, both to support its justification for being built in the first place, and then to actually achieve widespread use."

ETHAN GOFFMAN,
MOBILITY LAB





WHAT WE DO

Created in 1997, Missoula In Motion (MIM) is an integral part of Missoula's transportation system, providing Transportation Options programs and services. MIM works to increase the use of sustainable transportation through strategic education and encouragement. Activating a culture shift away from Single Occupancy Vehicle (SOV) trips increases the efficiency of our current infrastructure and enhances mobility for all.

OUR VISION

A connected network that is safe, accessible, affordable and desirable for all Missoulians and contributes to a cleaner environment, healthier individuals and a more vibrant place to live, work and play.



**IN 2019,
MISSOULA
IN MOTION
INCREASED
IT'S STAFF
CAPACITY
FROM 2.5 TO
3 FULL TIME
EMPLOYEES.**



**KATHERINE AUGE
PROGRAM COORDINATOR**

**MARGARET HOYT
PROGRAM SPECIALIST II**



**JON SAND
PROGRAM ASSISTANT**



CONNECT WITH US!

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WAY TO GO! MISSOULA

The Way to Go! Missoula mobility platform supports the wide variety of programs aimed to encourage individuals to travel sustainably. Missoulians are able to search and compare travel options, log trips to earn rewards, compete in various challenges to earn rewards.



4052

WAY TO GO! MISSOULA
MEMBERS



337

EMPLOYERS UTILIZE
WORKPLACE NETWORK
FEATURES WITHIN THE
PLATFORM



134595

SUSTAINABLE COMMUTES
AND ERRANDS LOGGED IN
2019



3298

TRIP SEARCHES TO
COMPARE TRAVEL OPTIONS



550

CARPPOOL REQUESTS ENTERED

MONTHLY TRIP CHALLENGES



\$9822

SECURED IN LOCAL
BUSINESS SPONSORSHIPS



Create an account with Way to Go! Missoula and gain access to 12 free rides home from work per year to cover those unexpected circumstances (i.e. illness, unexpected overtime). Feel confident leaving your car at home knowing Guaranteed Ride Home has you covered!

The Way to Go! Missoula Trip planner compares all mode options by time, cost, calories burned and CO2 emitted. The bike route finder allows you to find more comfortable routes that keep you off of high traffic streets and intersections, even if the route is slightly longer.



CARPPOOL

Search and connect with carpool matches using the easy to use, online Way to Go! Missoula carpool finder. Search community wide or exclusively among co-workers. There's even a SchoolPool feature to coordinate school drop off and pick-ups among families.

WAY TO GO! FOR WORKPLACES

Missoula In Motion offers a variety of services and resources to assist local employers in creating a culture of sustainable commuting at the workplace.

"Having a fellow employee participate was a big help. I saved money and felt healthier for riding my bike."



The Commuter Challenge

The annual community-wide competition between workplaces challenges employers to get every single person at the office to try a sustainable commute just one time during the 2 week program. Surveys indicate lasting behavior change thanks to efforts to nudge employees to consider ALL travel options while motivating others to get back in the habit of leaving their vehicle at home.



104
EMPLOYERS



1380
PARTICIPANTS

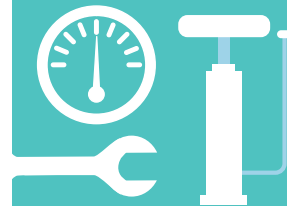


16812
TRIPS LOGGED

Workplace Improvement Program

In partnership with the Bicycle Pedestrian Program, Missoula In Motion offers assistance selecting, creating, and installing facilities to increase the number of employees commuting sustainably to a workplace. Project costs are covered at 85% for non profits and 50% for businesses.

**OUTDOOR BIKE
REPAIR
STATION OR
PUMP**



**CARPOOL
PARKING
SIGNAGE**



**BIKE RACKS
OR BIKE RACK
CORRALS**



Commuter of the Year

Each year Missoula In Motion recognizes exemplar commuters with the Commuter of the Year Awards. This past June, four individuals were celebrated for their dedication to sustainable commuting both personally and because of their efforts to support and inspire others.



4



NEIGHBORHOOD OUTREACH

Missoula in Motion's newest program sent transportation experts to residents' doors to offer personalized trip planning and deliver free transportation resources like bus maps and bike lights.



106

TRANSPORTATION
RESOURCE PACKETS
DELIVERED UPON
REQUEST



188

CONNECTIONS MADE
AT FRONT DOORS



49%

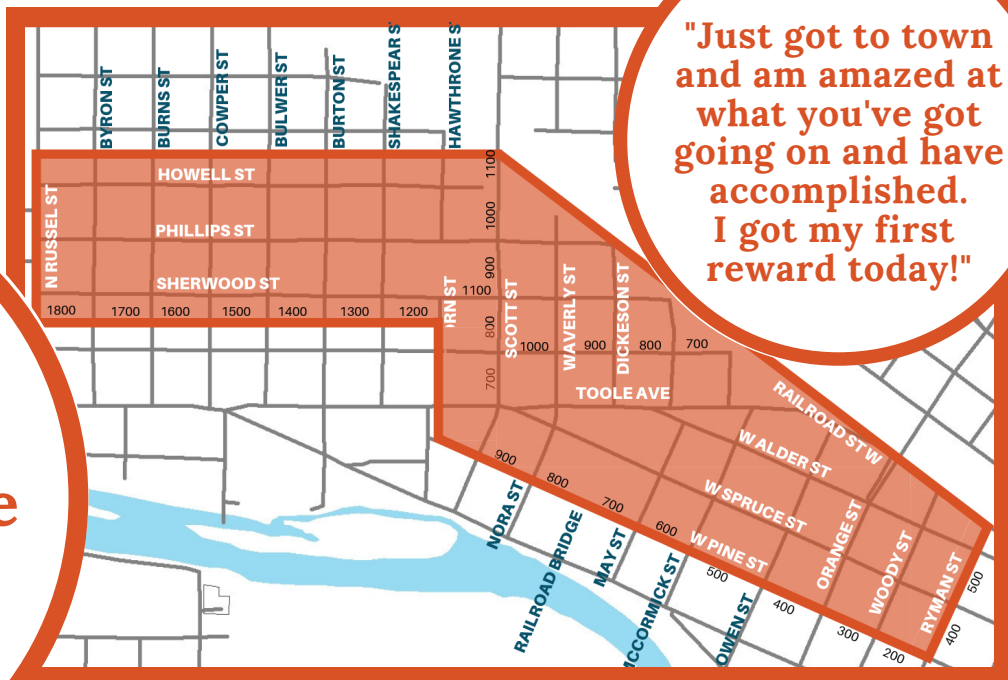
HOUSEHOLDS SERVED
THAT WERE UNDER THE
MEDIAN INCOME

Missoula In Motion's new neighborhood focused outreach embodies the national shift towards using individualized marketing strategies to inspire mode shift. Transportation experts visited residents of Missoula's Westside Neighborhood to provide 1-on-1 trip planning guidance and give participants the opportunity that request free items to support sustainable commuting habits.



"Received my bag yesterday!! So awesome!!! Thankful for the goodies and all the services provided!!"

"Just got to town and am amazed at what you've got going on and have accomplished. I got my first reward today!"



The pilot program focused on the section of the Westside Neighborhood highlighted above. The area was selected due to the presence of many convenient sustainable transportation options available to residents. For instance, Mountain Line's Route 1 offers 15 minute service within a few blocks of every household.

EVENTS

Missoula in Motion organizes a series of strategic community events aimed to inspire mode shift in a meaningful way.



Open Streets Programs

Open Streets Programs improve quality of life by bringing citizens together to enhance mobility and public space to create more vibrant, healthy and equitable communities. On September 15th Sunday Streets Missoula closed Higgins Ave to cars and activated the street with 9,000+ Missoulians.



In 2019, Sunday Streets Missoula added a second, neighborhood-focused program made possible by a partnership with Let's Move Missoula. Franklin to the Fort residents enjoyed walking and rolling between two parks along one mile of car-free streets. 20+ organizations activated the streets and both parks with free healthy, family activities.

Bike Valet

Offering premiere bike parking as an amenity at large events reduces parking demand, better utilizes limited space, and encourages biking.



SAFETY PROMOTION AND EDUCATION

Addressing the health and well-being of our community by promoting traveler safety and empowering people of all ages and abilities to choose sustainable options.



"Your staff, your office, your organization, the extra mile you go to meet with our residents is beneficial on multiple levels: safety and financial (lights), sense of community, inspirational (sense of hope and optimism)."

Staff assist pre-release residents in navigating the sustainable transportation network as they reintegrate into the community.



398

BIKE LIGHTS PROVIDED



527

BICYCLES REGISTERED



163

FREE/AFFORDABLE HELMETS FITTED & DISTRIBUTED

Safety Outreach Campaign

IT'S DARK OUT THERE!
BE SAFE AND BE SEEN.



SHIFTING TRAVEL BEHAVIOR

Missoula's Greenhouse Gas inventory identified the transportation sector as the #1 contributor to CO2 emissions in the area.



362

TONS OF CO2
ELIMINATED THROUGH
EDUCATION AND
ENCOURAGEMENT

Shifting individuals away from a reliance on Single Occupancy Vehicle (SOV) travel increases the capacity of existing transportation infrastructure.



1075

NUMBER OF SINGLE
OCCUPANCY VEHICLE
TRIPS REDUCED PER
DAY



Commuters of Missoula

Pat was featured in our story-telling series, Commuters of Missoula. These stories, submitted by every day Missoulians, give examples of how to incorporate sustainable transportation into day to day life.

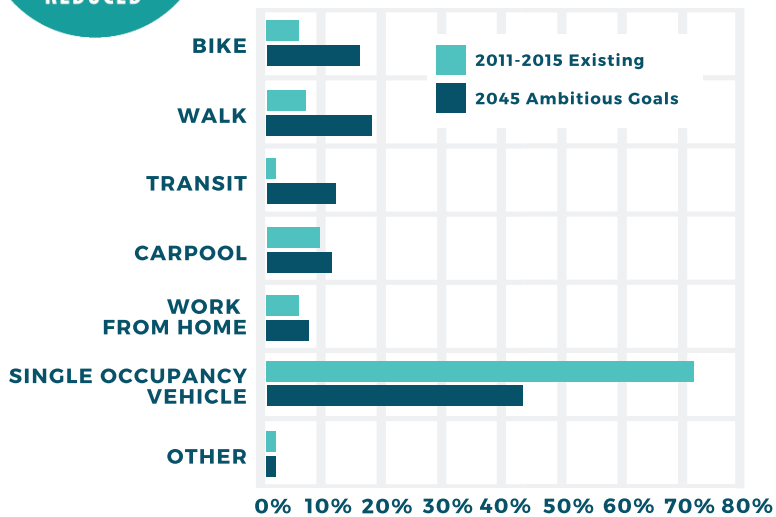
"I had a place to park and driving just became my habit. Now our parking pressure has increased exponentially so there's a lot of incentive not to drive. And then there was the Commuter Challenge and we had someone in our office organizing our team and I was like "huh, why am I not on my bike"? "I'm not uber commuter woman but I needed that little incentive...I think most of us go to work, go to school, take care of kids, run errands, and take care of family members. So if a gift certificate to Five on Black or competition with another office will get you on your bike, I think that's great. I know I need that nudge and I imagine other people do too."



missoula in motion
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Long Range Mode Split Goals



2020 SCHEDULE

- All of January: Clear the Air Challenge
- February 14: Winter Clean Commute Day
- February 3-14: University of Montana Commuter Challenge
- May -September: Downtown Parklets every First Friday
- May: Bike Month - Breakfast on the Bridge every Friday, events, and more!
- May 3-16: Commuter Challenge
- June 7: Sunday Streets Summer Kickoff - Franklin to the Fort Neighborhood
- June 17: Commuter of the Year Awards
- August 17: Bike to the Fair Day
- September 13: Sunday Streets Missoula
- September 16: One Less Car Day
- September 13-19: Walk & Roll Missoula

In the 2016 Long Range Transportation Plan, Missoula's leaders committed to shifting how we get around with the adoption of ambitious mode split goals.



COMMUNITY SUPPORT

Missoula County. Missoula Parking Commission. Missoula Urban Transportation District. ASUM Transportation. City of Missoula.

Bagels on Broadway. Bernice's Bakery. Bitterroot Flower Shop. Burns St. Bistro. City Brew Coffee. Clyde Coffee. Conflux Brewing Company. El Diablo. Fact & Fiction. Five on Black. Home Resource. Hunter Bay Coffee. Imagine Nation Brewing. Jeannette Rankin Peace Center. Lake Missoula Tea Company. Le Petit Outre. Missoula Broadcasting Co. Montana Natural History Center. Nourishing Cultures. Parks & Recreation. Peaceful Heart Yoga. Sacred Ally Yoga. Sushi Hana. Sweet Peaks. The Trough. Upcycled. Veera Donuts. Western Cider.