
missoula in motion
SEE COMMUTING DIFFERENTLY.

INTRODUCTION

- Missoula has many sustainable transportation options, including the Mountain Line bus system, biking, walking, carpooling, and the Way to Go! Missoula (WTG!M) platform for sustainable transportation options and rewards.

- Registering with WTG!M allows you to find sustainable route options, track your trips to earn rewards, see your commute statistics and earn achievement badges, and guide Missoula planners to build safe infrastructure for all modes of transportation.

OVERVIEW

- Missoula in Motion strongly encourages using sustainable travel modes (any mode other than driving alone, such as walking, biking, bus, carpooling, vanpooling, telecommuting, skateboarding, rollerblading, etc.), specifically for Missoulians' daily travel to and from their workplace.

- Missoula in Motion surveyed local Montanans to understand their travel needs and patterns in the transportation modes they choose and the reasons behind the impediments in choosing sustainable modes of transportation.

SURVEY METHODS

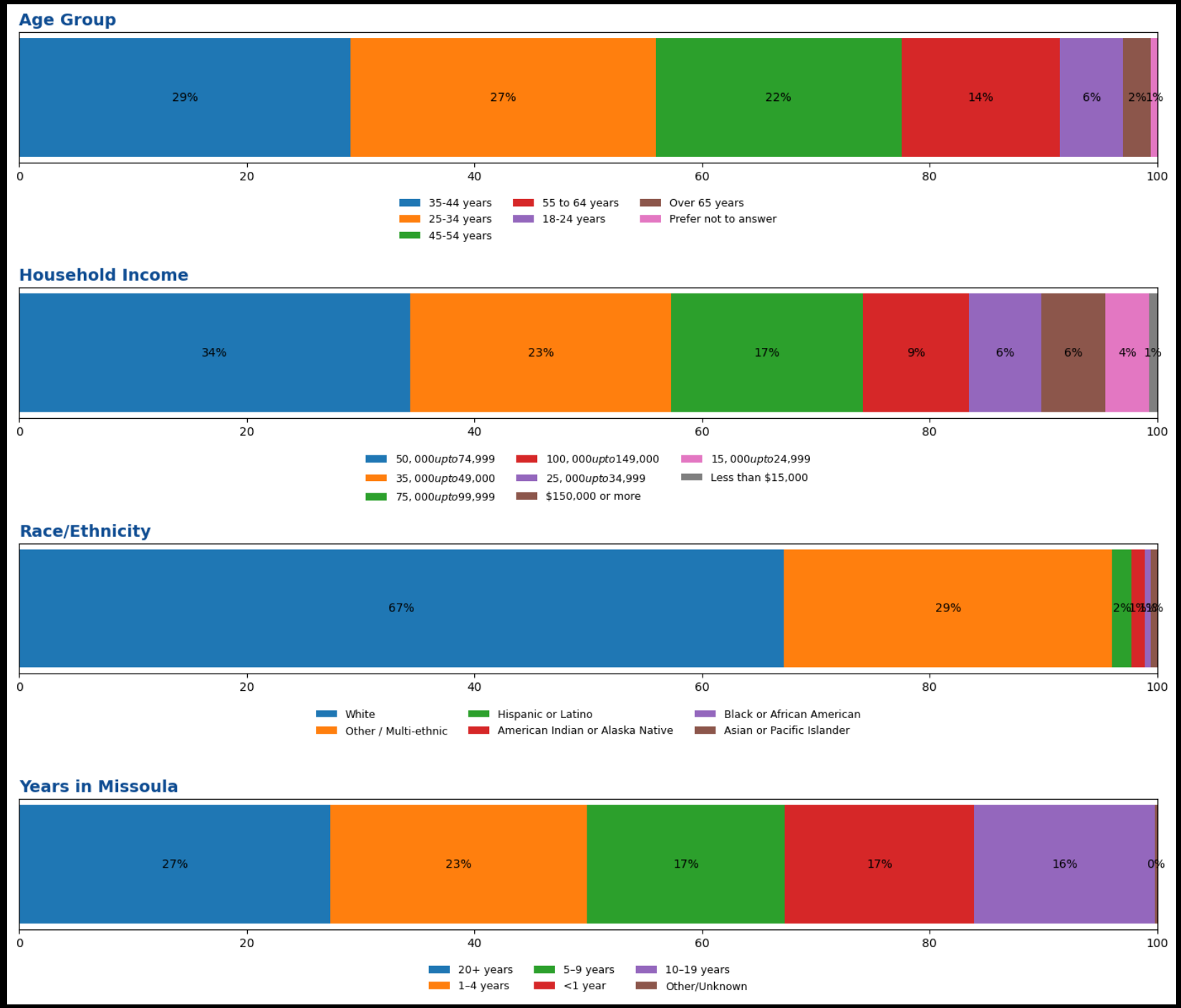
- SAMPLING – Downtown Missoula Employees.
- DESIGN – The survey used QUALTRICS and OPENSTREETMAP. We offered a raffle prize of a $200 Missoula Downtown gift card to incentivize individuals to complete the survey
- TOPICS – Demographics, Travel behavior, motives, and needs.
- DISTRIBUTION – Email, QR code on posters, social media, e-newsletter

Respondents Demographics

- These graphs show the demographics of all survey respondents.

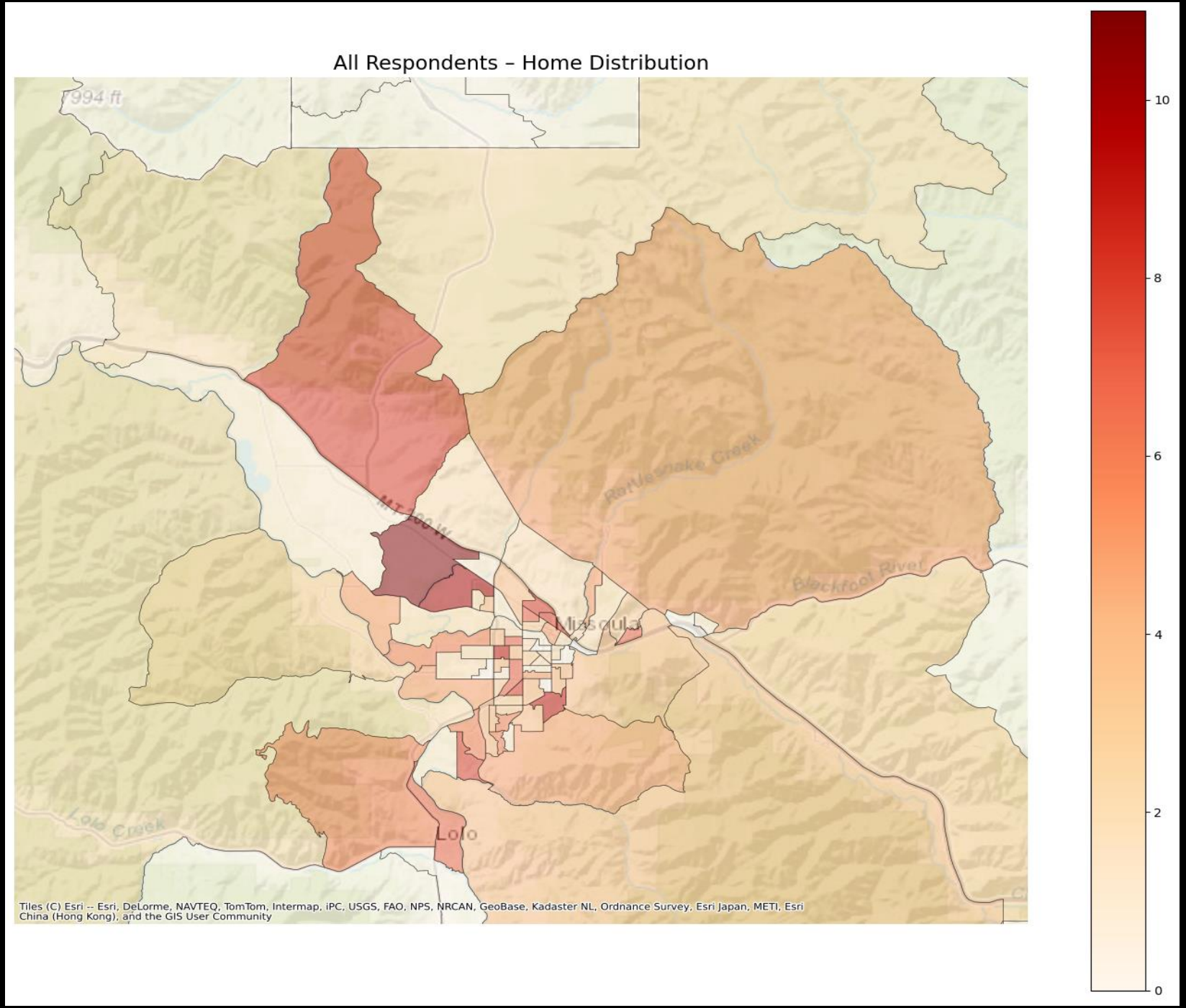
- N (Age) = 738
- N (Income) = 707
- N (Race) = 719
- N (Years in Missoula) = 704

All questions were optional, so sample sizes varied for each question. N = 790



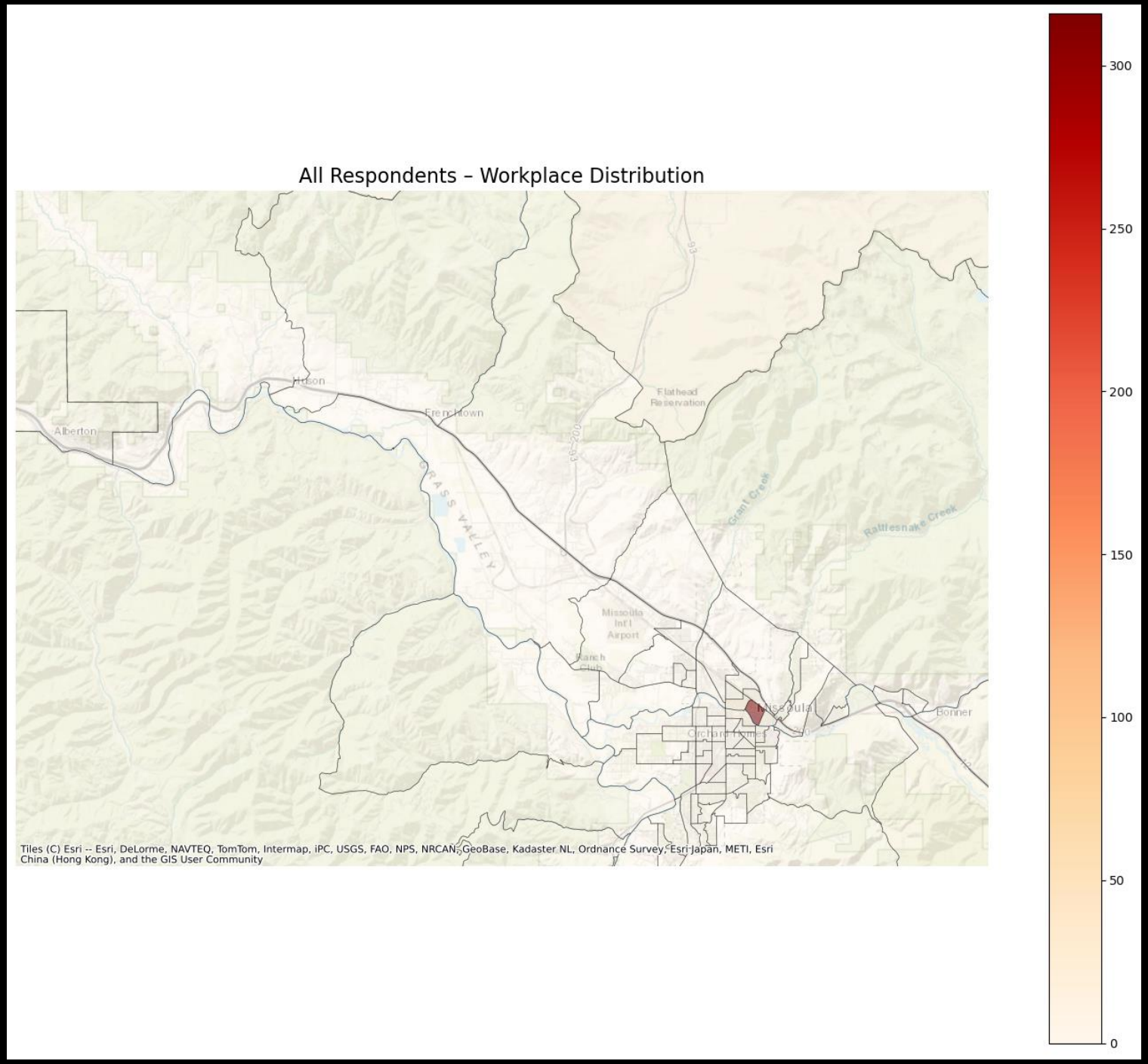
Where do people live?

- This map represents the approximate home locations of the surveyed population within census block groups in Missoula.
- n = 299
- The color represents the density of responses per census block group.



Where do people work?

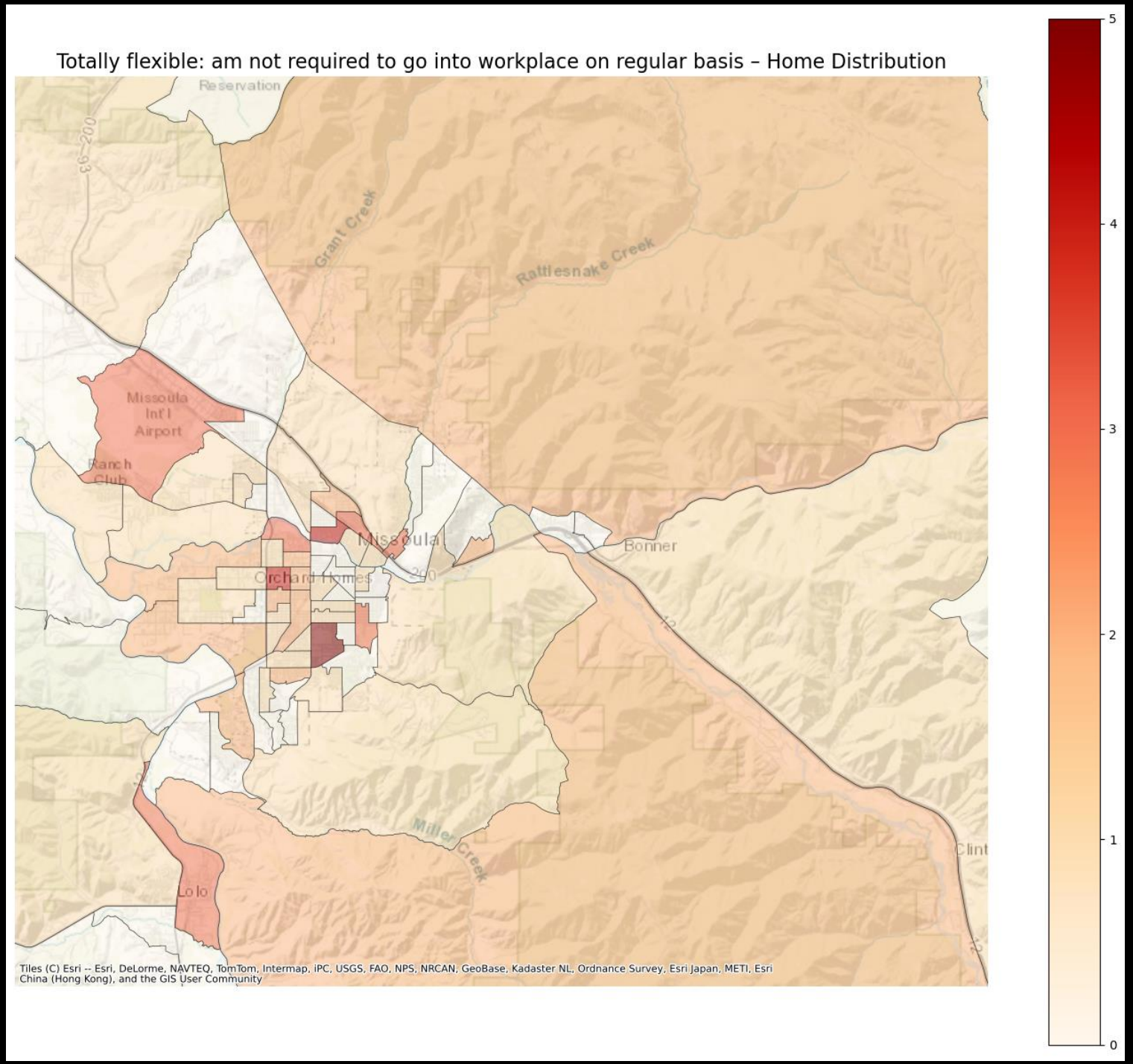
- This map represents the approximate work locations of the surveyed population within census block groups in Missoula.
- n = 421
- The color represents the density of responses per census block group.



Fully Remote Workers Home Distribution

- This map represents the approximate home locations of the surveyed population who are not required to go to their workplace regularly.

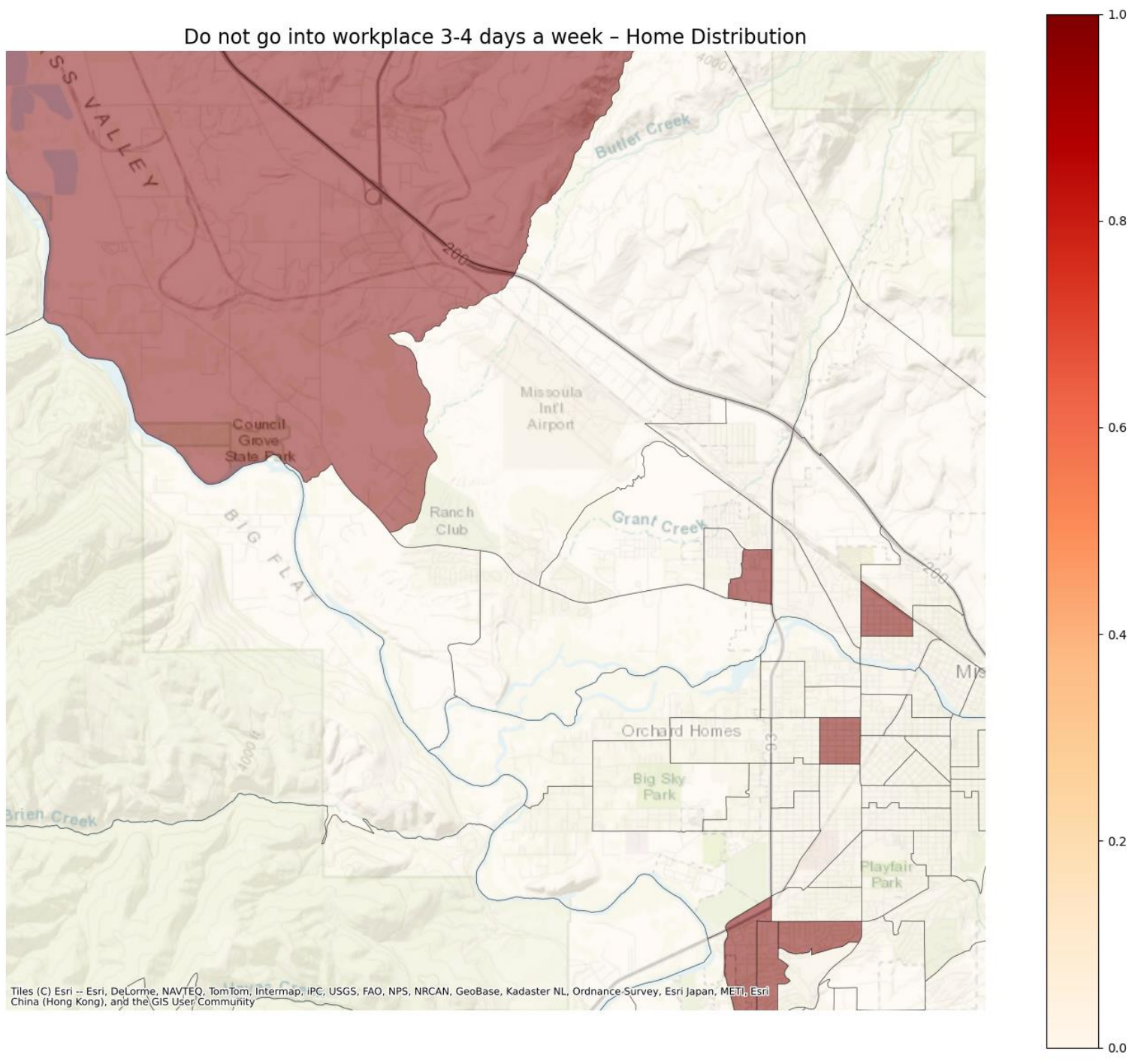
- n = 143



Hybrid Remote Workers Home Distribution

- This map represents the approximate home locations of the surveyed population, who said that they go to the office once a week.

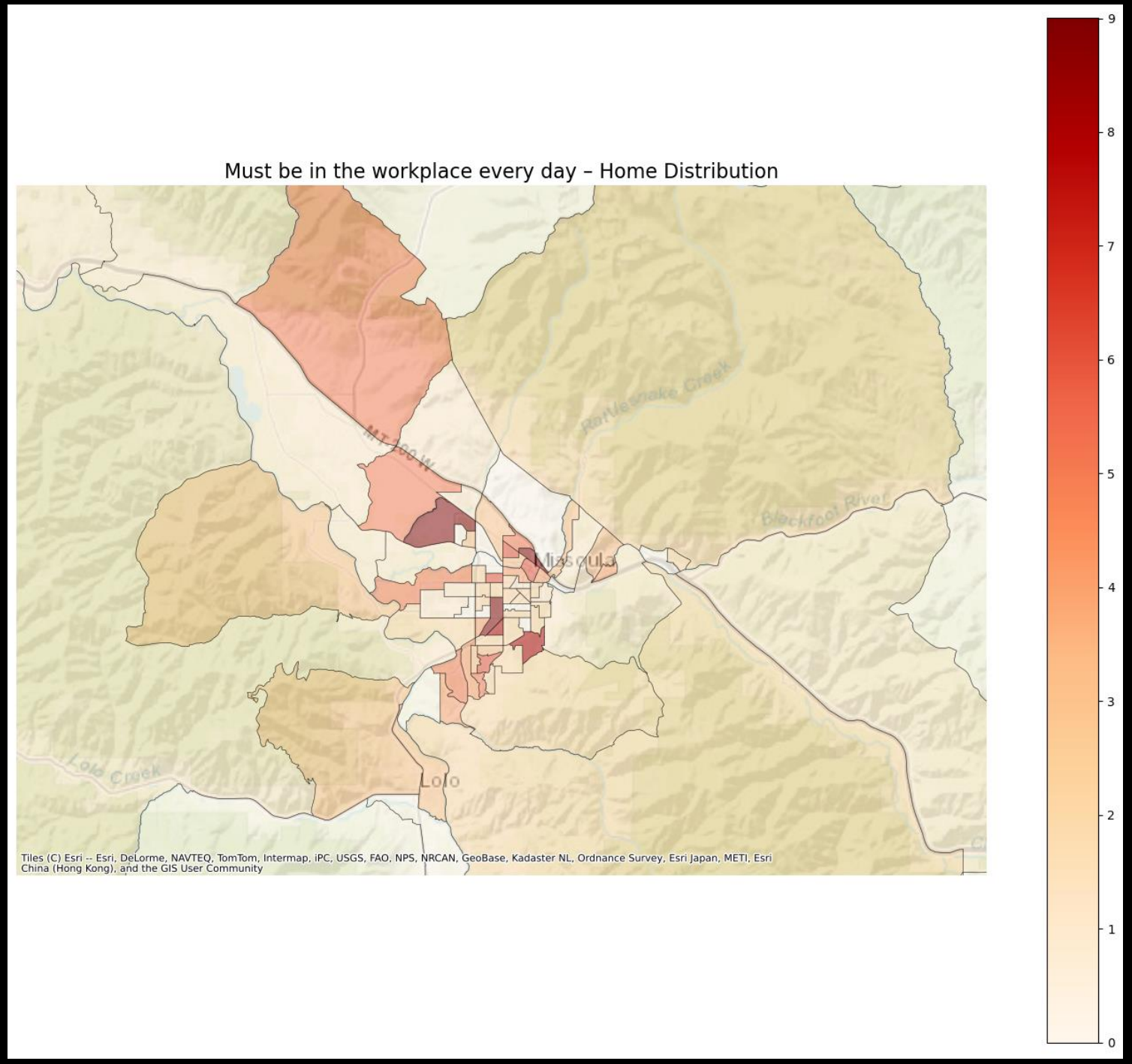
- n = 22



Fully In-Person Workers Home Distribution

- This map represents the approximate home locations of the surveyed population, who said that they must be in the workplace regularly.

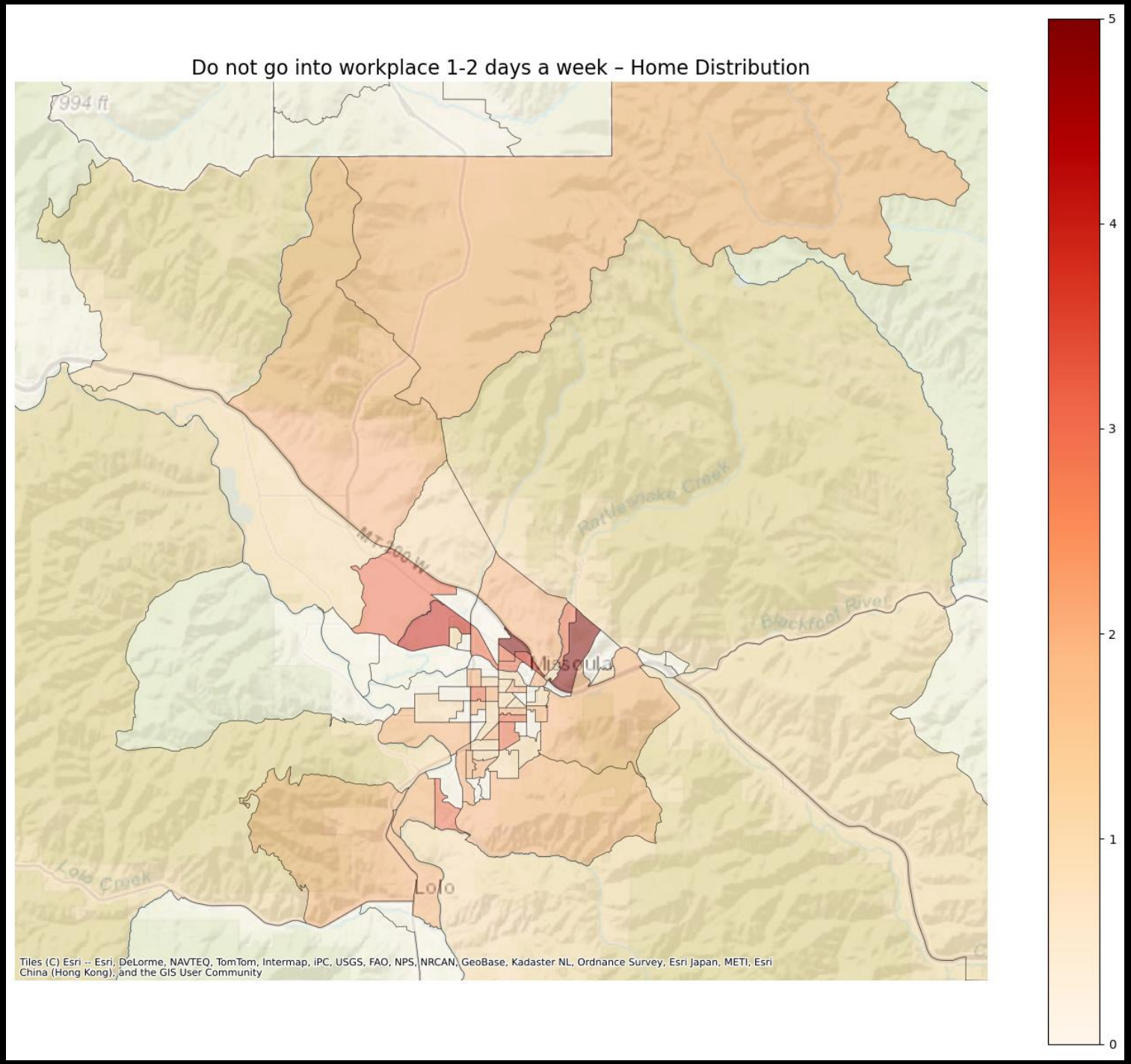
- n = 394



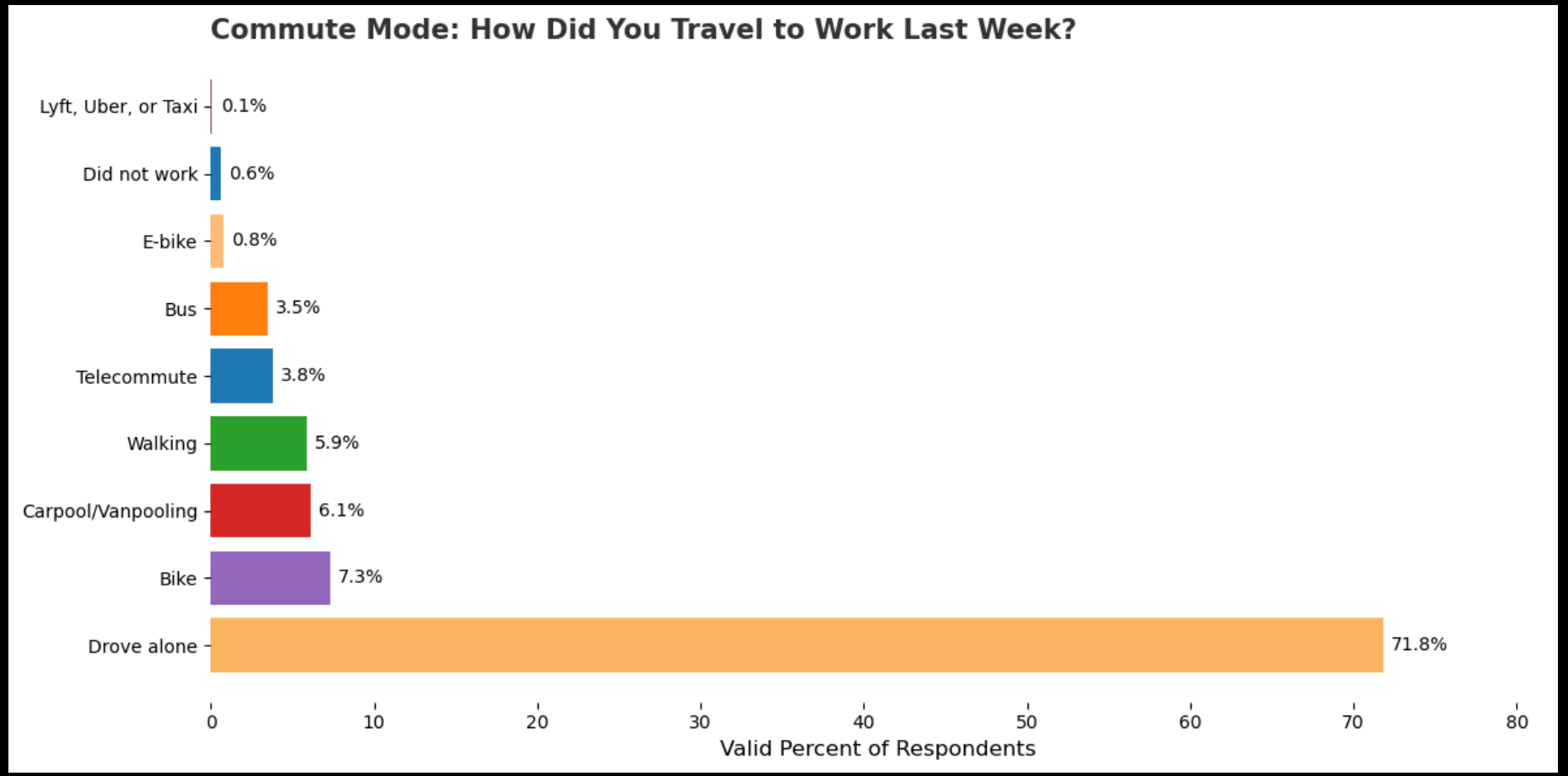
Hybrid In-Person Workers Home Distribution

- This map represents the approximate home locations of the surveyed population, who said that they must be in the workplace at least 3 days a week.

- n = 200



How are people commuting right now?

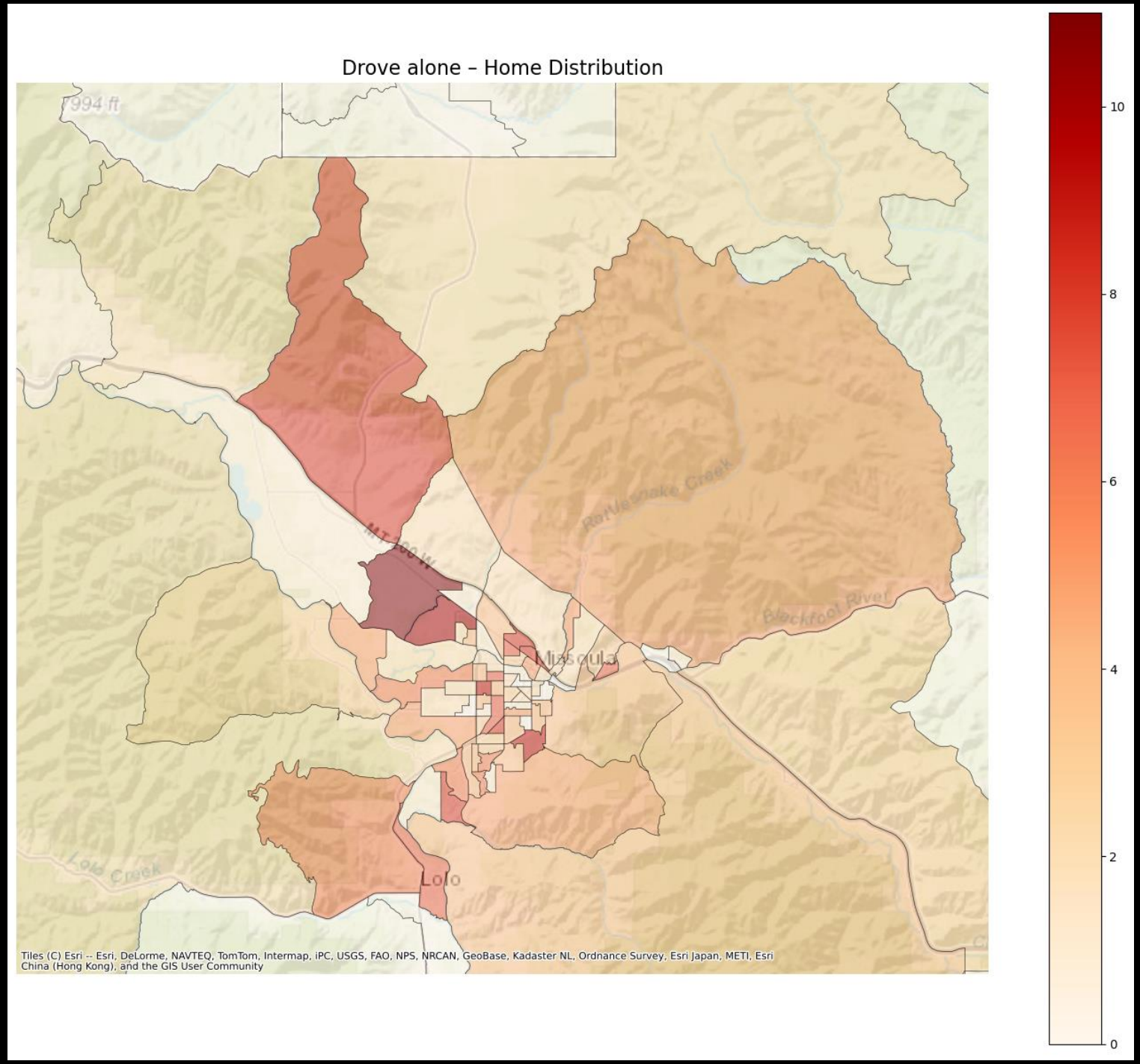


N = 790

Drive-Alone Commuters Home Distribution

- This map represents the approximate home locations of the surveyed population (n = 567, 71.8%) who said that they drove alone.

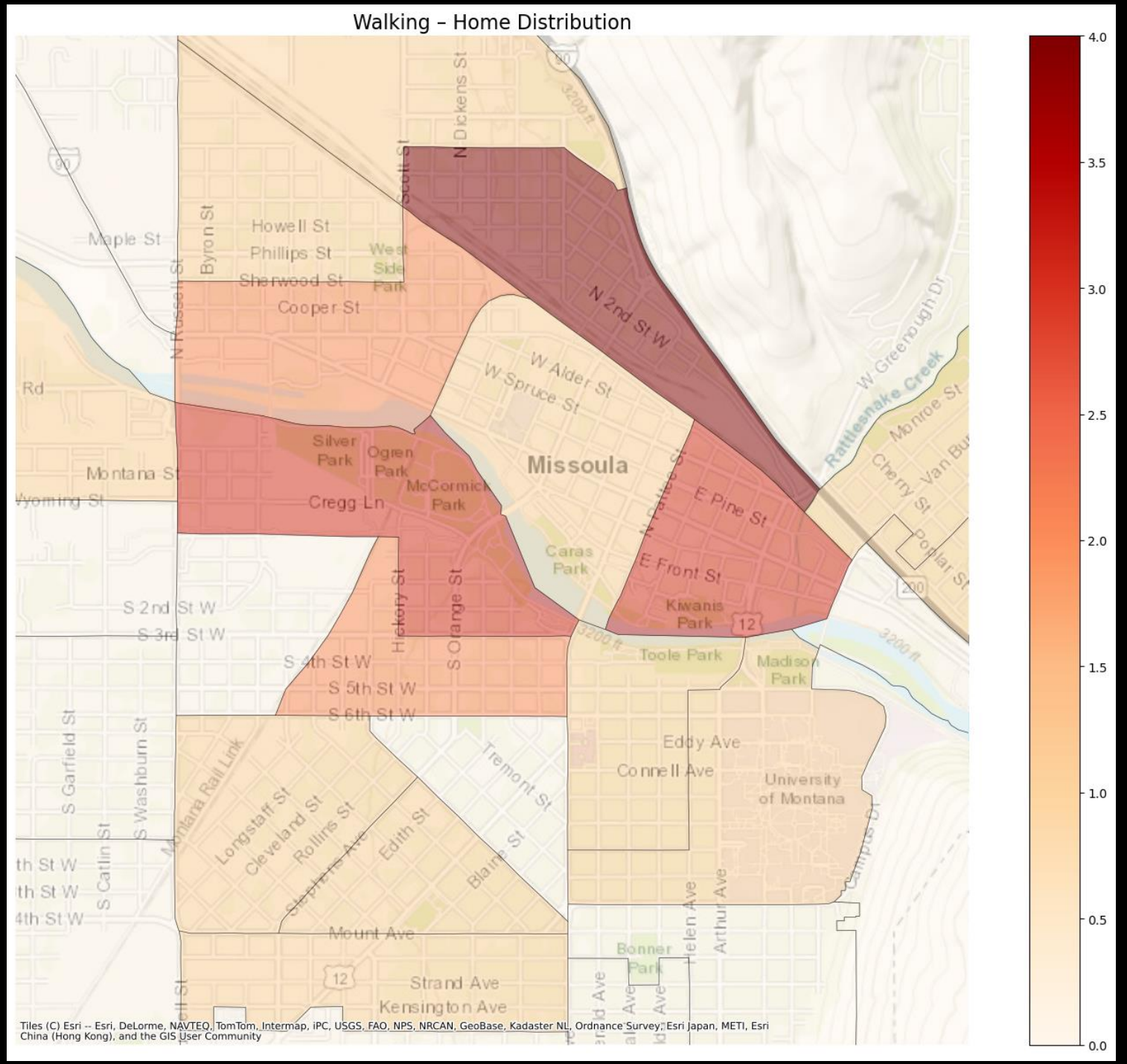
- N = 790



Walking Commuters Home Distribution

- This map represents the approximate home locations of the surveyed population (n = 47, 5.9%) who said that they walked.

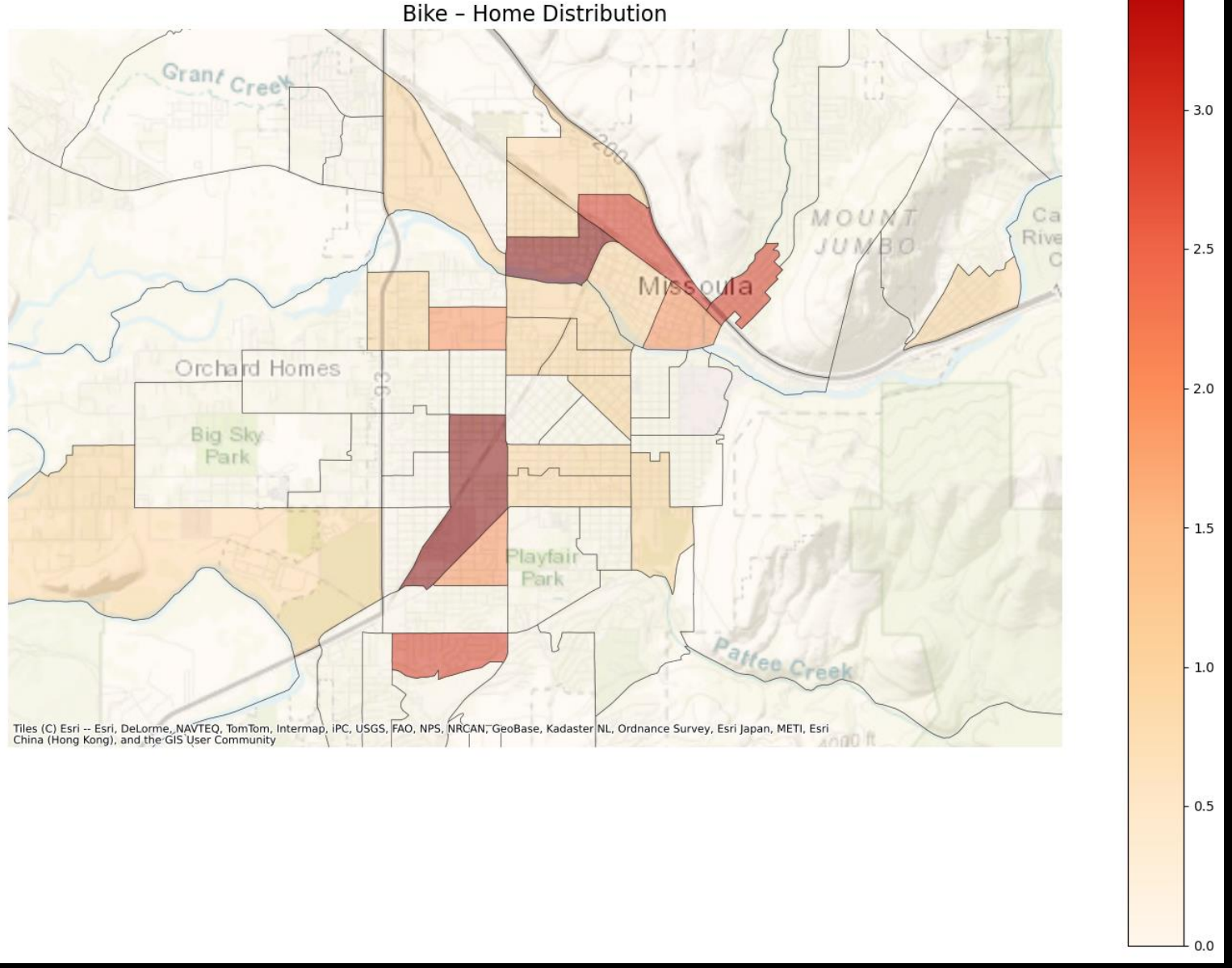
- N = 790



Biking Commuters Home Distribution

- This map represents the approximate home locations of the surveyed population (n = 58, 7.3%) who said that they biked.

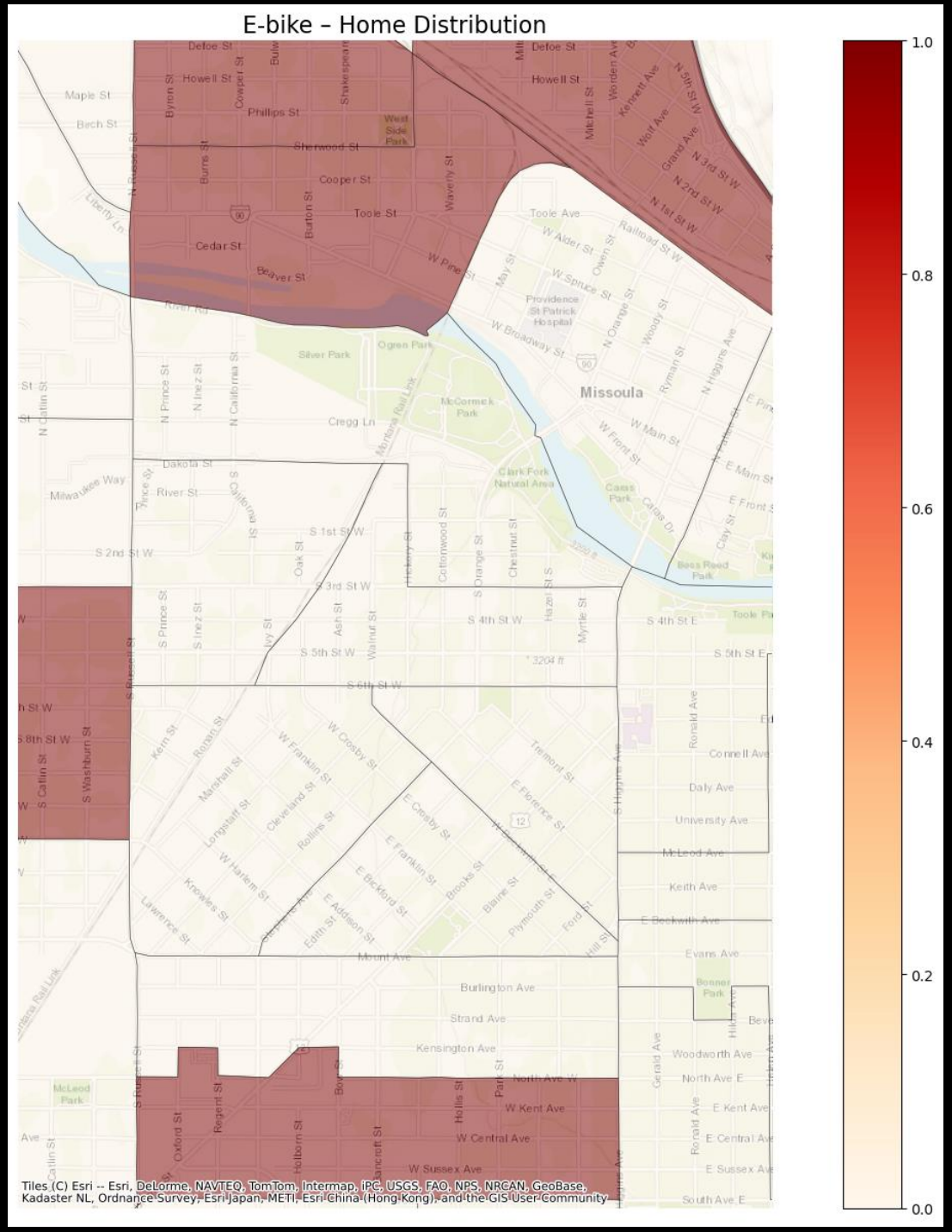
- N = 790



E-Bike Home Distribution

- This map represents the approximate home locations of the surveyed population (n = 6, 0.8%) who said that they E-biked.

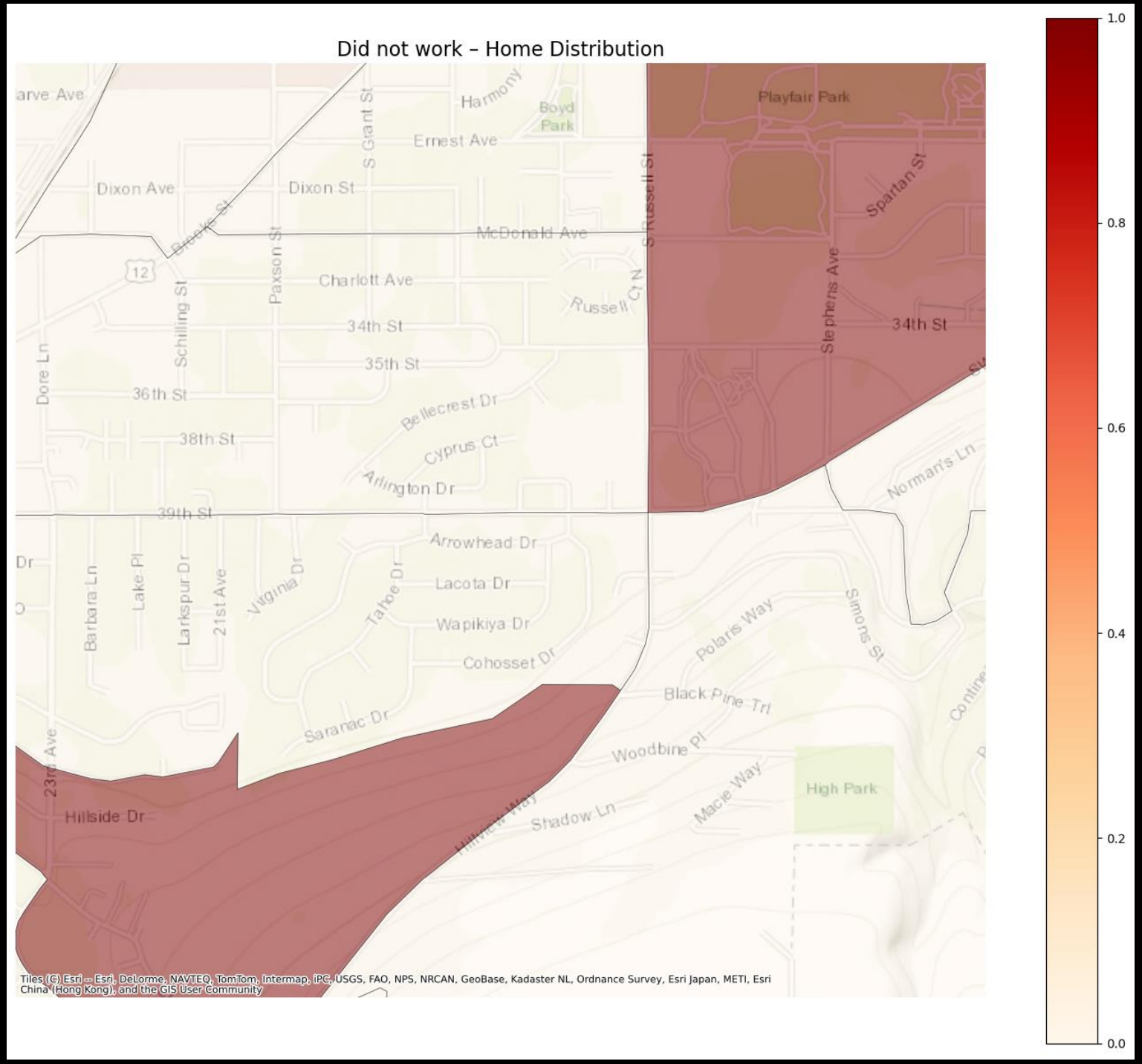
- N = 790



Did not work Home Distribution

- This map represents the approximate home locations of the surveyed population (n = 5, 0.6%) who said that they did not work.

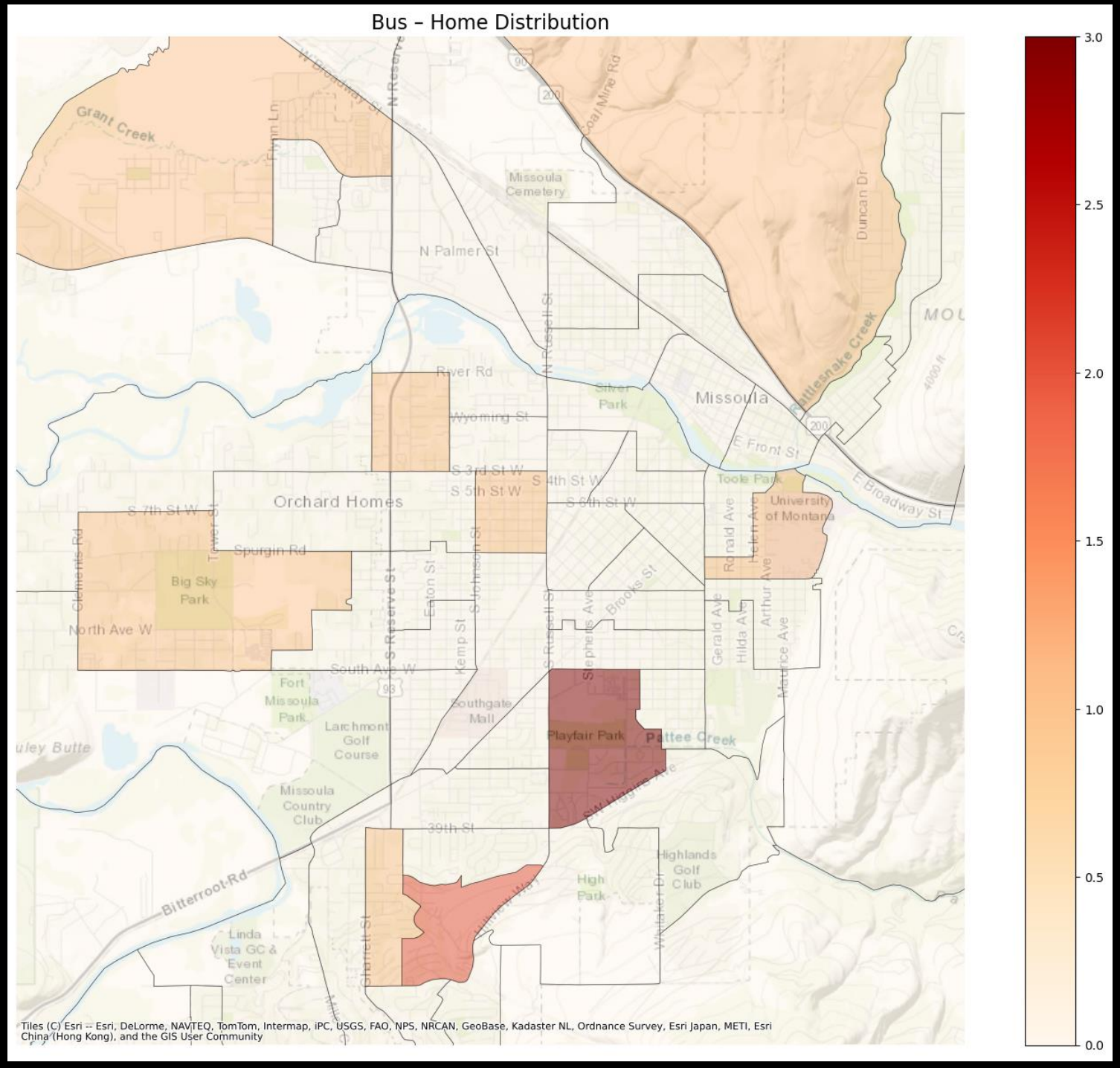
- N = 790



Bus Home Distribution

- This map represents the approximate home locations of the surveyed population (n = 28, 3.5%) who said that they took the bus.

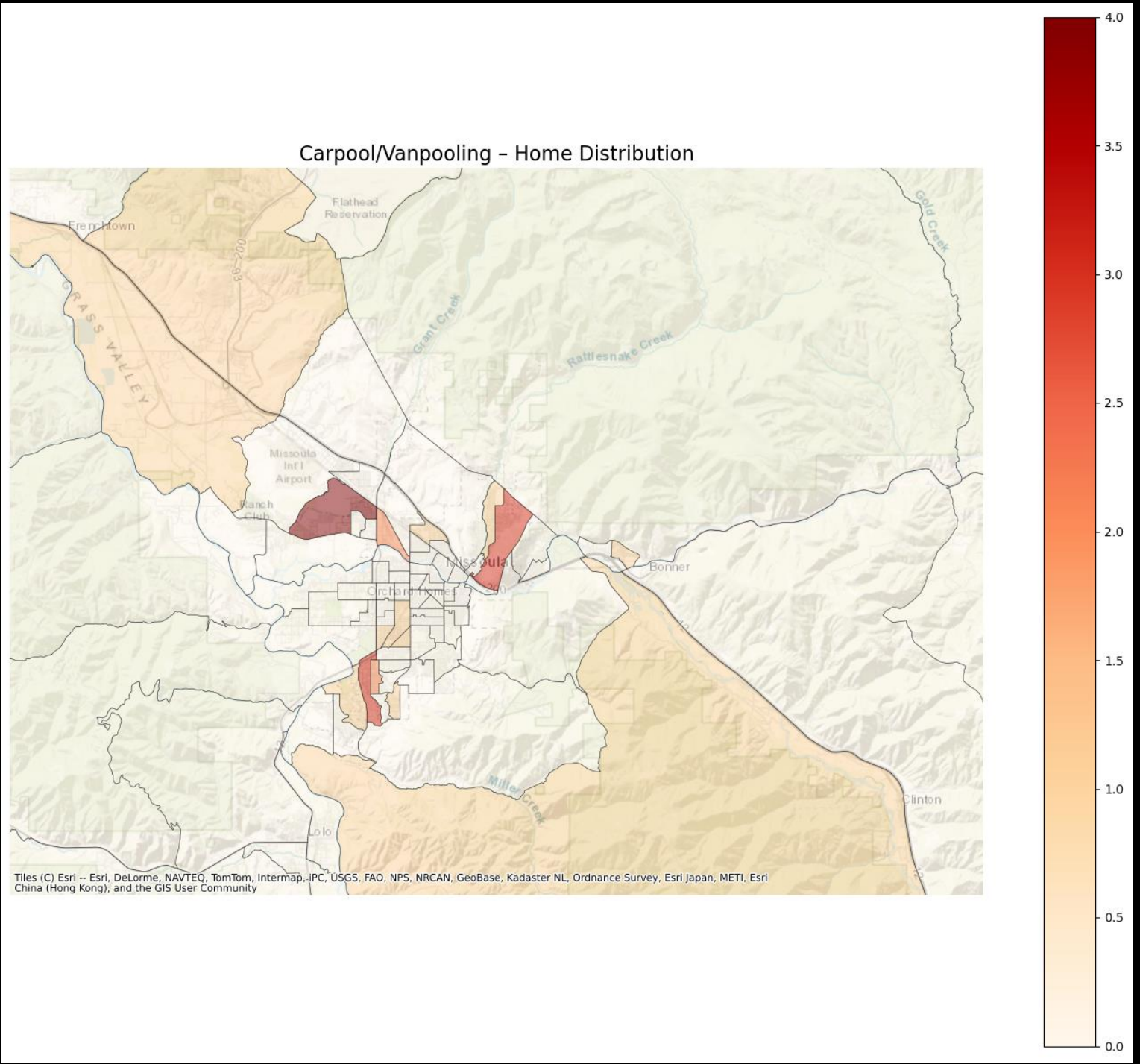
- N = 790



Carpool/Vanpooling Home Distribution

- This map represents the approximate home locations of the surveyed population (n = 48, 6.1%) who said that they either carpooled or vanpooled.

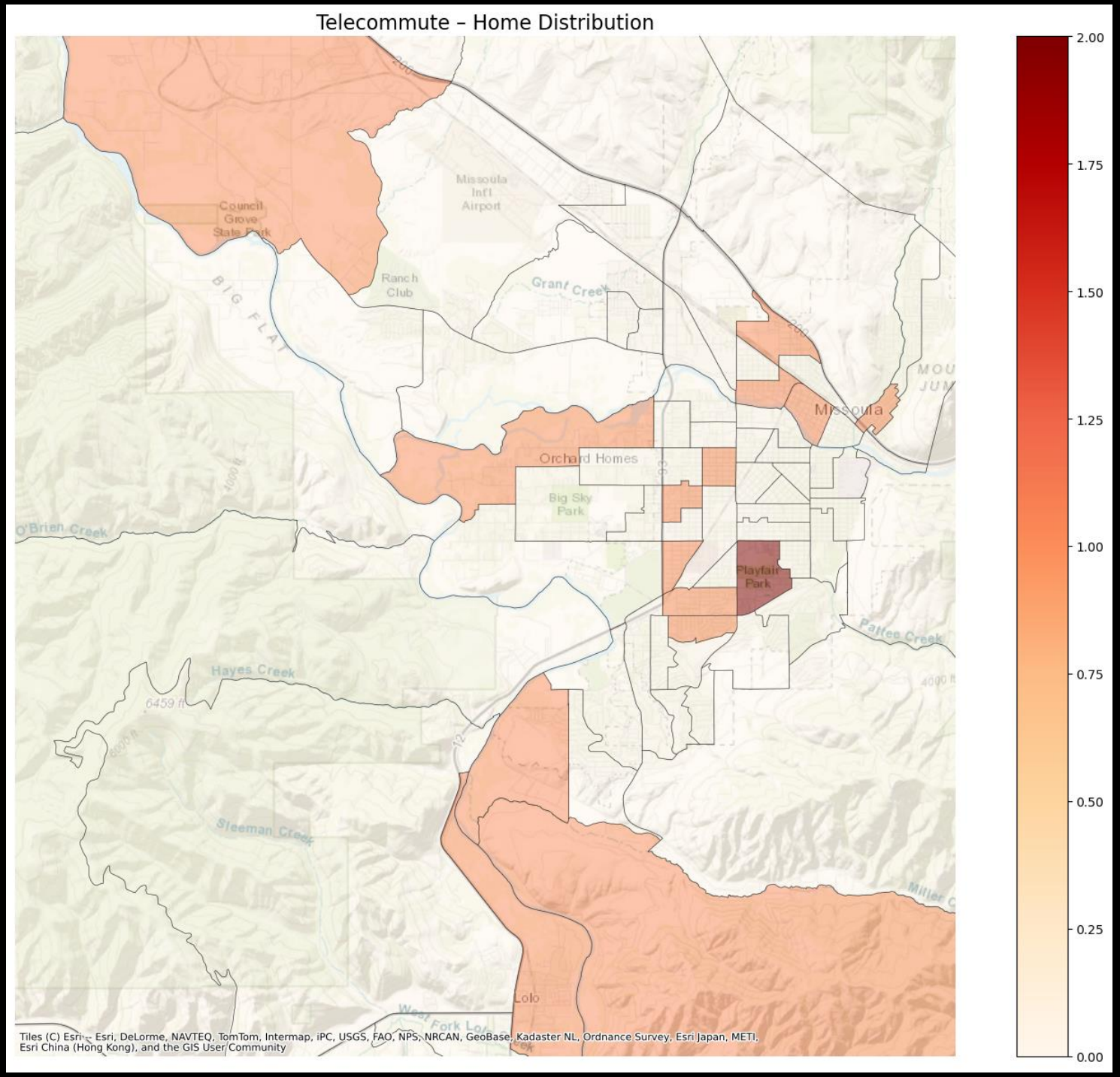
- N = 790



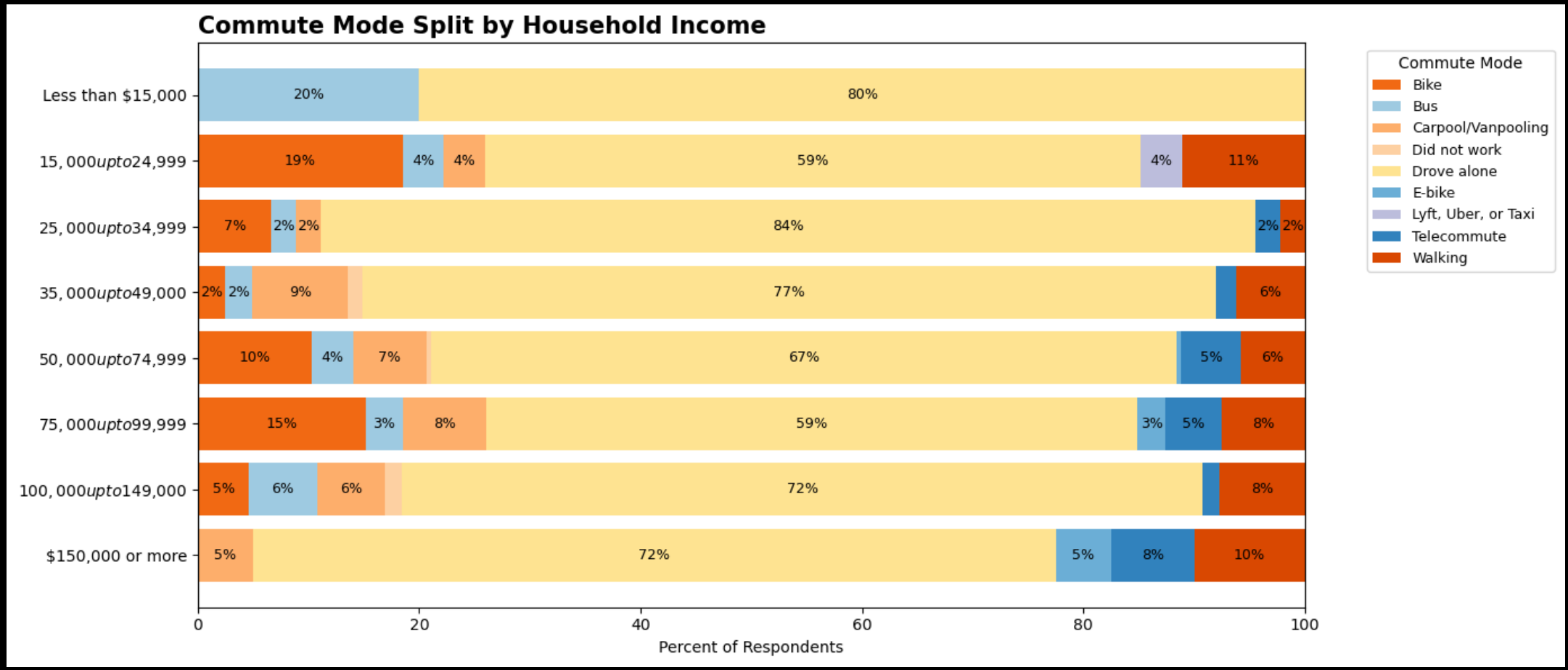
Telecommuting Home Distribution

- This map represents the approximate home locations of the surveyed population (n = 30, 3.8%) who said that they telecommuted.

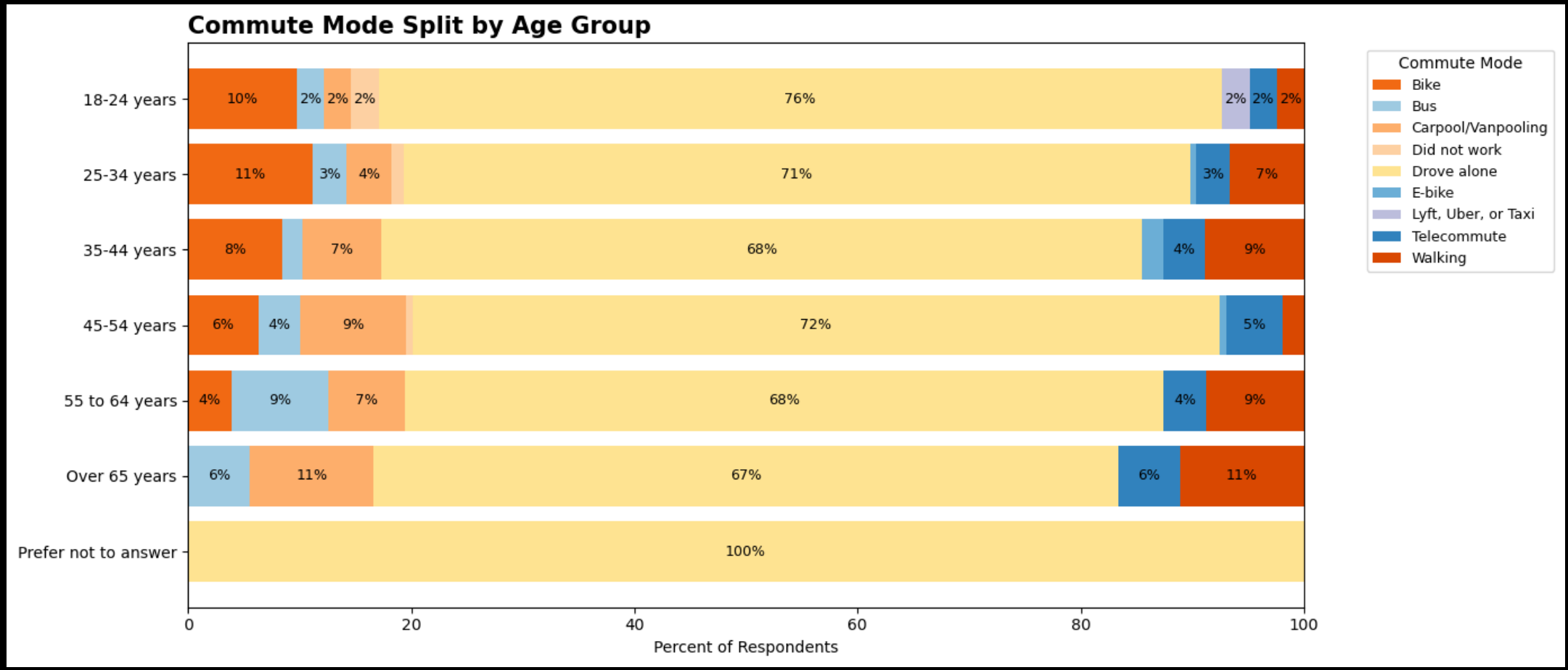
- N = 790



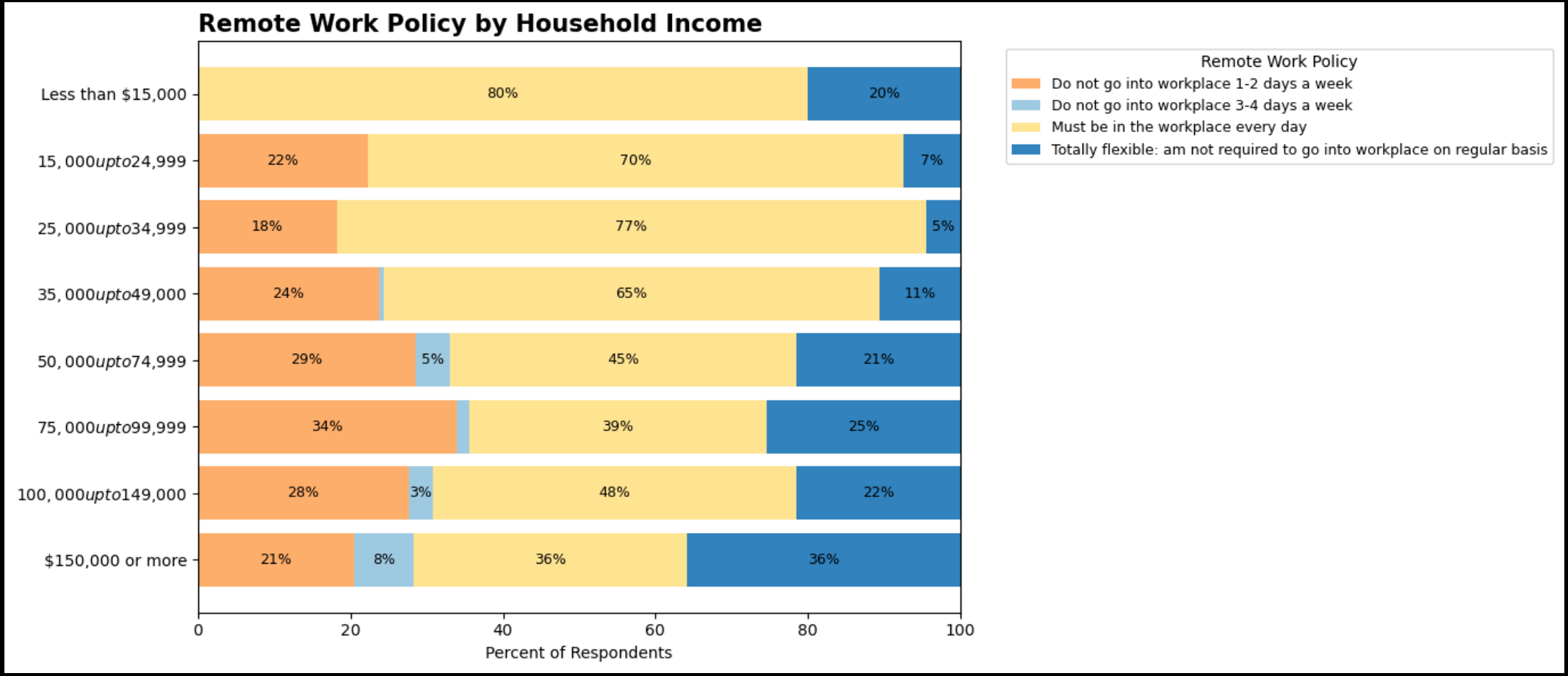
Mode Split by Income:



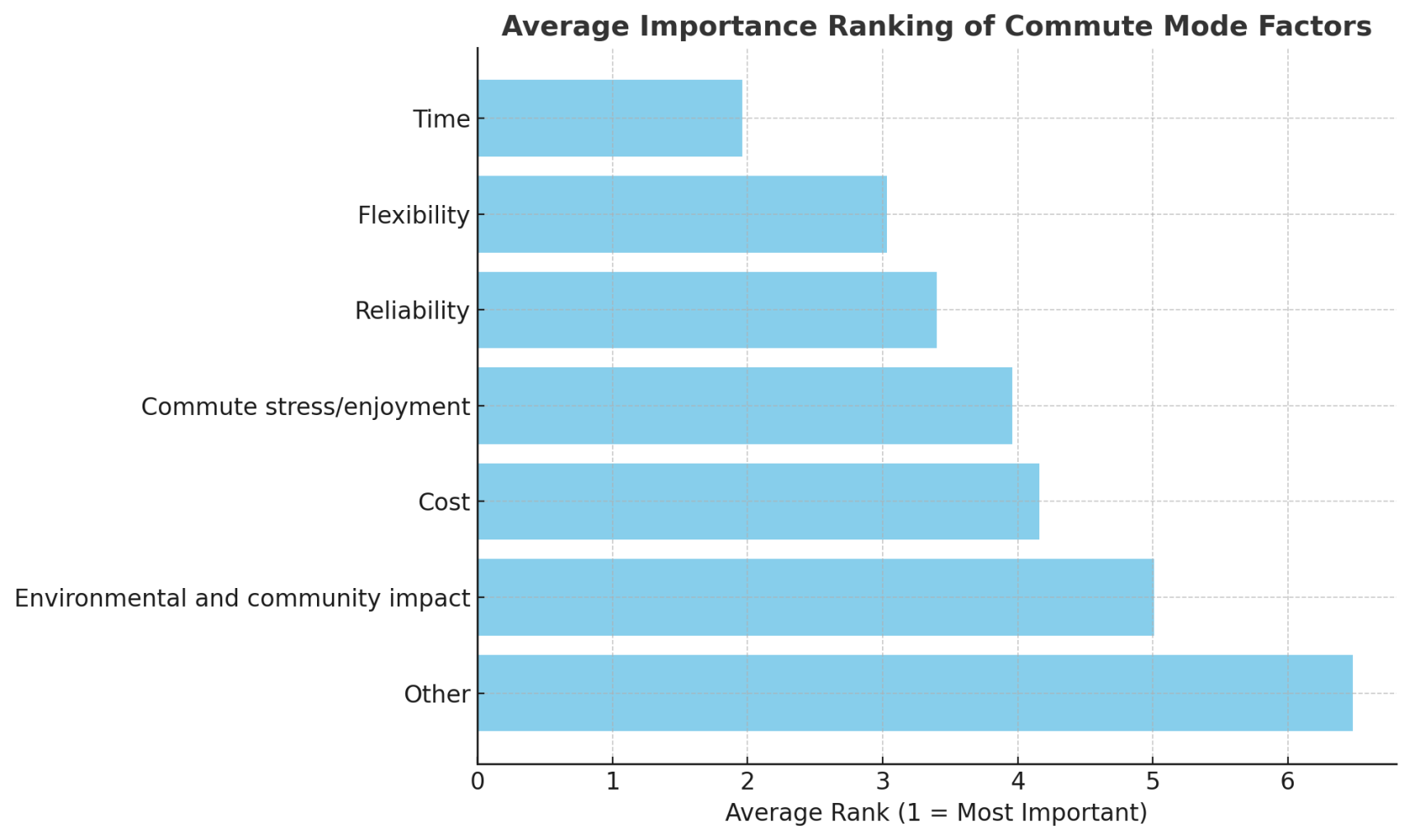
Mode Split by Age:



Work arrangement and Income:



What matters when deciding on mode? Time!



Survey respondents were asked the following question; Please rank items that you consider when deciding what mode to use to commute to work. Total respondents to this question was 707.

Conclusion:

- Expand protected and winter-maintained bike infrastructure, particularly in underserved neighborhoods and on routes connecting to employment hubs.

- Pilot a sustainable commute mobile app, integrating real-time transit data, trip planning, and behavior-based rewards

- Support flexible work arrangements, including remote work policies, to reduce peak-hour congestion and better accommodate long-distance commuters.

- Continue and expand bus fare subsidies, especially for lower-income employees, who remain most price-sensitive and benefit most from transit incentives.

- Use predictive modeling to inform outreach, focusing engagement efforts on individuals most likely to shift to sustainable modes based on their survey profile.

Appendix:

How did you travel to work each day in the last week? Please select the mode that you use for the majority of the commute. *Driving children under 16 to school is NOT considered a carpool. Select "Drove Alone" for this scenario.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bus	28	3.1	3.5	3.5
	Walking	47	5.1	5.9	9.5
	Drove alone	567	62.0	71.8	81.3
	Carpool/Vanpooling	48	5.3	6.1	87.3
	Bike	58	6.3	7.3	94.7
	E-bike	6	.7	.8	95.4
	Telecommute	30	3.3	3.8	99.2
	Lyft, Uber, or Taxi	1	.1	.1	99.4
	Did not work	5	.5	.6	100.0
	Total	790	86.4	100.0	
Missing	System	124	13.6		
Total		914	100.0		

Appendix:

What is your company's remote work policy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Must be in the workplace every day	394	43.1	51.9	51.9
	Do not go into workplace 1-2 days a week	200	21.9	26.4	78.3
	Do not go into workplace 3-4 days a week	22	2.4	2.9	81.2
	Totally flexible: am not required to go into workplace on regular basis	143	15.6	18.8	100.0
	Total	759	83.0	100.0	
Missing	System	155	17.0		
Total		914	100.0		

Appendix:

What is your annual gross income bracket?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than $15,000	5	.6	.7	.7
	$15,000 up to $24,999	27	3.4	3.8	4.5
	$25,000 up to $34,999	45	5.7	6.4	10.9
	$35,000 up to $49,000	162	20.6	22.9	33.8
	$50,000 up to $74,999	243	30.9	34.4	68.2
	$75,000 up to $99,999	119	15.1	16.8	85.0
	$100,000 up to $149,000	66	8.4	9.3	94.3
	$150,000 or more	40	5.1	5.7	100.0
	Total	707	89.9	100.0	
Missing	System	79	10.1		
Total		786	100.0		

Appendix:

What race/ethnicity best describes you? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American Indian or Alaskan Native	11	1.4	1.5	1.5
	Asian/Pacific Islander	5	.6	.7	2.2
	Black or African American	5	.6	.7	2.9
	Hispanic	13	1.7	1.8	4.7
	White/Caucasian	605	77.0	84.1	88.9
	Multiple ethnicity/Other (please specify)	80	10.2	11.1	100.0
	Total	719	91.5	100.0	
Missing	System	67	8.5		
Total		786	100.0		

Appendix:

What is your age group?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	41	5.2	5.6	5.6
	25-34 years	198	25.2	26.8	32.4
	35-44 years	215	27.4	29.1	61.5
	45-54 years	159	20.2	21.5	83.1
	55 to 64 years	103	13.1	14.0	97.0
	Over 65 years	18	2.3	2.4	99.5
	Prefer not to answer	4	.5	.5	100.0
	Total	738	93.9	100.0	
Missing	System	48	6.1		
Total		786	100.0		

Appendix:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Please rank items that you consider when deciding what mode to use to commute to work. – Time	707	1	7	1.96	1.309
Please rank items that you consider when deciding what mode to use to commute to work. – Cost	707	1	7	4.16	1.585
Please rank items that you consider when deciding what mode to use to commute to work. – Flexibility	707	1	7	3.03	1.389
Please rank items that you consider when deciding what mode to use to commute to work. – Reliability	707	1	7	3.40	1.446
Please rank items that you consider when deciding what mode to use to commute to work. – Commute stress/enjoyment	707	1	7	3.96	1.543
Please rank items that you consider when deciding what mode to use to commute to work. – Environmental and community impact	707	1	7	5.01	1.550
Please rank items that you consider when deciding what mode to use to commute to work. – Other	707	1	7	6.48	1.531
Valid N (listwise)	707				

Appendix:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many years have you been working in Missoula?	704	0	61	13.10	11.253
Valid N (listwise)	704				