

## Community Benefit

Travel demand management programs improve the health and well-being of local residents by increasing the efficiency of transportation systems and enhancing mobility.

Together, infrastructure development and education and outreach are a winning combination that has led to Missoula being recognized as a Gold Level Bicycle Friendly community with a high walkability score. Leadership continues to support improvements that benefit residents of all ages. Local partners, including the City of Missoula, Missoula County, Missoula Urban Transportation District, Missoula Parking Commission, and ASUM Transportation provide critical financial support against federal grant funding. to ensure continued success.

*During the last 5 years, Way to Go! Club members logged over **6 million miles** by biking, walking, busing, carpooling, and telecommuting - protecting Missoula's clean air by saving nearly **2,500 tons of carbon** from our local airshed.*

**You can help make a difference by choosing sustainable transportation once a week!**



# Missoula In Motion

2015 Annual Report

The logo for Missoula In Motion, featuring a stylized lowercase 'm' inside a circle with two curved arrows forming a loop around it.

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## About Us

Created in 1997, Missoula In Motion (MIM) is an integral part of Missoula's Transportation Planning Division - providing Transportation Demand Management programs and services.

MIM works to increase the use of sustainable transportation options in and around Missoula through education programs, incentives and essential information that gets people walking, biking, and busing around town all year long.

Funding for MIM is derived from Federal Congestion Mitigation and Air Quality Improvement Program funds. Several local partners provide required grant match and MIM also receives local business sponsorships for programs like Sunday Streets Missoula and the Way to Go! Club.



# Open Streets Initiatives

**Sunday Streets Missoula** (SSM) attracted nearly **8,500 people downtown** on July 19 to celebrate Missoula as a bikeable and walkable community. By temporarily closing Higgins Avenue to cars we empower people of all ages and abilities to discover local businesses, healthy activity, and transportation options.



- Staff secured support from **27 community sponsors**, **52 activity hosts**, and **65 volunteers**.
- Participant surveys identified that:
- 37% spent more than 3 hours at SSM
  - 23% enjoyed 5-9 different activities
  - 28% felt more confident on a bicycle because of SSM
  - 23% spent more than \$20 during SSM

The inaugural **BIKEapalooza** was Missoula's largest ever community bike ride - attracting over **230 people** of all ages and abilities for an educational 6 mile bike ride showcasing a variety of bicycle infrastructure in the community.

- 51% learned a new bike route
- 24% learned a new bike-friendly space (trail or lane)
- 3% learned a new bike law
- 18% discovered a new business



MIM also partnered with the Missoula Parking Commission and 7 different businesses to roll out **11 First Friday Parklets** between June and September. Parklets convert on-street parking spaces into temporary people places and incorporate seating, art, landscaping, or elements of play.



## Bicycle Parking

**Bike Racks for Business**, a cost share program with local businesses and organizations, resulted in **146 new, short term bicycle parking spaces** across our community in the form of bike racks and bike corrals.

These annual gains included a unique project that retrofitted 30 parking meter posts with locally crafted custom racks during the Missoula Parking Commission's parking meter update.

# Promotion & Recognition

MIM promoted transportation options through annual activities associated with **Bike Month** (May) and **Bike Walk Bus Week** (Sept). These community-wide celebrations encourage all Missoulians to travel by bicycle, bus and on foot.

MIM also encouraged and incentivized sustainable transportation choices through programs like the Way to Go! Club and **Commuter Challenge**, which **grew 40%** from 2014, boasting 704 total participants and over 34,000 sustainable miles logged online.

*44% of survey respondents said programs that offer prizes for participation \*definitely\* influence the likelihood that they will walk, bike, bus, carpool or telecommute.*

Additionally, Ecology Project International received **Missoula's first Gold Level Transportation Best Practices Award** and was recognized with 7 other businesses at a 2015 Downtown Tonite celebration of local leaders whose actions show a commitment to solving traffic, air quality and parking issues by actively promoting the use sustainable transportation options and habits. Two individuals were also recognized as **Commuters of the Year** at this public event, in support of their exemplary commuting habits.



# Outreach & Education

Two seasonally-hired **Bike Ambassadors** participated in 44 distinct educational activities and had personal contact with almost 3,000 individuals of all ages during their 4 month tenure.

MIM collaborated on the development of a new Missoula Bike Map and produced a variety of educational videos and materials. Through the **Momentum Program**, staff also educated local businesses, institutions and individuals about local transportation options at 8 topical meetings, conducted a comprehensive employer assessment with a local firm and initiated dialogue with 7 additional workplaces.



The Mayor's annual Bike Light Campaign culminates with **Ride de Light**. In December, 40 riders captivated parade spectators at the Parade of Lights and garnered MDAs award for Best Civic Entry.