

missoula in motion
SEE COMMUTING DIFFERENTLY.

2017 Annual Report

Mission

**To increase sustainable
transportation use**



Vision

**A connected transportation 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**



Outreach 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.



Missoula Pre-Release

322

Returning citizens coached in bike safety and how to use our online logging tool

School Education



20



Bike rodeos, Safe Routes To School, and other educational events, serving hundreds of school aged children

Stepping On Classes

60+

Seniors' walking confidence boosted



Missoula Bike Ambassadors

Help our citizens bike safely, courteously, legally, and more frequently through....



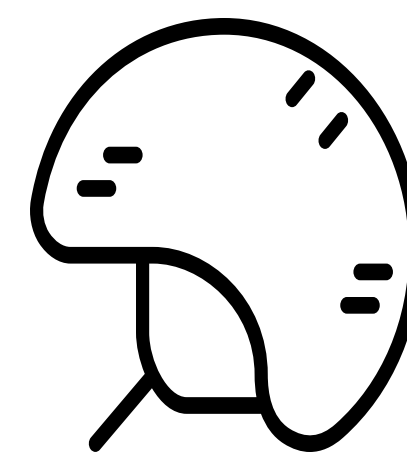
Group Rides



Summer camps



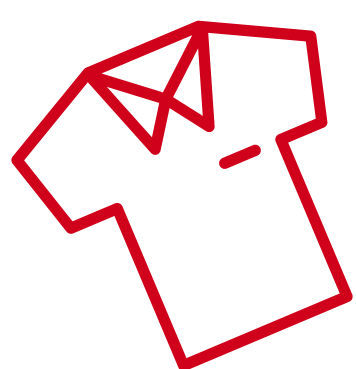
Addressing rider behavior



Safety promotion

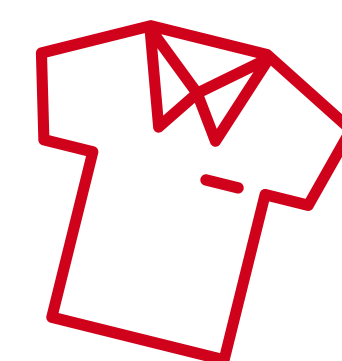
1,846

Direct connections



What is your favorite part of your job as a Bike Ambassador?

Steph: "Talking to people around town and getting to share in their enthusiasm about bicycling!"



What message would you like to share with the community?

Aubrey: "Missoula's population is growing rapidly ... There's no better time to start sustainably commuting than now!"



Steph Filkins



Aubrey Mullins



Open Streets

Changing the way we think about
and interact with public space.

Sunday Streets Missoula

A kick off to Walk & Roll Week, Sunday Streets Missoula celebrates people-powered transportation. Higgins Avenue is temporarily closed to cars and open for people of all ages, ability and comfort level to explore transportation options, discover local businesses, and enjoy healthy outdoor activity.



7,500+
Benefiting
Participants

73
Activity Hosts
+
Volunteers



Stimulate Economy

Connects people
with business
districts providing
support to local
economy



Impact the Environment

Reduced emissions, less
congestion, cleaner air



Promote Community

Inspires
community
connections
and interaction

Open Streets Activities...



Promote Wellness

Opportunities for
play, exercise and
physical activity



Are Free and Accessible

Inclusive of all
socio-economic
backgrounds, ages
and abilities



Catalyze Sustainable Transportation

Gives community
members the ability
and confidence to
initiate sustainable
transportation
habits



Parklets

Parking spaces
turned into people
places monthly
(May-Sept)

12

participating
businesses



Open Streets are "so valuable because it reminds us that cities are actually here for people, not cars. It also re-imagines what streets could be -- parks, playgrounds, a space for the community and all ages to come together -- instead of a thoroughfare for motorized vehicles."

Community Member
Emma Wimmer





Community & Workplace Engagement

Connecting with individuals and employers to enhance mobility for all.

Bike Valet

NEW PROGRAM

We park your bike -- free of charge!

250+



200+



Walk & Roll Week

A week filled with people-powered activities paired with fun and healthy ways to get around town. Take advantage of discounts, giveaways, group rides, and participate in One Less Car Day

10

Breakfast blitz locations to celebrate non-motorized travel



60

Businesses and organizations offered incentives



"I pledge to use sustainable transportation on One Less Car Day."



Bike Month

Group rides, bike-related events, and giveaways throughout the community to get people riding

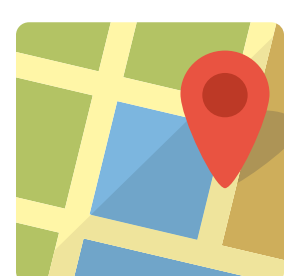


Rewarding people on their sustainable commute

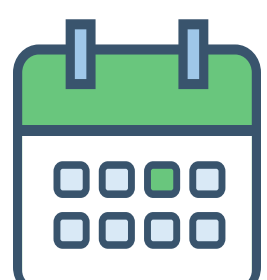
Coincides with Commuter Challenge

Way To Go! Missoula

Benefits of Way To Go! Missoula:



Route plan



Log trips



Earn rewards



Find a carpool

10 business partners

80,798 sustainable trips logged

357,688 miles traveled

108.6 tons of CO2 saved

\$147,972+ saved

WTG!M Statistics from April-December 2017

Commuter Challenge

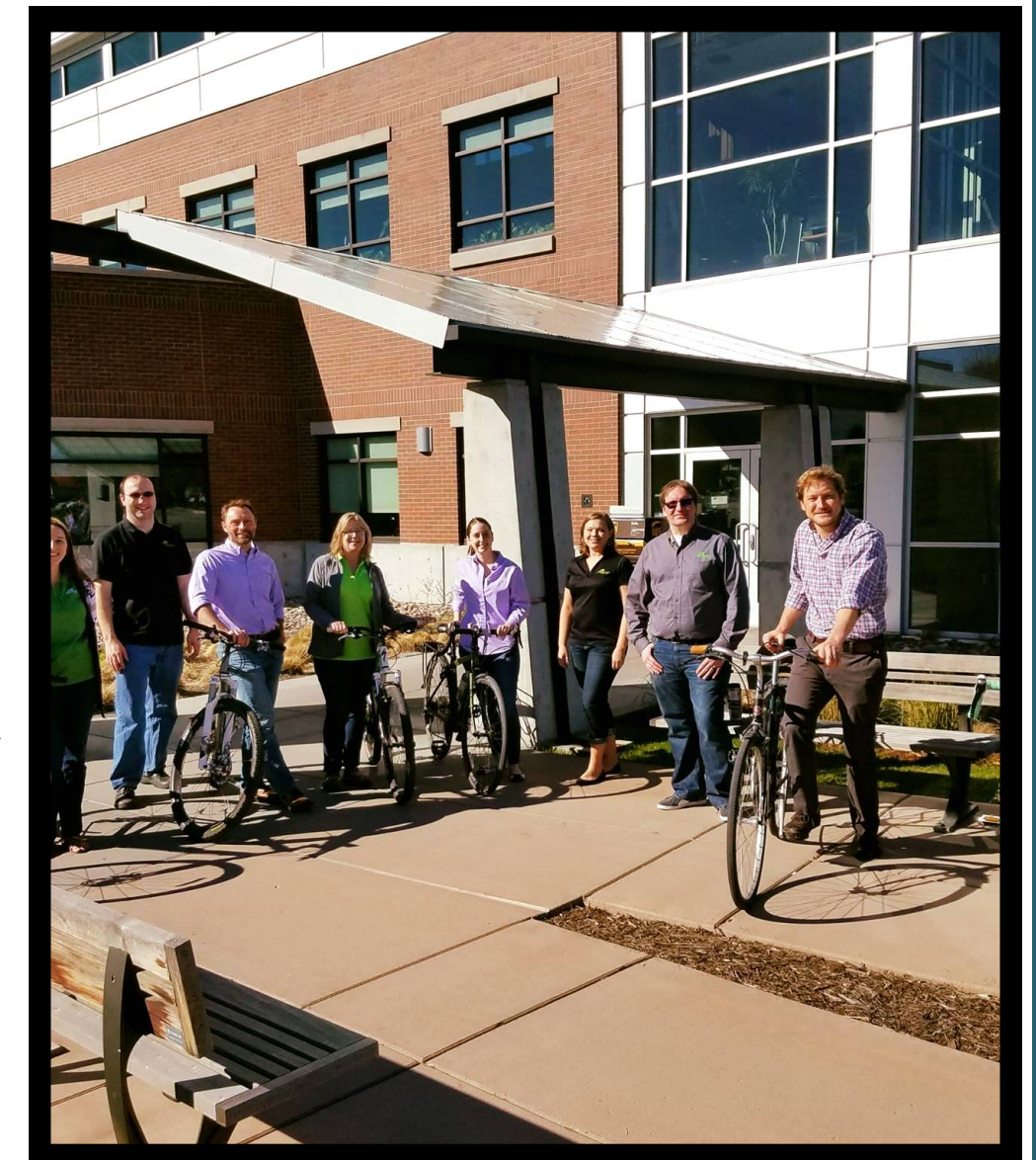
Head-to-head competition between workplaces to commute sustainably

70 businesses

53,381 mi. traveled

9,680 sustainable trips

16.8 tons of CO2 diverted



The next Commuter Challenge is May 6-12!



"The Commuter Challenge inspired some of our co-workers to continue to make the extra effort to sustainably commute, even after the challenge had ended!"

Katie Sadowski, Homeward

Guaranteed Ride Home

After commuting sustainably to and from work & logging at least one trip a week, we will cover your cost of a cab ride home.



Way To Go! for Workplaces

Comprehensive, specialized approach to normalizing and encouraging healthy commute options.

1. Evaluate current infrastructure and travel options
2. Solve parking problems (employees & customers)
3. Improve employee health and productivity

Mini-grants

Competitive funding opportunity for implementing incentives programs, supplying bike gear and establishing employee bike shares

12 mini-grants awarded



\$5,000 total

Bike Racks for Businesses

138 New bike parking spaces at local businesses, non-profits, and organizations

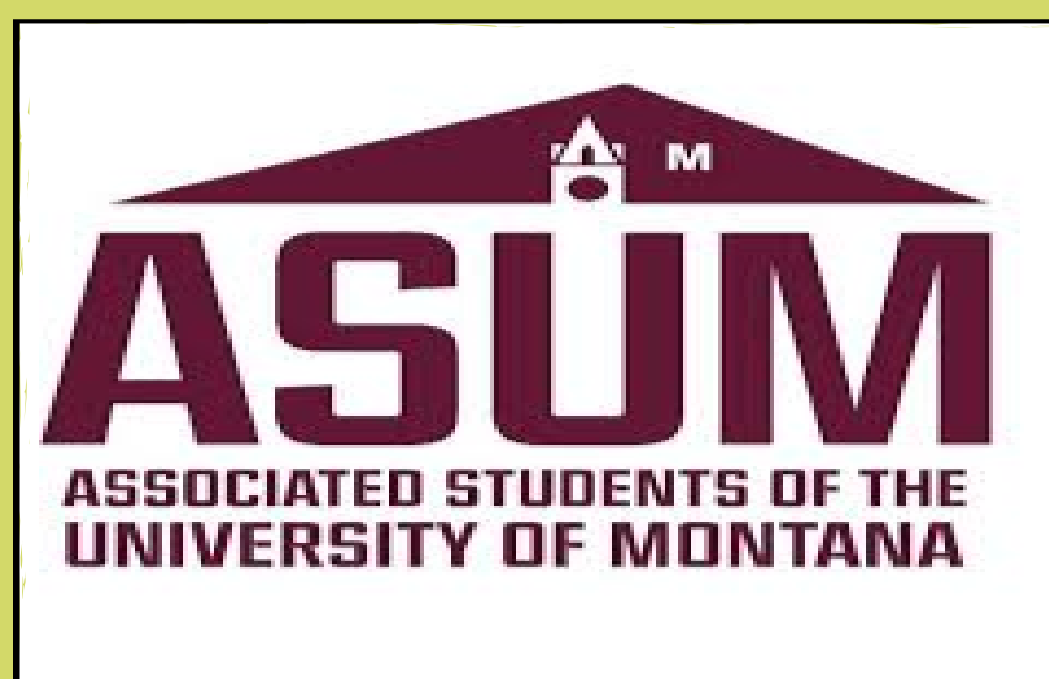


Recognition

Thank you for your continued support.

Match Funding Providers

Missoula in Motion receives federal Congestion Mitigation and Air Quality (CMAQ) grant funding to improve air quality through a reduction of traffic congestion in the Missoula Metropolitan area.



Federal CMAQ grant funds require local match, which MIM acquires through partner support and event sponsorship.

Our partners allow us to leverage federal dollars to more efficiently use existing infrastructure, encourage sustainable travel and reduce single occupancy vehicle use.

Thank you to our Match Funding Partners for supporting Missoula In Motion and believing in the importance of sustainable transportation.

10 Way To Go! Missoula Sponsors

Local businesses provided rewards for Way To Go! Missoula members who reached a target number of sustainable trips each month

63 Other donating businesses

Businesses provided in-kind donations or gifts cards to Missoula In Motion





Walking and Rolling into 2018

Learn how to engage and interact with Missoula In Motion.



Receive a
Workplace
Assessment



Participate in a
Commuter
Challenge



Nominate a
Commuter of the
Year



Apply for a
Mini-Grant



Borrow our bike
valet system



Use Way To Go!
Missoula

May

May 5:
Helmet Sale
at Clark Fork
Market

May 6-12:
Commuter
Challenge

**Bike
Month**

June

June 1:
Parklet

Mini-grant
applications
available

July

July 6:
Parklet

Commuter of
the Year
Announcement

August

August 3:
Parklet

August 10:
Bike to the
Fair Day
(Bike Valet)

August 24
& 25:
Bike Valet
@ River
City Roots

September

Sept 7 & 14:
Parklet

Sept 9:
SUNDAY
STREETS
MISSOULA

Sept 9 - 15:
Walk & Roll
Week

Sept 12:
One Less Car
Day



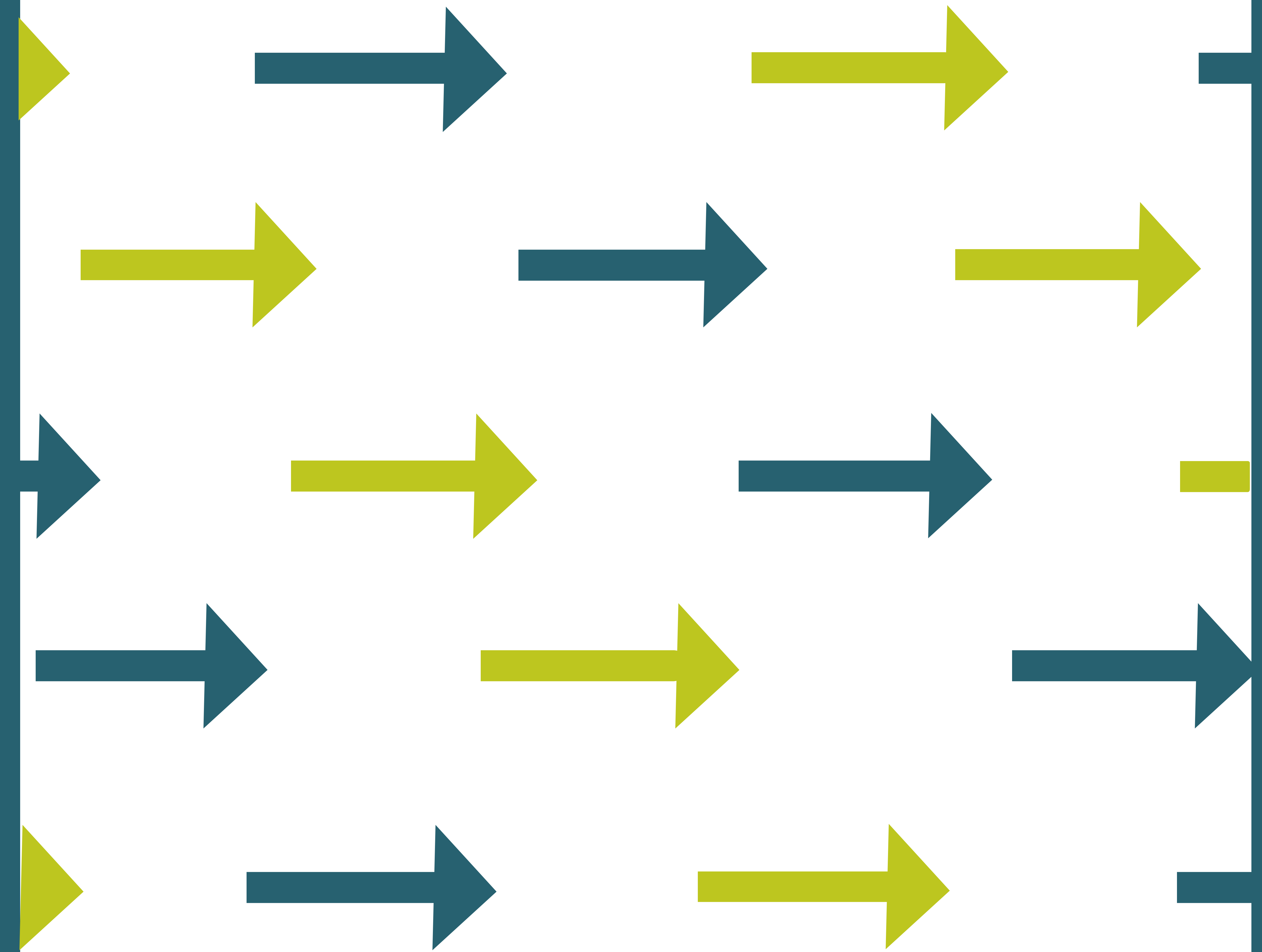
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Thank You



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