



# MISSOULA IN MOTION

ANNUAL REPORT

2024

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# missoula in motion

SEE COMMUTING DIFFERENTLY.

## 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.

People living in Missoula have options - it's all about knowing which ones will work for you. When we all do what we can, when we can, it can collectively make a big difference.

From reducing traffic congestion to freeing up parking for those who need it and reducing CO2 emissions, when we choose sustainable transportation, **we all win.**



# ACCREDITATION

MAKING WAVES ON THE NATIONAL STAGE

MIM was among the first group of Transportation Options organizations to become accredited as distinguished by the Association of Commuter Transportation (ACT). The process included a rigorous application that ensured all MIM programs are performing at the highest standards and following industry best practices.

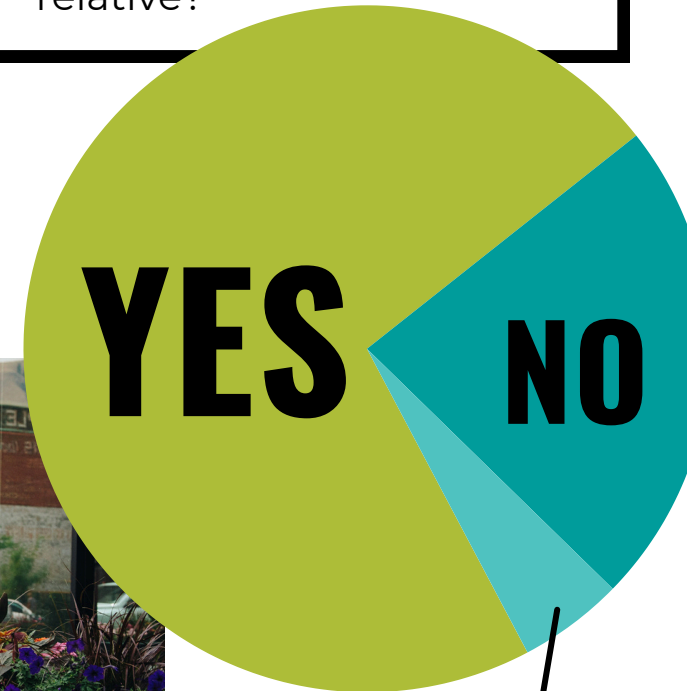


# 95%

of workplace partners credit MIM, on some level, for their efforts to promote sustainable transportation options.



Have you recommended Missoula In Motion to a coworker, professional acquaintance, friend or relative?



**UNSURE**

# SUSTAINABILITY

CONNECTING TRANSPORTATION & LIVABILITY



Personal transportation is a leading contributor to local CO2 emissions that negatively affect air quality. **MIM partners with local businesses to offer monthly commuter incentives,** giving individuals that extra motivation to make the sustainable choice.

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## WAY TO GO! MISSOULA

<b>25</b>	Local Business <b>Partners</b>
<b>234.8</b>	Metric Tons of <b>CO2</b> Diverted
<b>1241</b>	Monthly <b>Rewards</b> Claimed
<b>1,955</b>	Active <b>Users</b>
<b>89,290</b>	Sustainable <b>Trips</b> Logged

# COMPETITION

MOTIVATING POSITIVE CHANGE

## COMMUTER CHALLENGE

Each May the community-wide workplace challenge inspires employees to commute sustainably in this 2-week challenge.

**82**

Workplace Teams

**1,013**

Participants

**11,949**

Sustainable Trips

**26.29**

Tons CO2 Diverted

“ I liked how it was a group effort. It's really encouraging to see all the bikes parked at work. ”



“ I enjoyed that it encouraged me to try something new! ”

## CLEAR THE AIR CHALLENGE

This January challenge motivated individuals to opt for sustainable transportation in the month when it's hardest to do but matters the most.

**15,717**

Miles Traveled

**150**

Participants

**4,736**

Sustainable Trips

**4.83**

Tons CO2 Diverted

# COMMUNITY

NEIGHBORHOOD FOCUSED PROGRAMMING

“ Taylor made me realize how beneficial it is to make even small changes. ”  
- University District Resident



In 2024, MIM's neighborhood focused outreach served University District residents, providing transportation resources upon request along with personalized guidance from a transportation expert.



**109** Survey responses



**36** Motivational interviews



**865** Resources delivered upon request



SEASONAL INTERN, TAYLOR HILL, DELIVERS RESOURCES DIRECTLY TO UNIVERSITY DISTRICT RESIDENTS' DOORSTEPS

# EQUITY

MOBILITY OPTIONS FOR ALL



## RIDE-ALONGS

MIM staff offered ride-along trips to community members who needed assistance navigating the bike or bus system for the first time.



## BIKE LIGHTS

MIM supplied free bike lights to the Missoula Police Department and Free Cycles, meeting bicyclists with the resources they need, where they're at.



## HELMET SALES

Partnering with Providence St. Pats, MIM supplied free or low-cost bike helmets at the Farmers Market, Project Community Connect, and a hospital employee event.



# RECOGNITION

CELEBRATING SUCCESS



COMMUTER OF MISSOULA, ADELE

## COMMUTERS OF MISSOULA

Commuters of Missoula amplifies the power of storytelling by sharing long form interviews with individuals from different walks of life about how they use sustainable transportation.



## COMMUTER OF THE YEAR AWARDS

Each year MIM recognizes 2 Commuters of the Year who go above and beyond to build sustainable travel habits into their daily lives. Winners are announced at Downtown Tonight at Caras Park.

## NORTHSIDE PED BRIDGE

After being closed for over a year for renovations, MIM was excited to be a part of the reopening celebration of this key connection for residents.



AUGUST 2024

# EDUCATION

THE POWER OF INFORMATION



1 of 3 annual Workplace Breakfasts took place at Mountain Line where community members toured the bustling public transit facility.

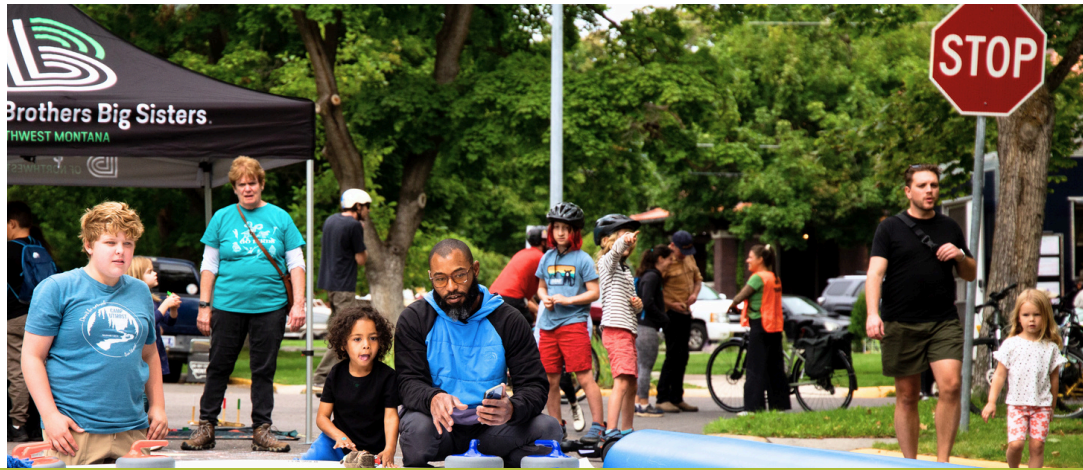
MIM hosted 2 free community film screenings of The Street Project: a documentary capturing the global movement for safer streets for all.



MIM released a short video for downtown workplaces to share with new employees, covering both parking and sustainable transportation options.

# CELEBRATION

HIGHLIGHTING MISSOULA'S INFRASTRUCTURE



## SUNDAY STREETS MISSOULA

In 2024, **Sunday Streets Missoula** activated 1-mile of streets in the University District, highlighting the bike and walkability of the historic neighborhood streets.

2436	Attendees
48	Activities hosted by local organizations
10	Food Trucks
4	Fitness Classes
2	Neighborhood Greenways



# INNOVATION

POP-UP INSTALLATIONS MEET TEMPORARY NEEDS

**First Friday Parklets** transform parking spaces into people places for the day in support of a friendly environment for biking and walking.



PARKLET HOSTED BY IMPORT MARKET

**11** Parklets hosted by

**10** Local Organizations

## BIKE PARKING

MIM put bike access front and center providing **temporary bike racks** to Families First Summer Camp, Western MT Fair, Garden City Harvest Party, River City Roots Fest, UM Stadium Concerts and Caras Park events.



# CONNECTION

SUPPORT FROM COMMUNITY PARTNERS

## SUSTAINING MATCH PARTNERS

**City of Missoula**  
**Missoula County**  
**Mountain Line**

**\$44,196**  
LOCAL MATCH

**\$18,122**  
IN-KIND GIFTS

**Missoula Parking Commission**  
**UM Transportation & Parking Services**

## MONTHLY PARTNERS & PROGRAM SPONSORS

**Basal**  
**Bathing Beauties Beads**  
**Bedrock Sandals**  
**Bernice's Bakery**  
**Betty's Divine**  
**Big Sky Documentary**  
**Film Festival**  
**Bitterroot Flower Shop**  
**Brassiere Porte Rouge**  
**Butterfly House**  
**Cambie**  
**Clark Fork River Market**  
**Clearwater Credit Union**  
**Clyde Coffee**  
**Crystal Limit**  
**Currents Aquatic Center**  
**Double K Ranch**  
**Dram Shop**  
**Ear Candy**

**Fact & Fiction**  
**Finn**  
**Florabella**  
**Frame of Mind**  
**Golden Yolk Griddle**  
**Great Burn Brewing**  
**Great Harvest**  
**Hellgate Cyclery**  
**Hide & Sole**  
**Home Resource**  
**Hunter Bay**  
**Import Market**  
**Lake Missoula Tea Co.**  
**Mackenzie River**  
**Missoula Broadcasting Co.**  
**Missoula Wine Merchant**  
**Montgomery Distillery**  
**Morning Birds Bakery**  
**Pearl Tea Boba**

**Pink Grizzly**  
**Plonk**  
**Revolver**  
**Rockin Rudy's**  
**Runner's Edge**  
**Scotty's Table**  
**Splash Montana**  
**Sushi Hanna**  
**Tagliare Delicatessen**  
**The Camino**  
**The Good Food Store**  
**The Old Post**  
**Trailhead**  
**Turner Farms**  
**VRTX**  
**Western Cider**  
**Western Montana Fair**  
**Worden's Market & Deli**  
**Zoo Thai**



A woman with curly hair, wearing a white long-sleeved shirt, orange shorts, and black boots, is leaning against the side of a red car. She is smiling and looking towards the car. The background shows a residential street with trees and a house. The text "THANK YOU MISSOULA." is overlaid in large white letters. A circular logo with a lowercase 'm' and arrows is positioned below the text. There are teal and lime green decorative blocks in the corners.

**THANK YOU  
MISSOULA.**

