

Missoula in Motion

BACK IN THE SADDLE: MISSOULA'S COMMUTER CHALLENGE

📍 Missoula, MT

Missoula in Motion's annual Commuter Challenge continues to shine as a catalyst for sustainable commuting in Missoula, Montana. Each year, during the first two weeks in May, workplaces compete to log as many sustainable trips as possible. The 2024 challenge encouraged 82 workplaces of all sizes to engage, with **over 1,000 employees logging nearly 12,000 sustainable commute trips**.

The challenge is powered by creative engagement from the point of contact at each participating workplace dubbed as the "Commuter Captains", who motivate colleagues, share resources, and foster camaraderie around sustainable transportation. Participants explore new commute options through the Way to Go! Missoula platform, and the competition fosters a fun, team-oriented atmosphere. The results are tangible, including a **26-ton reduction in CO2 emissions over 61,376 miles traveled** by sustainable modes and a 13% decrease in drive-alone trips in the weeks after. 14 workplaces had every single employee sustainably commute at least once in the two-week period.

Missoula in Motion creates new and engaging design collateral each year and celebrates collective efforts with events like the kick-off party and the award ceremony, making the challenge an exciting and impactful community tradition. A key success of the challenge is the engagement of local businesses who donate prizes for each day of the challenge. As a result, many commuters discover how convenient and rewarding sustainable modes can be, leading to long-term behavioral shifts.

Missoula in Motion's Commuter Challenge has proven to be a remarkable driver of positive change in the local community's transportation habits. Over the years, the challenge has contributed to a measurable shift in mode share at the change of seasons, encouraging thousands to explore sustainable options like biking, walking, and public transit and demonstrating the collective power of small actions—reducing vehicle miles traveled, lowering emissions, and easing traffic congestion throughout Missoula.



IMPACT IN NUMBERS



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